



2009/10
Annual Report

The Jay Malina International Trade Consortium of Miami-Dade County



Come Trade With Us

The Jay Malina
International Trade
Consortium of
Miami-Dade County

The Jay Malina International Trade Consortium (ITC) promotes Miami-Dade County as a Global Gateway by enhancing international relations, cultural understanding, and trade.

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Honorable Carlos Alvarez, Mayor
Honorable Joe A. Martinez, Chair
And Members of the Board of County Commissioners

January, 2011



Dear Mayor Alvarez, Chair Martinez, and Members of the Board of County Commissioners:

Fiscal year 2009-2010 presented some of the most formidable challenges in the history of the International Trade Consortium (ITC). Due to the current economic downturn, trade was considerably off from the previous year, and ITC's budget was also significantly reduced. The agency faced the challenge of creatively doing more with less, while maintaining the level of service required to meet its objectives as outlined in the strategic plan, and fulfilling its overall mission to promote and strengthen Miami-Dade County's position as an international trade and cultural center.

As a result, ITC went through a restructuring process and began focusing on new initiatives such as offering educational import/export workshops. These workshops were conducted on a pro-bono basis by Peter Quinter of Becker & Poliakoff and were created with the objective of assisting small to medium-sized businesses by providing them with relevant information and tools needed to meet the challenges of international trade. I am pleased to say that the workshops have been widely accepted, and as a result we will be offering a new series of workshops in FY 2010-2011 incorporating feedback received by participants who attended past workshops.

Since its inception, ITC has overcome many obstacles to become the prominent trade promotion agency in Miami-Dade County. The hard work and dedication of everyone involved has been recognized both locally and abroad, and I am pleased that beginning in FY 2010-2011, the Jay Malina International Trade Consortium (ITC) became the Office of Economic Development and International Trade of Miami-Dade County (OEDIT). The new agency combines the functions of ITC with Qualified Targeted Industry (QTI) and Targeted Jobs Incentive Funds (TJIF) programs in the Department of Housing and Community Development, and the functions of the Office of Economic Development Coordination in the Planning and Zoning department.

The creation of this new office will also serve to improve coordination with the key economic development agencies of Miami-Dade County and other trade related organizations in the community.

The future looks bright, and I am proud to Chair the newly created International Trade Advisory Board that will serve to further expand business and international trade opportunities for the citizens of our hard working community. As in the past, we will continue to actively push forward projects and initiatives that will help revitalize our local economy.

I want to thank Mayor Carlos Alvarez, the Chair and Board of County Commissioners, and County Manager George Burgess for the faith they have shown in our efforts. A special thanks to the ITC Board of Directors, their assistance has made all the difference. Last but not least, I want to express my heartfelt appreciation to ITC Executive Director, Tony Ojeda and his staff for without the dedication and support they have shown, we would not have achieved our objectives.

Sincerely,

A handwritten signature in black ink, appearing to read "Natacha Seijas". The signature is fluid and cursive, with the first name being the most prominent.

Natacha Seijas
Miami-Dade County Commissioner
ITC Chair

Honorable Carlos Alvarez, Mayor
Honorable Joe A. Martinez, Chair
And Members of the Board of County Commissioners

January, 2011



Dear Mayor Alvarez, Chair Martinez, and Members of the Board of County Commissioners:

I am pleased to submit, as required by Ordinance 02-225 §2-1505 (as amended), the FY 2009-2010 Annual Report for the Jay Malina International Trade Consortium of Miami-Dade County (ITC).

In 2009, the Miami Customs District exchanged \$79 billion of merchandise trade. While an impressive figure, it represented a drop of \$11 billion from 2008 when the district set an all time high record. However, despite the decline, South Florida fared far better than most other U.S. customs districts. And, I am optimistic that despite the difficult trade and economic conditions of 2009, there does seem to be a light at the end of the tunnel. Recent Miami trade data indicates that 2010 has the potential for record breaking improvements from last year's dismal

numbers. As in the past and now more than ever, Miami-Dade County's role in international trade will be the catalyst of our community's economic recovery and viability, and our office plans to be at the forefront of these efforts.

As detailed in the agency's FY 2009-2010 Strategic Plan, we organized an outbound business development mission to Senegal and South Africa with the purpose of strengthening bilateral trade and increasing cultural linkages between Miami-Dade County and these strategically selected African countries. One of the most significant achievements during the mission was the completion of the Sister Cities agreement with Dakar, Senegal; Miami-Dade County's first Sister Cities affiliation with an African city. This past year we focused on building on our previous efforts by coordinating numerous inbound trade missions, many of which came as a direct result of our past outbound missions and invitations extended by ITC Chair, Commissioner Natacha Seijas.

For instance, as a result of outbound trade missions to South Africa in 2007 and 2009, we have strengthened Miami-Dade County's budding relationship with South Africa; our top African trade partner, and we are assisting the South African government in their efforts to open a Consulate or trade office in Miami.

ITC also hosted several inbound missions from Brazil, our number one trading partner, including one in which we organized pre-screened business-to-business meetings. Additionally, our trade mission to Taiwan in June 2009 laid the groundwork for the current cooperation between Miami-Dade and Taiwan, and as a tangible outcome, in September 2010 we assisted an inbound mission from Taiwan organized by the Taiwan Trade Center Miami.

In addition, ITC supported a total of twenty-six inbound missions. The inbound missions program provided thousands of trade leads, organized hundreds of pre-screened business-to-business meetings, and/or coordinated mission agendas for visiting delegations with the objective of solidifying Miami-Dade County's position as an international platform for trade while facilitating business opportunities for small and medium sized businesses in our community.

With the adoption of the Budget Ordinances for FY 2010-2011, the Jay Malina International Trade Consortium became the Office of Economic Development and International Trade of Miami-Dade County. The new agency will better utilize scarce resources and maximize the County's ability to coordinate its economic development and international trade initiatives with our key economic development partners in the private sector. I am thrilled about this new challenge, and look forward to an exciting new program to better serve the needs of our residents.

I want to thank the Mayor, the Board of County Commissioners, and the County Manager, for their continued leadership and assistance. Above all, I want to offer my most sincere thanks to ITC Chair, Commissioner Natacha Seijas, for without her unyielding support and guidance we could not have achieved so much or come so far. I also want to thank the ITC Board of Directors for their countless hours of volunteer service and participation.

And, finally, I want to thank my dedicated and diligent staff. I am very proud of each and every one of them, for they have shown the utmost professionalism in the most trying of times.

Sincerely,



J.A. Ojeda, Jr.
Executive Director

Come Trade With Us



Miami-Dade County: A Global Gateway



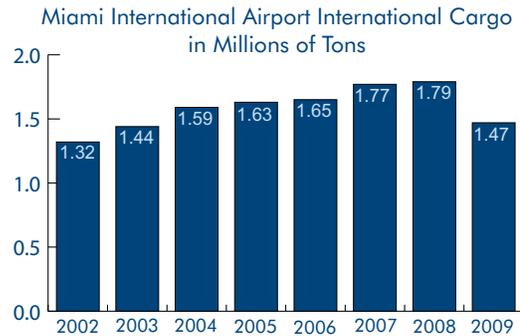
Miami-Dade County is one of the most culturally diverse counties in the U.S. with a multi-lingual labor force of over 1.2 million people. Miami-Dade is part of U.S. Customs district No. 52 or Miami Customs District, which in 2009 exchanged \$79 billion of merchandise trade with the world; a drop of \$11 billion from 2008. Despite the decline, the Miami Customs District fared far better than most other U.S. customs districts. In 2009 it had a trade surplus of \$19.83 billion, the largest in U.S. history, and after five consecutive years as the country's 13th top customs district, the Miami Customs District advanced to No. 11.



Commissioner Natacha Seijas presents City of Prague Commissioner Tomas Chalupa with the key to Miami-Dade County following the signing of the Sister Cities affiliation agreement with Prague.

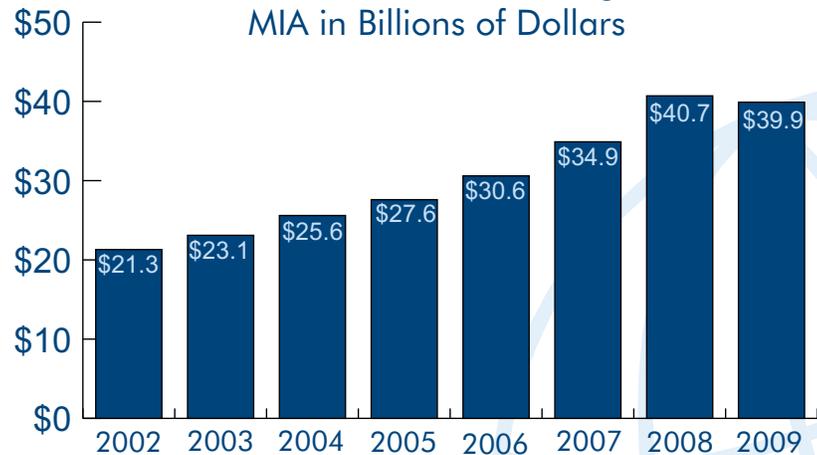
Airport

Miami International Airport (MIA) remains the number one international freight airport in the U.S. Nearly 90 airlines service two-way cargo traffic linking the Americas with the high growth markets of Asia, Europe, and the Middle East. MIA is also a major transshipment hub with 41% of its cargo transhipped to other global markets. The airport ranks second in total number of international passengers among U.S. airports for 2009, and is the largest U.S. Gateway for Latin American and Caribbean passengers with over 1,000 weekly flights departing to 68 non-stop destinations in the region. MIA and the General Aviation Airports' annual economic impact is \$26.7 billion. Together with its related aviation industries the airport contributed 282,043 jobs directly and indirectly to the local economy.



Largest Gateway to Latin America and the Caribbean

Total Trade Value Through MIA in Billions of Dollars

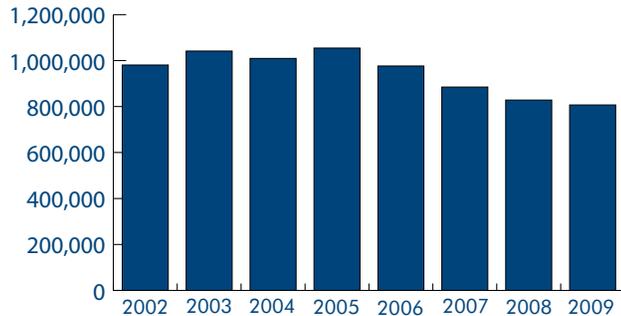


Seaport

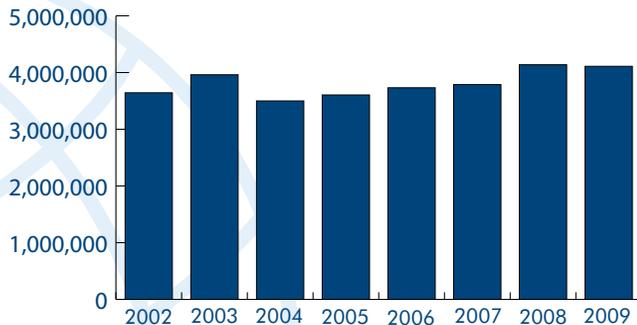
The Port of Miami is the Cruise Capital of the world and the Cargo Gateway to the Americas; it set a new world record for cruise traffic in FY 09-10 with approximately 41.5 million passengers, and remains the number one containerized port in Florida. In addition, The Port of Miami Tunnel began construction in FY 09-10, and when completed in 2014 will improve access by directly connecting the port with the interstate system while bypassing downtown Miami traffic congestion. The Port of Miami is also seeking \$75 million in federal funding to deepen the Miami Harbor to fifty feet in order to accommodate the new, larger cargo ships that will pass through an expanded Panama Canal beginning in 2014.



Port of Miami TEU's



Port of Miami Passengers





Trade Development Program

ITC implements its international trade development efforts through a number of programs and activities. Principal of these are its outbound and inbound missions which promote Miami-Dade County as a Global Gateway for trade, advance international relations and citizen diplomacy, as well as facilitate business opportunities for companies in Miami-Dade County with their counterparts abroad.

In FY 2009-2010, ITC organized one outbound business development mission, five inbound reciprocal missions, and supported or provided assistance to twenty-one inbound missions, and seven official visits.

ITC also introduced a series of Import/Export workshops to assist local small and medium sized businesses meet the challenges of international trade.

FY 09-10 Missions and Official Visits

Outbound Trade Missions	Inbound Missions and Official Visits
Senegal / South Africa	Argentina (2), Belize, Brazil (4), Canada, Chile, China (2), Colombia, Costa Rica, Czech Republic (2), Ecuador, Ethiopia, Haiti, Honduras, India (2), Kenya, Malaysia, Panama, Poland (3), South Africa (3), Spain, Taiwan, and West Africa (the Republic of Benin, the Democratic Republic of the Congo, Gambia, Ghana, and Senegal)



DAKAR, SENEGAL



CAPE TOWN, SOUTH AFRICA



JOHANNESBURG, SOUTH AFRICA



PRETORIA, SOUTH AFRICA

Outbound Trade Missions

ITC's outbound missions consist of in-country briefings by the U.S. State Department and U.S. Commercial Service in each host country, as well as pre-arranged meetings with high-level government officials and local economic development agencies to acquaint them with Miami-Dade's international trade promotion programs. In addition, the ITC Executive Director, often with the participation of representatives from Miami International Airport and the Port of Miami, as appropriate, highlights Miami-Dade's world class infrastructure, multicultural composition, unique geographic location, and advantages as an international trade platform and a Global Gateway. ITC's business matchmaking program is an important part of its trade missions. It provides private sector delegates an opportunity to launch or further expand their companies' international business development by participating in pre-arranged business-to-business matchmaking meetings organized in conjunction with the host country's local economic development agencies. These services are provided to registered mission participants free of charge. ITC has received many congratulatory remarks from international partners for the manner in which the agency plans, organizes, and conducts outbound trade missions. During outbound missions the ITC Chair invites government and economic development agencies to bring a reverse mission to Miami-Dade. As a result of these invitations, ITC has hosted many inbound missions to Miami-Dade.

In FY 09-10, the ITC Board of Directors, **approved one Business Development Mission** to Senegal and South Africa.





Dakar, SENEGAL

Outbound Trade Missions

Dakar, Senegal



ITC organized and conducted its first joint business development mission in partnership with Enterprise Florida, to Dakar, Senegal, October 17th-20th, 2009. Commissioner Audrey Edmonson led the delegation. The purpose of the mission was to strengthen bilateral trade and increase cultural linkages between Miami-Dade County and this strategically selected African city. Delegates received in-country briefings from U.S. Embassy officials and the U.S. Foreign Commercial Service in Senegal, as well as high-level government officials in Dakar among others.

One of the most significant achievements during the mission was the completion of the Sister Cities agreement with Dakar. This historic signing is the first Sister Cities affiliation between Miami-Dade County and an African city.



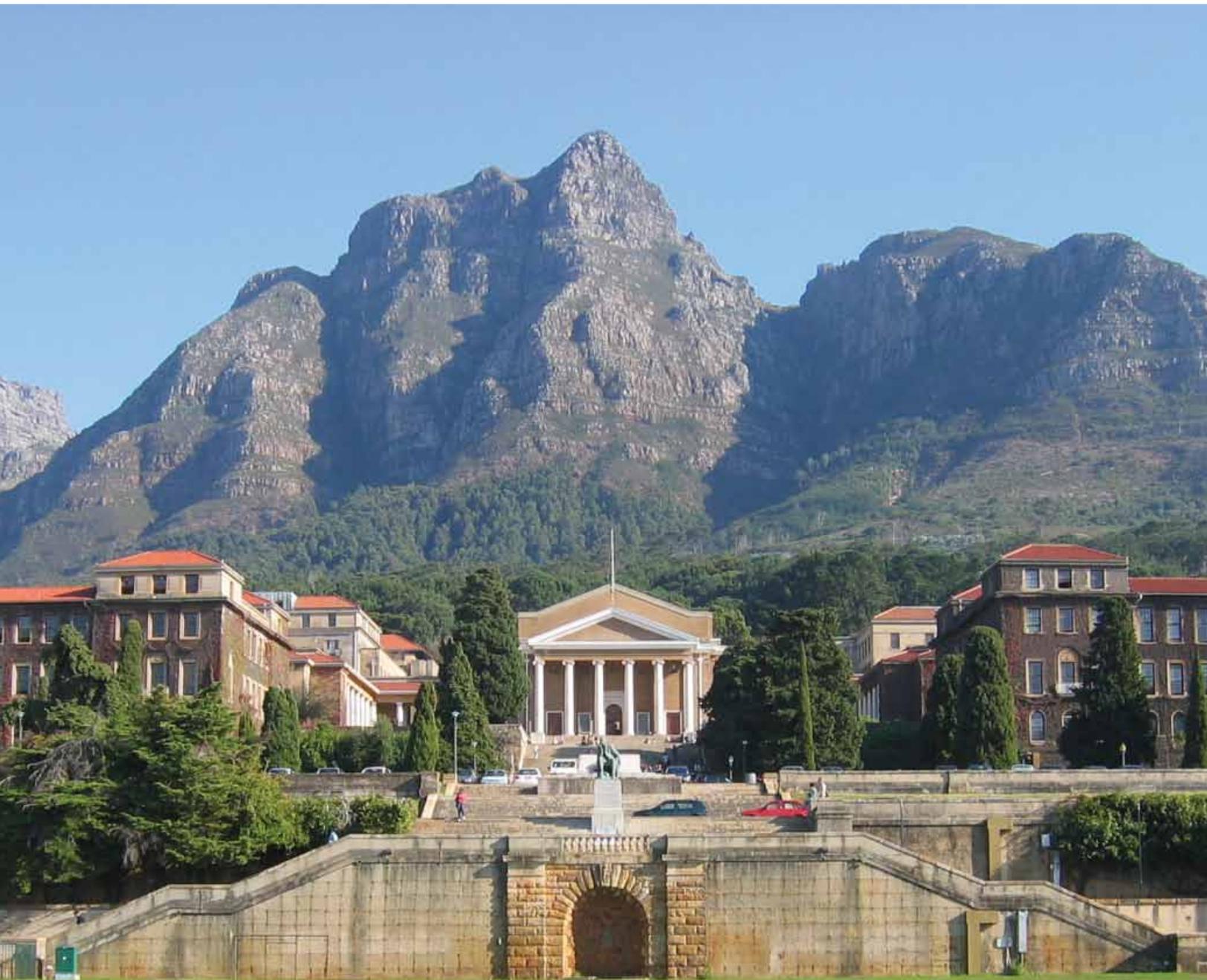
Commissioner Audrey Edmonson signs the Sister Cities agreement with the Mayor and Vice-Mayor of Dakar at Dakar City Hall.



Briefing session just prior to the beginning of the business-to-business meetings in Dakar.

110 Pre-arranged Meetings

The Dakar Chamber of Commerce, Industry and Agriculture (CCIAD) assisted ITC in organizing **110 pre-arranged business-to-business meetings** for the private sector delegates with their Senegalese counterparts in Dakar.



The University of Cape Town Main Campus, SOUTH AFRICA

Outbound Trade Missions Cape Town, South Africa



ITC's business development mission to Cape Town, South Africa from October 21st-25th, 2009 served to further promote Miami-Dade County as a Global Gateway and platform for international trade. The mission focused on ways to increase bilateral trade and cultural linkages between Miami-Dade County and Cape Town. South Africa is South Florida's number one trading partner in Africa. The delegation had important meetings and discussions with key relevant private sector enterprises, economic development organizations, chambers of commerce, government, and non-governmental agencies. Participants also attended the 2009 Annual DTI Technology Awards Gala Dinner and exhibition to meet and network with South African business inventors and innovators. In a letter dated November 24th, 2009, DTI informed Commissioner Edmonson that the department would undertake a trade mission to Miami-Dade County.



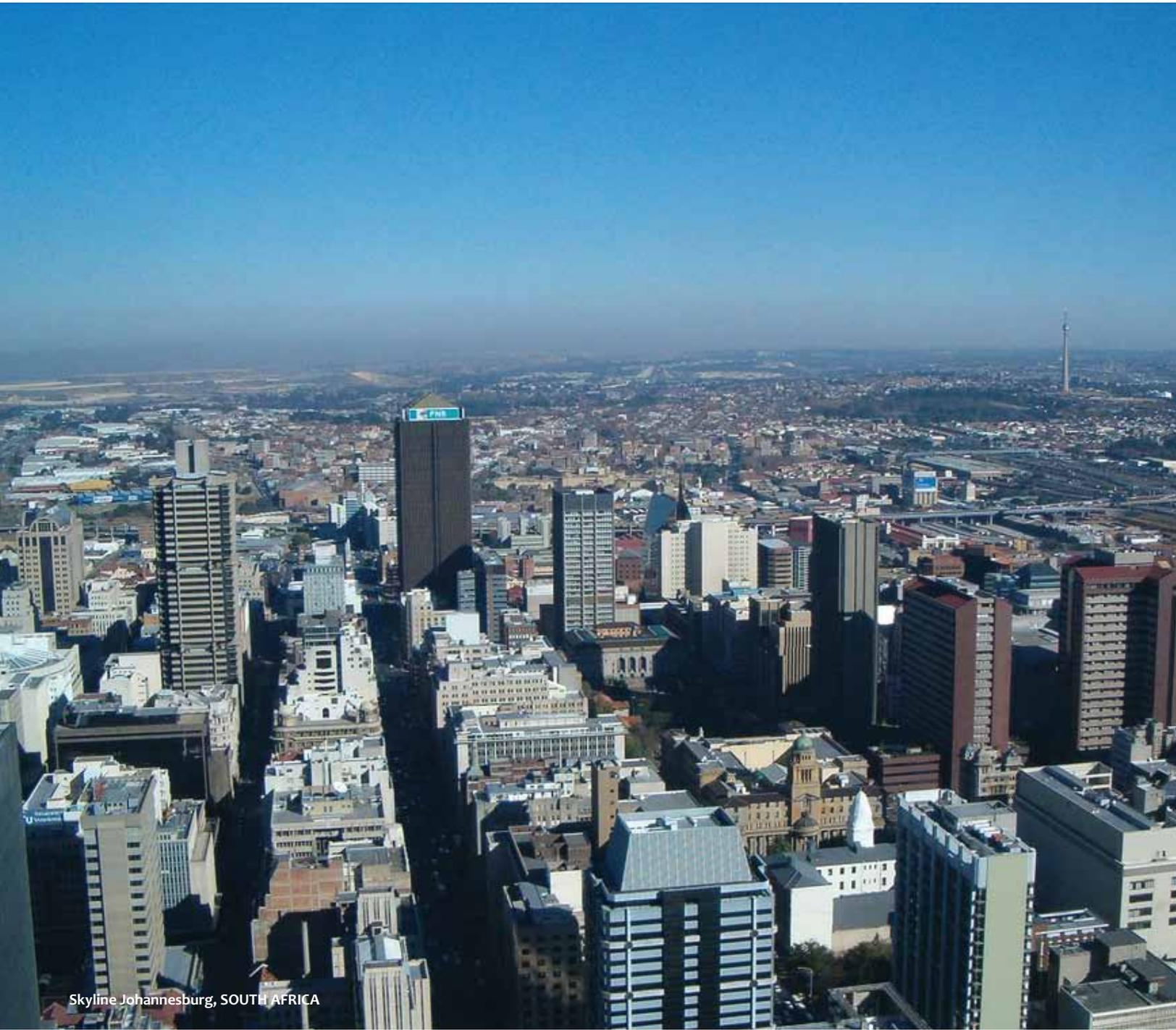
Mission leaders meet with Dr. Rob Davies (center), South African Minister for the Department of Trade & Industry (DTI) at the Parliament building in Cape Town. Commissioner Edmonson invited Dr. Davies to bring a trade mission to Miami-Dade.



Mission leaders with U.S. Consul General Dr. Alberta Mayberry (3rd from the left) in Cape Town.

36 Pre-arranged Meetings

Enterprise Florida Inc., Southern African office assisted ITC in organizing **36 pre-arranged business-to-business meetings** for the private sector delegates. Participants had ample opportunities to meet and network with their Cape Town counterparts.



Skyline Johannesburg, SOUTH AFRICA

Outbound Trade Missions Johannesburg, South Africa

One of the principal objectives of ITC's business development mission to Johannesburg, South Africa from October 25th-27th, 2010 was to continue to explore direct air service between Johannesburg and Miami-Dade. County officials discussed air service route development opportunities with Gauteng legislature representatives, other government officials, and representatives from South African Airways to reestablish the Johannesburg-Cape Town-Miami air route. Miami-Dade representatives reviewed studies and reports which explained how direct flight service between South Africa and Miami-Dade would create additional jobs and contribute to increased bilateral trade and tourism for both communities.

In addition to various governmental and private sector meetings, delegates attended a networking reception hosted by the U.S. Consul General in Johannesburg, which provided them with ample opportunity to meet with key business leaders in Johannesburg.

42 Pre-arranged Meetings

Enterprise Florida Inc., Southern African office assisted ITC in organizing **42 pre-arranged business-to-business meetings** for the private sector delegates with their counterparts in Johannesburg.

"This meeting ... made my trip a success. Thank you very much for all of your help, and I look forward to bringing KVAR to your country and region."

Rory Malisoff, VP of Business Development for KVAR Energy Savings Inc.



Florida State Senator Anthony Hill and Commissioner Edmonson chat with U.S. Consul General Andrew Passen in Johannesburg.



Business-to-business meeting in Johannesburg.



The Union Buildings Pretoria, SOUTH AFRICA

Outbound Trade Missions Pretoria, South Africa

The ITC delegation that visited Pretoria, South Africa on October 27th, 2009 met with the new U.S. Ambassador to South Africa the Honorable Donald H. Gips. Ambassador Gips commended mission leaders for choosing South Africa as a mission destination, emphasizing South Africa's role as a key African nation.

The delegation also had an important meeting with the South African Department of International Relations and Cooperation (DIRCO) in Pretoria. The delegation renewed its desire to have a South African Consulate and/or Trade Office established in Miami-Dade County. DIRCO stated that the South African government was receptive to the idea, and that a feasibility study would be conducted to ascertain its viability. In April 2010, ITC coordinated a DIRCO inbound mission to evaluate the possibility of establishing a South African presence in Miami. Additionally, in August 2010, the South African Ambassador to the U.S. came to Miami and met with Commissioner Audrey Edmonson and ITC staff to enlist the support of Miami-Dade County in this effort.



L-R: ITC Executive Director, Tony Ojeda, Florida State Senator Anthony Hill, DIRCO's Director for USA, Fadl Nacerodien, and Commissioner Audrey Edmonson.

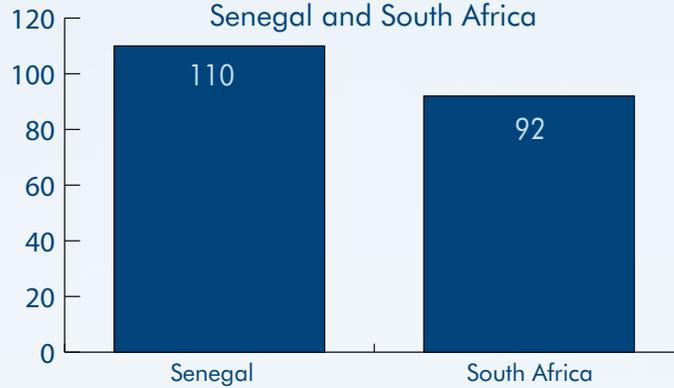


Business-to-business meeting in Pretoria.

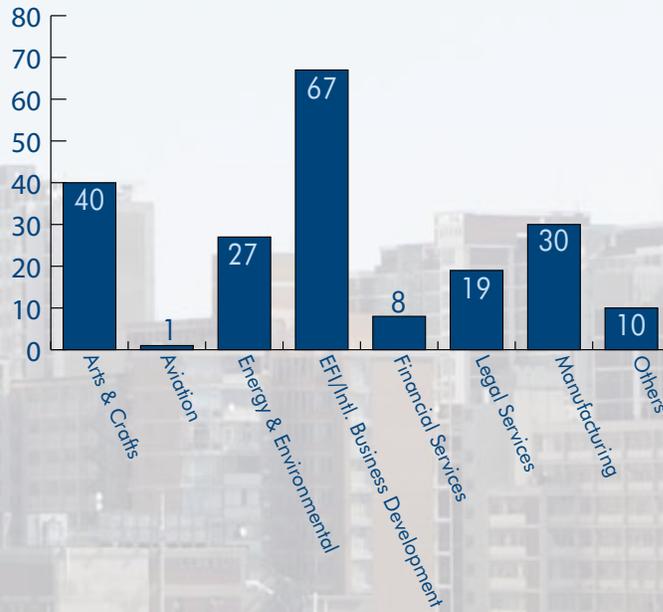
14 Pre-arranged Meetings

Enterprise Florida Inc., Southern African office assisted ITC in organizing **14 pre-arranged business-to-business meetings** for the private sector delegates with their counterparts in Pretoria.

202 Business-to-Business Meetings Outbound Trade Mission Senegal and South Africa



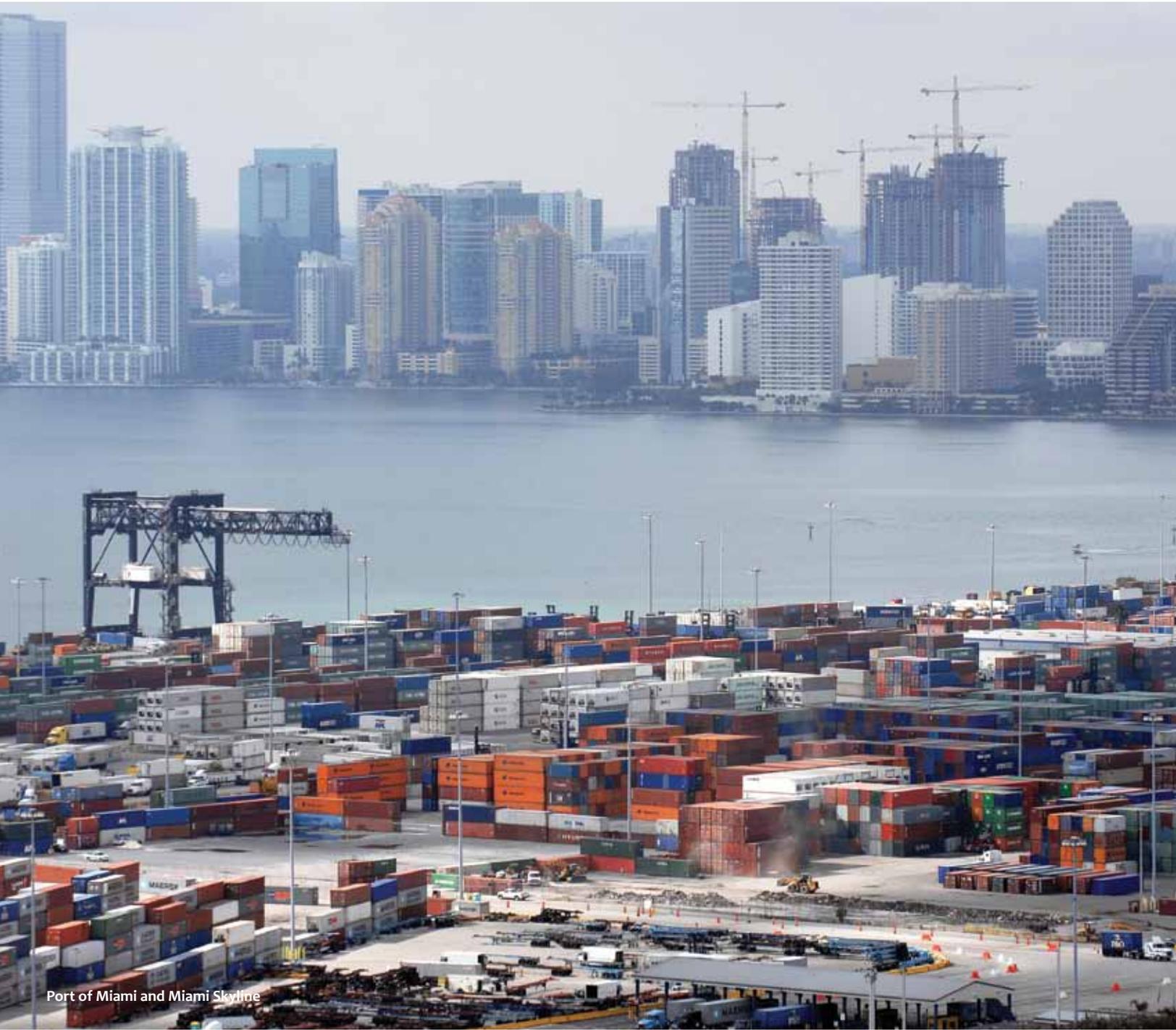
Business-to-Business Meetings by Sector Outbound Trade Mission - Senegal and South Africa



Johannesburg, SOUTH AFRICA



Business-to-business meeting in Pretoria, SOUTH AFRICA.



Port of Miami and Miami Skyline

Inbound Missions

Official Visits & Trade Workshops

Inbound missions consists of:

- Reciprocal missions made by cities that ITC previously led trade missions to and come as a result of an invitation made by ITC
- Missions organized by foreign consulates and trade offices
- Missions organized by foreign and local chambers of commerce and economic development organizations
- Official visiting delegations

ITC provides a variety of services to inbound missions such as organizing pre-arranged business-to-business meetings, providing trade leads, protocol services, coordinating an agenda that can include but is not limited to meetings with local government agencies and economic development organizations, as well as financial and logistical support.

In FY 09-10, ITC also launched a series of trade related workshops.

“By supporting inbound missions ITC is able to provide Miami-Dade County companies with increased opportunities to trade and do business with companies abroad.”

Tony Ojeda, ITC Executive Director



Inbound trade mission from Medellin Colombia, May 2010.

Inbound Missions



Chairman Dennis Moss and members of the Board of County Commissioners welcome the delegation.



The delegation and local representatives during a networking reception at the Adrienne Arsht Center.



ITC Board member, Ralph Gazitua (left), also a member of the Adrienne Arsht Center board, was instrumental in arranging the reception at the Performing Arts Center.

Brazil



As a result of an invitation extended by Commissioner Seijas during ITC's mission to Brazil in September 2009, the Honorable Sergio Barroso, State Secretary for Economic Development for the State of Minas Gerais, led a government delegation to Miami-Dade County from November 3rd-6th, 2009. ITC arranged for several key activities during this important visit including meetings with local chambers of commerce and economic development agencies.

Commissioner Seijas presented Secretary Barroso and his delegation to Chairman Dennis Moss and other members of the Board of County Commissioners during a Commission meeting. ITC co-hosted a networking reception with the Brazilian-American Chamber of Commerce of Florida and Odebrecht Construction, in Secretary Barroso's honor at the Adrienne Arsht Center for the Performing Arts (PAC).

Inbound Missions



ITC Chair, Natacha Seijas invites AMCHAM Sao Paulo to organize and bring other delegations to Miami-Dade.

Brazil



In collaboration with the American Chamber of Commerce Sao Paulo (AMCHAM) and the Brazilian-American Chamber of Commerce of Florida, ITC coordinated a seven member inbound mission from Sao Paulo, Brazil from May 18th-19th, 2010. This mission came as a direct result of an invitation extended to the AMCHAM by ITC Chair, Commissioner Natacha Seijas during ITC's business development mission to Brazil in September 2009.

- Miami-Dade and Sao Paulo have enjoyed a Sister City relationship since 1988.
- Brazil is South Florida's #1 trading partner with total trade of over \$11 billion in 2009.



ITC Executive Director, Tony Ojeda briefs the Brazilian delegation.



Mission participants and local business leaders interact during the networking luncheon co-hosted by ITC.

Inbound Missions

Taiwan



L to R: Walter Loy, Sister Cities and Consular Corps Committee Chair, Director General of Taipei Economic and Cultural Office, Ray Mou, delegation leader Yeon-Jon Guan, and ITC Executive Director, Tony Ojeda.

ITC assisted the Taipei Economic and Cultural Office in Miami (TECO) and the Taiwan Trade Center Miami (TAITRA) to host a business development mission from Taiwan September 20th-22nd, 2010. At the ITC Board of Directors meeting on June 10th, 2010, the Director General of TECO announced this important trade mission to Miami-Dade County. The mission was a direct result of ITC's trade mission to Taipei, Taiwan in June 2009, led by ITC Chair, Commissioner Natacha Seijas.

ITC supported the mission by participating in a seminar about trade opportunities in Florida and Miami-Dade County and sponsored a networking reception September 20th.

- The mission was made up of 31 Taiwanese businesses representing car parts, consumer electronics, electronic hardware, pharmaceuticals, medical supplies and equipment, and fabrics.



Participants during the morning seminar which featured presentations by local economic development agencies and a panel discussion with local Taiwanese businesses.

“This is one of the tangible outcomes of ITC’s trip last year. ITC’s trade mission to Taiwan laid a solid foundation for the current and future cooperation between Miami-Dade County and Taiwan.”

Miguel Tsao, former Director General of Taipei Economic and Cultural Office in Miami (TECO)

Inbound Missions



Business-to-business meetings.

Brazil



As a direct result of an invitation extended by Commissioner Natacha Seijas during ITC's trade mission to Brazil in September 2009, ITC in conjunction with Apex Brazil, hosted an inbound electronics trade mission from Minas Gerais, Brazil, September 27th-29th, 2010. SINDVEL, the association of manufactures of electrical appliances and electronics of Electronic Valley in the city of Santa Rita do Sapucaí in Minas Gerais, organized the 17 member mission in cooperation with the Industry Federation of the State of Minas Gerais (FIEMG).

- ITC organized **96 pre-arranged business-to-business meetings** between 35 Miami-Dade companies and 11 Brazilian companies.



ITC staff with members of Apex Brazil, the Consulate of Brazil in Miami, FIEMG, and SINDVEL.



ITC Marketing and Outreach Manager, Jeanie Lisenby and ITC Trade Development Specialist, Maria Dreyfus-Ulvert organized business-to-business meetings.

Inbound Missions



Commissioner Natacha Seijas with the delegation and members of the Sister Cities and Consular Corps Committee following the signing of the Sister Cities agreement.



Members of the delegation meet with Miami-Dade County Police officers.

Czech Republic



As a direct result of an ITC Business Development Mission to Prague in May 2008, a high-level government delegation from the Prague City Assembly Foreign Affairs Committee came to Miami-Dade to sign a Sister Cities affiliation with the County. This historic agreement marked the first ever affiliation with an eastern European city.

ITC organized the visit which included a series of meetings with representatives from Miami International Airport, Greater Miami Convention and Visitors Bureau, Miami-Dade County Police Department, Emergency Operations Center, and Miami-Dade County Public Schools Superintendent. The delegation also met with the Adrienne Arsht Center for the Performing Arts to begin exploring avenues for future cultural cooperation.

“Both our communities share similar values and there is already a strong bond between the people of Miami-Dade County and the Czech Republic. I look forward to a fruitful and valuable relationship that will be of benefit to our communities.”

Commissioner Natacha Seijas



Commissioner Natacha Seijas signs the Sister Cities agreement with City of Prague Commissioner, Tomas Chalupa.

Inbound Missions



Business-to-business meetings.



ITC Senior Executive Secretary, Elizabeth Moss and ITC Trade Development Specialist, Maria Dreyfus-Ulvert assist during business-to-business meetings.

Colombia



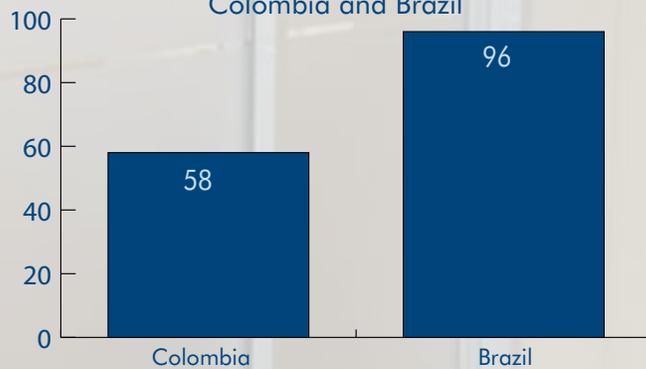
ITC collaborated with the Colombian American Chamber of Commerce to host a nine member inbound trade mission from Medellin, Colombia, May 11th-14th, 2010.

- ITC organized **58 pre-arranged business-to-business meetings** between Miami-Dade companies and the visiting delegation.
- The sectors of the eight visiting companies included maternity clothes, food products, call centers, cosmetics packaging, apparel, handbags & belts, and lingerie.
- Colombia was South Florida's 2nd largest trading partner in 2009 with total trade of over \$5.6 billion.

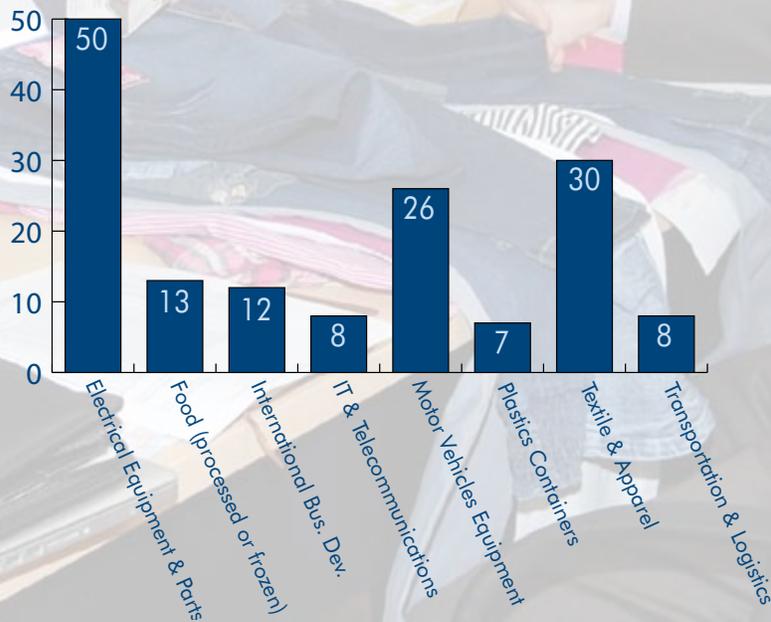


Commissioner Joe Martinez and members of his staff with the delegation during the closing luncheon together with ITC and the Colombian American Chamber of Commerce in Miami.

154 Business-to-Business Meetings
During Inbound Trade Missions
Colombia and Brazil



Business-to-Business Meetings by Sector
Inbound Trade Missions - Colombia & Brazil



Business-to-business meeting.

Inbound Missions



ITC Chair, Commissioner Natacha Seijas meets with members of the delegation prior to their introduction at the Board of County Commissioners.



The Hon. Dennis C. Moss, Chair of the Board of County Commissioners greets the visiting delegation from Argentina along with ITC Chair, Commissioner Natacha Seijas.



ITC Executive Director, Tony Ojeda gives a presentation to Argentinian delegation.

Argentina



ITC was one of the principal organizers of an inbound government and private sector mission from the province of Entre Rios, Argentina October 5th-7th, 2009. Entre Rios Governor Sergio Urribarri led the 40 member government and private sector mission, in conjunction with the Consulate General of Argentina in Miami. ITC Chair, Commissioner Natacha Seijas welcomed the delegation and introduced them to the Board of County Commissioners.

- ITC supplied **516 trade leads** in the dairy, general distribution, elevators, pharmaceuticals, produce, and wood sectors for business-to-business meetings.

Inbound Missions

Poland



On November 10th, 2009, ITC welcomed an inbound government delegation from the Ministry of Agriculture and Rural Development of the Republic of Poland, together with the Trade & Investment Section of the Polish Embassy in Washington D.C., which organized the mission. ITC supported the mission by briefing the five member delegation about the benefits of doing business in Miami-Dade County. The Polish delegation also attended the 12th Annual Americas Food and Beverage Show.



ITC Executive Director, Tony Ojeda discusses Miami-Dade County's position as a Global Gateway and international platform for trade with the Polish delegation.

Spain



The Galician Institute for Economic Promotion organized an inbound mission from Galicia, Spain, November 7th-8th, 2009. The President of Galicia led the mission to Miami-Dade.

- ITC provided the delegation with **854 trade leads** in the areas of animation/audio visual, schools & universities, pharmaceuticals, biotechnology, medical supply/life science, renewable energy, and aviation.



Alberto Núñez Feijóo, President of Galicia.

Inbound Missions

Panama



In conjunction with the Consulate General of Panama, ITC coordinated a government mission February 11th, 2010. The mission was led by the Panamanian Minister of Trade, Roberto Henriquez.

During the mission, Commissioner Natacha Seijas and other local community leaders met with the Trade Minister to discuss the goals of the new Panamanian government, as well as the status and consensus regarding the completion of the pending Panama free-trade agreement. Commissioner Seijas expressed her support of the trade agreement and stressed the importance of strengthening political, cultural, and economic ties between Panama and Miami-Dade, particularly in light of the Panama Canal expansion scheduled for completion in 2014.



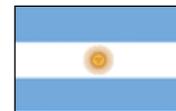
Commissioner Natacha Seijas and Minister of Trade of Panama, Roberto Henriquez.



Commissioner Natacha Seijas and other community leaders meet with Roberto Henriquez, Minister of Trade, during a meeting hosted by the Latin Chamber of Commerce of the U.S. (CAMACOL).

199 Trade Leads Supplied

Argentina



The Consulate General of Argentina in Miami organized a trade mission November 2nd-4th, 2009. ITC supplied **199 trade leads** in the software and IT sectors.

Inbound Missions

Ecuador



ITC collaborated with The Consulate General of Ecuador in Miami and the Corporation for the Promotion of Exports of Ecuador (CORPEI) to host an inbound food industry trade mission from Ecuador March 17th -19th.

- Through the use of its database, ITC provided mission organizers with 342 trade leads which were used to organize pre-arranged business-to-business meetings with the incoming delegation and local businesses.
- The industry sectors of the delegation included seafood, vegetables, fruits, and coffee.
- The delegates also met with representatives from Miami International Airport, the Port of Miami, and attended the SEATRADE Show.



ITC Trade Development Specialist, Maria Dreyfus-Ulvert (2nd from the left) with CORPEI representatives.

Poland



In December 2009, ITC provided the Honorary Vice-Consul of the Republic of Poland with 122 trade leads in the frozen food category.



Business-to-business meetings with the Ecuadorean mission.

Inbound Missions



ITC staff greets the Costa Rican delegation.

Costa Rica



ITC helped coordinate an inbound mission from Costa Rica in conjunction with the Costa Rican Trade Office February 18th-19th, 2010. The International Manager for PROCOMER (Costa Rica's Foreign Trade Corporation) led the mission to Miami-Dade to evaluate the possibility of establishing a Costa Rican goods and services distribution center in Miami-Dade.

ITC also assisted with the mission agenda which included a tour of the Port of Miami and Miami International Airport, as well as a meeting with The Beacon Council.



Members of the ITC staff meet with the delegation from Santa Barbara, Honduras.

Canada



ITC provided the Quebec-Florida Chamber of Commerce with 288 trade leads for its inbound mission from Quebec that visited Florida from February 23rd-26th, 2010.

Honduras



ITC assisted an inbound government delegation from Santa Barbara, Honduras April 19th, 2010. The delegation was interested in obtaining surplus Miami-Dade County fire and waste vehicles.

Inbound Missions

South Africa



ITC coordinated an inbound mission from the Department of International Relations and Cooperation of South Africa and the South African Embassy in Washington D.C. April 6th-7th, 2010. ITC Chair, Commissioner Natacha Seijas and Commissioner Audrey Edmonson welcomed the delegation.

ITC also organized the mission agenda which included meetings with local real estate agents, a tour of Miami International Airport, briefings by local economic development agencies including ITC, and meetings with other consular offices. South African officials conducted this mission to evaluate the possibility of establishing a South African trade office in Miami.

Additionally, in August 2010, as a follow up to the April meeting the South African Ambassador to the U.S. came to Miami and met with Commissioner Audrey Edmonson and ITC staff to enlist the support of Miami-Dade County in this effort.



Commissioner Audrey Edmonson meets with members of the delegation and expressed her support of establishing a South African presence in Miami-Dade.



Commissioner Natacha Seijas meets with South African representatives and emphasizes the County's commitment to expand bilateral relations with South Africa.

Inbound Missions



ITC Chair, Commissioner Natacha Seijas leads the meeting of the Belizean delegation and the key economic development organizations in Miami-Dade.

Belize



ITC coordinated a high-level inbound government mission from Belize on Thursday, June 24th, 2010, in conjunction with the Honorary Consul of Belize in Florida. ITC Chair, Commissioner Natacha Seijas met with the Minister of Foreign Affairs and Foreign Trade of Belize, the Belizean Ambassador to the U.S., and the Director of Information & Promotion of the Belize Trade and Investment Development Service (BELTRAIDE). The Belizean delegation came to Miami as part of the first official visit of the Prime Minister of Belize. Commissioner Seijas also hosted a meeting, coordinated by ITC, with the high-level delegation and the key economic development agencies in Miami-Dade County. The purpose of this meeting was to explore opportunities for investment, trade, and tourism between Miami-Dade County and the nation of Belize.



ITC staff welcomes Polish delegation.

Poland



On February 22nd, 2010, ITC welcomed an inbound trade mission led by the Regional Director of the Polish Chamber of Commerce. A Polish mineral water production company was part of the delegation, and ITC provided 86 trade leads from its database to help identify Miami-Dade businesses that matched the commercial interests of the visiting firm. This was the third Polish delegation to visit Miami-Dade since ITC led a trade mission to Poland in 2008.

Inbound Missions

Ethiopia



In conjunction with the Office of Strategic Business Management (OSBM), ITC organized an inbound government mission from Addis Ababa, Ethiopia August 14th-19th, 2010. The Mayor of Addis Ababa led the mission to Miami-Dade to learn more about how County government operates. The program included briefings by representatives of Miami International Airport and the Port of Miami, as well as a tour of each facility. In addition, the delegation toured the County courtesy of the Greater Miami Convention and Visitors Bureau, and ITC facilitated meetings with members of the County's Government Information Center, the Office of Sustainability, and the Department of Environmental Resources Management.



L to R: Trade Development Specialist, Maria Dreyfus-Ulvert, Executive Director, Tony Ojeda, Mayor of Addis Ababa, Ato Kuma Demeksa Tokon, and Mr. Daba Debele Hunde, Director Capacity Building Bureau.



Mayor of Addis Ababa, Hon. Ato Kuma Demeksa Tokon (3rd from right) meets with Coral Gables Vice Mayor William Kerdyk (center red tie) and his staff at Coral Gables City Hall - Senior Trade Development Specialist, Desmond Alufohai (far left).

Inbound Missions

South Africa



ITC briefs the delegation from KwaZulu Natal.

At the request of the South African Consulate in New York, ITC hosted an inbound mission from KwaZulu Natal, South Africa from May 21st-24th, 2010. The 15 member delegation was from the Conservation and Environment Portfolio Committee of the KwaZulu Natal provincial government in South Africa.

The Committee was in the midst of a study tour in New York and Washington D.C. when they expressed a strong interest to incorporate a visit to Miami into their mission schedule. ITC staff quickly coordinated a robust agenda which included meetings with representatives from the Office of Sustainability, Parks & Recreation, Water & Sewer, Solid Waste, and Environmental Resource Management. In addition, ITC arranged for a tour of the Resources Recovery Waste & Energy Plant, as well as the South District Wastewater Treatment Plant.

ITC Chair, Commissioner Natacha Seijas, also an outspoken advocate for clean air and water quality, met with the delegation and discussed Miami-Dade County's burgeoning relationship with South Africa as a result of ITC's outbound trade missions to their country in 2007 and 2009, as well as several reciprocal missions.



ITC Chair, Commissioner Natacha Seijas speaks with the delegation from the KwaZulu Natal Conservation & Environmental Affairs Portfolio Committee.

Inbound Missions

West Africa

In coordination with the U.S. Commercial Service, ITC assisted an inbound mission July 20th-23rd, 2010 of over 40 companies from the Republic of Benin, the Democratic Republic of the Congo, Gambia, Ghana, and Senegal. The West African delegation came to Miami-Dade in search of new cosmetic lines to import into their respective countries.

ITC provided 690 trade leads for business-to-business meetings, and helped recruit Miami-Dade cosmetic companies for a mini-expo on July 23rd, 2010. Miami-Dade businesses had the opportunity to display their products and schedule one-on-one business meetings with the visiting companies.



Business meetings with Miami-Dade cosmetic companies and buyers from West Africa.

China



On April 20th, 2010 ITC assisted an inbound mission from the China Council for the Promotion of International Trade (CCPIT). Additionally, on June 30th, 2010, ITC assisted another delegation organized by the CCPIT.



ITC Senior Trade Development Specialist, Desmond Alufohai briefs the Chinese delegation.

Inbound Missions



Business-to-business meetings.



ITC Senior Trade Development Specialist Desmond Alufohai (right) with Dr. Reginald Boulos (center), and President of HACEPA Jean-Claude P. Cantave.

Kenya



ITC assisted an inbound trade mission from Kenya August 11th-13th, 2010. The U.S. Commercial Service and Enterprise Florida, Inc. organized the mission. Through the use of its database and outreach program, ITC provided mission organizers with 425 trade leads which were utilized to organize the pre-arranged business-to-business meetings with approximately 60 Kenyan companies interested in buying construction equipment to import to Kenya.

Official Visits

Haiti



ITC sponsored and participated in a roundtable and gala dinner hosted by The Haitian-American Center for Economic and Public Affairs (HACEPA) on May 27th, 2010. Dr. Reginald Boulos, President of the Haiti Chamber of Commerce and Industry from Port au Prince, Haiti was the keynote speaker and spoke about business and investment opportunities in post earthquake Haiti.

Official Visits

Brazil



ITC Chair, Natacha Seijas welcomed Councilwoman Mara Gabrilli from the City of Sao Paulo, Brazil April 21st, 2010. Councilwoman Gabrilli visited Miami-Dade from April 19th-30th, 2010 to learn more about County services, particularly those related to persons with disabilities. The Councilwoman, a quadriplegic as a result of a car accident 15 years ago, has filed many bills in the City of Sao Paulo to improve the quality of life for people with disabilities or limited mobility. ITC also arranged a meeting with the Office of Americans with Disabilities Act (ADA) Coordination.



ITC Chair, Commissioner Natacha Seijas meets with Sao Paulo Councilwoman Mara Gabrilli.

Malaysia



On January 21st, 2010 ITC met with the Consul General of Malaysia (Investment Promotion Section) in New York, during his visit to Miami. The Consul General came to Miami in acknowledgement of ITC's trade mission to Malaysia in 2005 and to further explore ways to increase bilateral trade between our two communities. The Malaysian External Trade Development Corporation (MATRADE) located in Miami and the Malaysian Industrial Development Authority (MIDA) organized the mission. MATRADE established its office in Miami-Dade in 2006.



ITC Assistant Director Jimmy Nares and ITC Senior Trade Specialist Desmond Alufohai meet with the Consul General of Malaysia in New York, the Honorable Arham Abdul Rahman.

Official Visits

ITC Chair, Commissioner Natacha Seijas welcomed His Excellency S.M. Krishna, Minister of External Affairs of the Republic of India on November 25, 2009, at Miami International Airport on his way to the Caribbean. Minister Krishna thanked Commissioner Seijas for leading a trade mission to India in 2007, and discussed his plans to return to Miami in the near future. The Minister indicated that the government of India is exploring the possibility of opening a trade office in Miami. Commissioner Seijas encouraged him to do so and offered the full support of the ITC. This important meeting was coordinated with the assistance of the Consul General of India in Houston who also flew into Miami to meet with the Minister.



Commissioner Natacha Seijas welcomes His Excellency S.M. Krishna, India's Minister of External Affairs.



L to R: President of The India-U.S. Chamber, Madhu Mehta, Hon. Sanjiv Arora, Consul General of India in Houston, ITC Executive Director, Tony Ojeda, and ITC Trade Development Specialist, Maria Dreyfus-Ulvert.

India



ITC Executive Director, Tony Ojeda met with the Honorable Sanjiv Arora, Consul General of India in Houston on July 23rd, 2010 during his visit to Miami. They discussed ways to increase business opportunities between Miami-Dade County and India, and Consul General Arora indicated his government's interest in pursuing closer ties with Miami-Dade as a result ITC's mission to India in September 2007.

Consul General Arora requested ITC to organize a round table meeting with the principal economic development agencies to explore avenues for a greater Indian presence in Miami-Dade.

Official Visits

Chile



On June 27th, 2010 ITC Executive Director met with Felix de Vicente the new Director of ProChile, the Trade Commission of Chile. Mr. de Vicente discussed ProChile's plans to expand the agency's scope by promoting and helping to bring international investments and tourism to Chile. In addition, the Director mentioned a possible visit to Miami by the new President of Chile.

Czech Republic



On August 13th, 2010, the Honorary Consul General of the Czech Republic, Alan Becker and Executive Director, Tony Ojeda met with the Deputy Consul General of the Czech Republic in New York, Tomas Hart. They discussed ways in which Miami-Dade could further collaborate with the Czech Republic on economic, trade, and cultural issues, particularly in light of the new Sister Cities affiliation between the County and the City of Prague.



ITC meets with the new Director of ProChile, Felix de Vicente (2nd from left) and ProChile Trade Commissioner Miami, Maria Antonieta Jara.



ITC meets with Honorary Consul General of the Czech Republic Alan Becker, Deputy Consul General Tomas Hart, and CzechTrade International Office Director USA Zuzana Pittnerova.

Trade Workshops



Peter Quinter engages workshop attendees with a presentation that includes real life scenarios.



ITC Executive Director, Tony Ojeda welcomes participants to the workshop.



ITC Marketing and Outreach Manager, Jeanie Lisenby assists during an Import/Export workshop.

In FY09-10, ITC launched its International Trade Import/Export Workshop Series. Peter Quinter of Becker and Poliakoff conducted the three workshops pro-bono in association with Jennifer Diaz, a senior attorney at Becker and Poliakoff. The private sector, as well as federal and local agencies involved in trade, participated in the workshops.

The workshops helped educate local small and medium sized enterprises (SME's) by providing useful information and the tools needed to meet the challenges in international trade. ITC had a total of **150 companies** participate during the three workshops at the Miami Free Zone.

Here is what some of the participants had to say:

“The information provided was excellent, the workshop was very informative and detailed.”

“Excellent workshops, a learning experience hearing about real life customs cases and legal handling.”



L to R: Miami Free Zone General Manager, Arcelio Gerardo, Peter Quinter, Jennifer Diaz, and ITC Senior Trade Development Specialist, Desmond Alufohai.



Marketing & Outreach

The Stephen P. Clark Government Center, MIAMI-DADE COUNTY

Communications, Marketing & Outreach **3**

ITC's Marketing and Outreach Unit develops and carries out effective marketing campaigns that increase awareness of all the programs and activities in which the office is involved. ITC brands Miami-Dade County as a Global Gateway through marketing initiatives such as its promotional *Come Trade With Us* video, its bimonthly newsletter, its internationally acclaimed website, its use of social media, its monthly calendar of events, and its participation in trade shows and conferences.

“ITC’s marketing and communications campaign includes the important task of branding Miami-Dade County as a Global Gateway.”

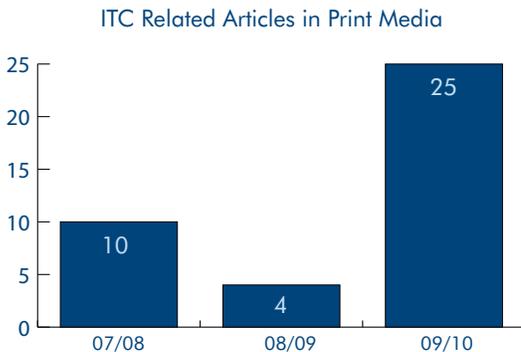
Joseph Rhoden, Vice-Chair of Internal Management & Marketing Committee



ITC's *Global Trader* newsletter is published six times annually and is distributed to over 2,500 readers through its trade database. The newsletter is also published on ITC's website.

Marketing & Outreach

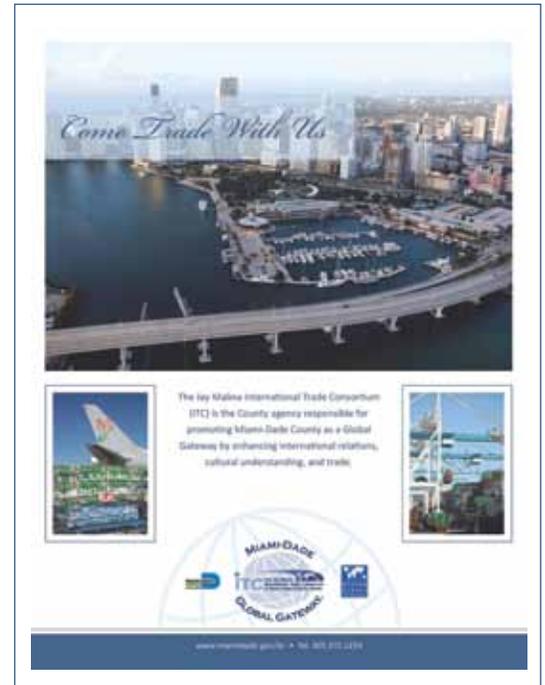
For FY 09-10, ITC significantly increased its exposure in both broadcast and print media outlets to increase its international awareness of Miami-Dade County as a Global Gateway for trade and culture. The multi-channel marketing approach to promoting the agency as well as Miami-Dade County proved effective in increasing awareness both locally as well as internationally.



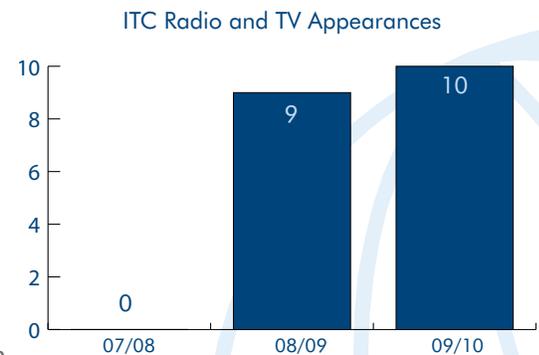
ITC Communications and Media Specialist Martha Hoffmann, prepares ITC Executive Director Tony Ojeda for an interview on Miami-Dade TV program *County Connection* with Kim Anthony.

ITC Staff:

- Sponsored one annual trade statistical guide: *Miami Trade Numbers* magazine
- Was featured in 25 print media outlets including *The Miami Herald*, *Sun-Sentinel*, and *Miami Today*
- Participated in 10 broadcast media events including *Tele Miami*, *Miami-Dade TV*, and *Radio Caracol*
- Published and distributed 6 *Global Trader* newsletters
- Issued 12 press releases related to its programmatic activities
- Was featured in two advertisements in print media
- Was featured in four electronic media and internet postings
- Received 735 YouTube views of its *Come Trade With Us* video published in English and Spanish

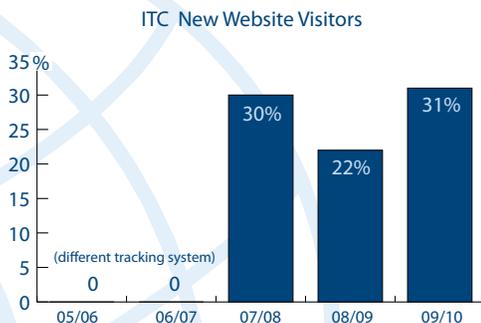
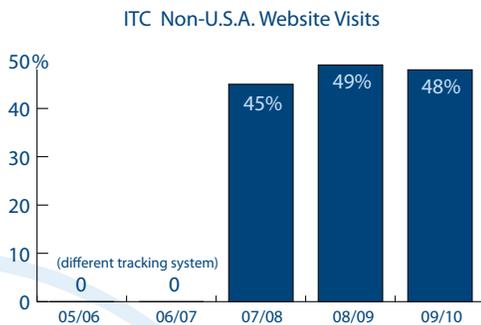
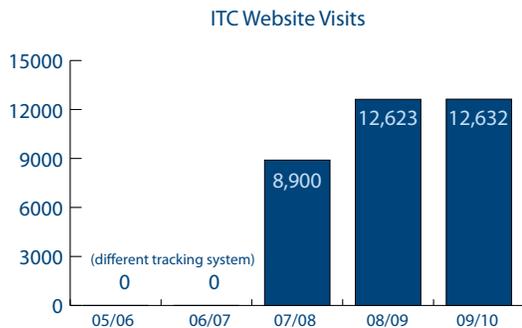


ITC's full page advertisement featured in 2010 *Miami Trade Numbers* magazine promoting Miami-Dade County as a trade and business center.



Marketing & Outreach

Community outreach is another way that ITC increases awareness of its programs and activities as well as providing business opportunities to small and medium sized businesses in Miami-Dade County. ITC representatives regularly speak at trade related events and conferences as well as provide information to the community through workshops, trade show participation, its website, and frequent communication with the business community.



ITC Staff:

- Participated in over 115 community events including trade shows and other trade related events
- Provided 6,063 trade leads to 11 economic development organizations in Miami-Dade County
- Arranged or facilitated 356 business-to-business meeting opportunities for small and medium sized businesses
- Increased new visitor website views by 9%
- Placed 7 postings on Miami-Dade County's Facebook page and 7 on the Twitter page
- Sent over 100,000 email communications about trade related events in Miami-Dade County



ITC Assistant Director Jimmy Nares, speaks to the members of the Miami Lakes Chamber of Commerce on issues related to trade in Miami-Dade County.



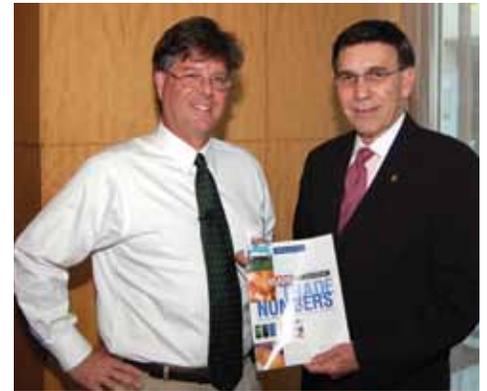
ITC's regular updates on Miami-Dade County's Facebook page ensures diverse audience participation in its programs and activities.

Marketing & Outreach

ITC uses its trade database to organize pre-screened business-to-business meetings for inbound and outbound private sector participants to meet with their business counterparts from Miami-Dade County. These targeted meetings provide both participating parties with unique access to commercial opportunities.

In FY 09-10, ITC organized a total of 356 business-to-business meeting opportunities for small and medium sized businesses in Miami-Dade County.

356 business-to-business meetings

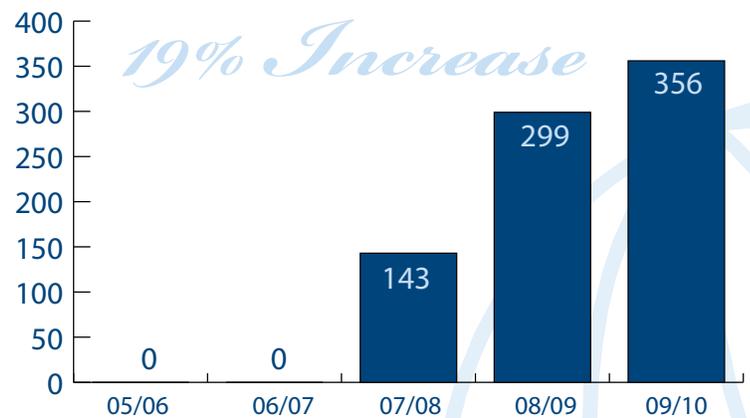


ITC Executive Director Tony Ojeda, and WorldCity President Ken Roberts, celebrate the launch of the 10th annual *Miami Trade Numbers* magazine. ITC has been the principal sponsor of *Miami Trade Numbers* since its inception.



ITC's *Come Trade With Us* video has had 735 views on Miami-Dade County's YouTube website in FY 09-10.

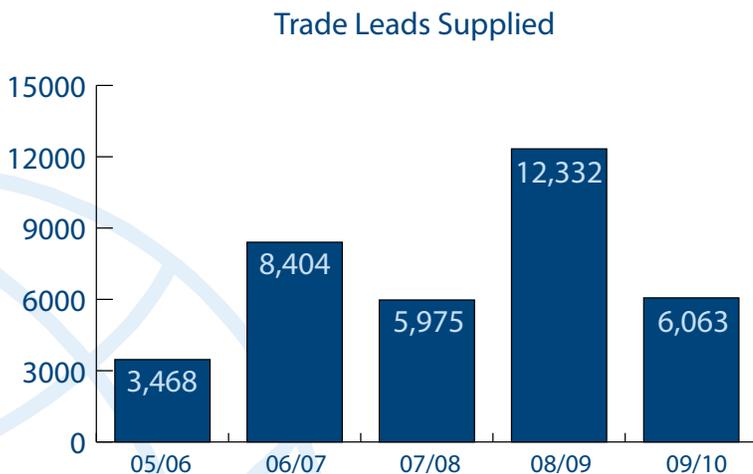
Business-to-Business Meetings
During Inbound & Outbound Trade Missions



Marketing & Outreach

ITC provides business profiles and trade leads to consulates, trade offices, and economic development agencies, and it provides custom trade information and statistics to visiting delegations interested in expanding trade with Miami-Dade County. ITC communicates on an ongoing basis with a growing constituency wishing to stay informed on trade related activities in South Florida through its website, e-mail marketing, various publications, and through relationship development with key economic development organizations in the community.

8,730 new database contacts added



ITC Executive Director Tony Ojeda, makes a point at the Internal Management and Marketing Committee meeting.



ITC Marketing & Outreach Manager Jeanie Lisenby, represents the agency at the *International Trading After Hours Expo* as part of *World Trade Week Miami*.

Sister Cities Program



Ziff Ballet Opera House, The Adrienne Arsht Center, MIAMI-DADE COUNTY

Sister Cities Program

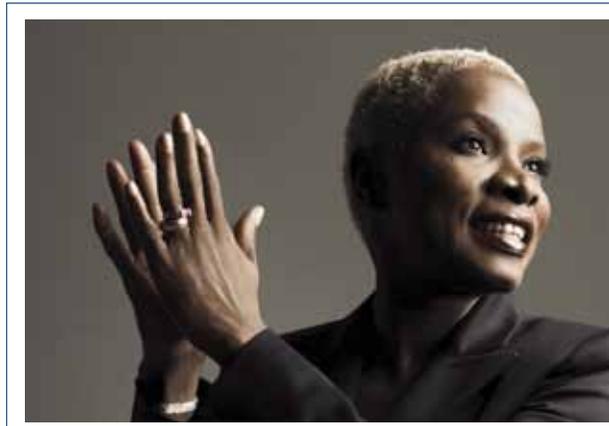
4

ITC also administers the Miami-Dade Sister Cities Program. The program promotes citizen diplomacy, international cultural understanding, and trade and commerce by receiving foreign missions, leading missions to partner communities abroad, and developing local projects that foster interest in world affairs.

Miami-Dade County added two new Sister Cities to its roster of affiliations. Sister Cities programmatic activities for FY 09-10 included a series of Consular Corps workshops as well as programs focused on youth, culture, and humanitarian relief.

"It is a privilege to serve as the Chair of the Sister Cities and Consular Corps Committee particularly during a time when the Sister Cities program is contributing so much towards the goals and objectives of promoting cultural and international understanding."

Walter Loy, Chair of the Sister Cities and Consular Corps Committee



ITC collaborated with the Adrienne Arsht Center to promote internationally acclaimed African songstress Angelique Kikjo during her Miami performance.

Sister Cities

In FY 09-10, Miami-Dade County entered into two new Sister Cities affiliations with Dakar, Senegal on October 19, 2009, and Prague, Czech Republic on August 18, 2010.

These two affiliations promise to bring new commercial opportunities for Miami-Dade based businesses, and stronger cultural bonds to enhance the quality of life for Miami-Dade residents.

The historic signing of this agreement is the first Sister Cities affiliation between Miami-Dade County and an African city.



Commissioner Audrey Edmonson signs the Dakar Sister Cities agreement at Dakar City Hall.



L to R: Florida State Senator Anthony Hill, Commissioner Audrey Edmonson, Vice-Mayor of Dakar Chiekh Gueye, and the Mayor of Dakar the Honorable Khalifa Ababacar Sall.

October 19th, 2010 Dakar, Senegal Miami-Dade County Sister City

Founded more than 50 years ago by President Dwight Eisenhower, the goal of Sister Cities is to create and strengthen partnerships between the U.S. and communities around the world through municipal cooperation, cultural understanding, and economic development activities.

Sister Cities Program

As a direct result of an ITC Business Development Mission to Prague in May 2009, a high-level government delegation from the Prague City Assembly Foreign Affairs Committee visited Miami-Dade August 15th-18th, 2010 to enter into a Sister Cities affiliation with Miami-Dade County. One of the principal objectives of that mission, which has now come to fruition, was to realize a Sister Cities affiliation with the city of Prague; our first Sister Cities association with an Eastern European city.

August 18th, 2010
Prague, Czech Republic
Miami-Dade County Sister City



Commissioner Seijas and City of Prague Commissioner, Tomas Chalupa sign a Sister Cities agreement linking Miami-Dade County with the city of Prague, Czech Republic.



Miami-Dade County signs historic Sister Cities agreement with the city of Prague, Czech Republic.

L to R: Roddy Gomez, Claudio Riedi, Executive Director, Tony Ojeda, Prague Commissioner Martina Sandova, Commissioner Natacha Seijas, Prague Commissioner Tomas Chalupa, Jana Vobornikova, Walter Loy, Chair of the Sister Cities and Consular Corps Committee, Emma Tilbadeo, and Evelina Lowenthal after the signing ceremony.

Sister Cities



Students participate in round table discussions.

On April 15th, 2010 over 50 local high school students visited Miami Dade College North Campus to participate in the Sister Cities Future Leader Series. The topic of discussion was “Emerging Roles in a Changing World.” Students deliberated and shared ideas about the challenges facing our society today, and how the future in our world will be different, as well as what their role in it will be. Sustainability was one of the main themes discussed, and Miami-Dade County’s Office of Sustainability led a discussion explaining the need to move away from using resources in an inefficient and wasteful way and instead move toward a smarter way of doing business.

Miami-Dade County has 25 Sister Cities on five continents



Miami Dade College student Larissa Williams-Leconte receives scholarship at the Board of County Commission Chambers.

On January 21st, 2010 ITC Executive Director, Tony Ojeda and Miami-Dade College North Campus, Dean of Students, Malou Harrison presented a \$1500 scholarship on behalf of the Miami-Dade Sister Cities program to Larissa Williams-Leconte. Ms. Williams-Leconte is a student at Miami-Dade College studying to become a social worker.

The citizen volunteers of the Miami-Dade County Sister Cities program raised the funds for the scholarship through various programmatic activities. The Scholarship Committee selected candidates from a field of applicants and interviewed them considering academic accomplishment, financial need, a commitment to community service, and enrollment at Miami Dade College.

Sister Cities Program

On May 6th, 2010 ITC partnered once again with the Greater Miami Chamber of Commerce, Baptist Health International, and the U.S. Commercial Service to host a Consular Corps Reception for the accredited diplomats who are posted in Miami-Dade at the Adrienne Arsht Center for the Performing Arts of Miami Dade County.

The theme for this year's reception was "Building a Better Haiti," and the Honorable Ralph Latortue, Consul General of Haiti was the night's featured guest speaker. Other guest speakers included the U.S. Under Secretary of Commerce who discussed the Federal government's role in rebuilding Haiti.

Building a Better Haiti

On January 14th, 2010 at the Board of County Commissioners' emergency meeting, ITC Executive Director, Tony Ojeda announced that after consultation with ITC Chair and other members of the ITC Executive Committee, ITC would make a \$1,000 donation on behalf of Sister Cities to the Haiti relief fund from the Sister Cities Trust Account.

The Sister Cities and Consular Corps Committee has also pledged additional financial assistance in the amount of \$1,000 to specifically benefit Petit Goave, Haiti, which is one of Miami-Dade's Sister Cities and which also suffered severe devastation from the earthquake.



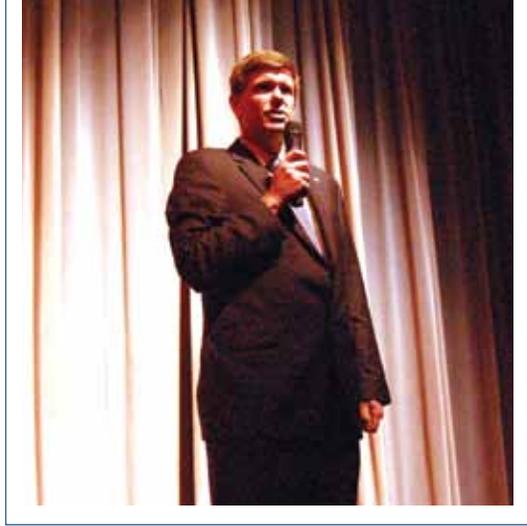
Consul General of Haiti discusses the on-going and challenging rebuilding efforts in Haiti.



Miami-Dade FI-TF1 rescue members evaluate a two year-old girl found in a void space of a collapsed home.

Sister Cities

The Miami-Dade Sister Cities program in conjunction with the Guatemala Trade Office Miami, Yasmanth, Inc., and other sponsors, presented "Rhythms of Culture Children Helping Children;" an artistic presentation consisting of live performances from underprivileged children representing the culture and heritage of various countries from around the world. The event was held at the Julius Littman Theater in North Miami Beach on September 24th, 2010, and was part of a dancing tour that included other cities in Florida.



Trade Development Specialist, Adam Peters welcomes guests to the "Rhythms of Culture Children Helping Children" event.



Anthony, one of the two founders of Yasmanth, performs the Middle Eastern Darbuka drum.

Sister Cities Affiliations

- | | |
|---------------------------------|-----------------------------|
| Asti, Italy | Asuncion, Paraguay |
| Cayman Islands, BWI | Commonwealth of the Bahamas |
| Iquique, Chile | Kingston, Jamaica |
| Dakar, Senegal | Lamentin, Guadeloupe |
| Maldonado, Uruguay | Mendoza, Argentina |
| Monagas, Venezuela | Pereira, Colombia |
| Petit Goave, Haiti | Prague, Czech Republic |
| Pucallpa, Peru | San Jose, Costa Rica |
| Santa Cruz, Bolivia | Santo Domingo, DR |
| Sao Paulo, Brazil | St. Kitts & Nevis Islands |
| Stockholm County, Sweden | Taipei County, Taiwan |
| Tenerife, Canary Islands, Spain | Turks & Caicos Islands |
| Veracruz, Mexico | |



Miami dance group "Dancing in XS" mini team made up of girls seven to nine years old perform a Bollywood dance.

Sister Cities



Walter Loy, Chair of the Sister Cities and Consular Corps Committee welcomes consular officials. to the workshop.



Chief Daniel Lopez of U.S. Customs and Border Protection addresses consular officials.

Consular Corps Workshops



In conjunction with Baptist Health, ITC launched a series of three Consular Corps Workshops at the Port of Miami. The principal purpose of the workshops was to coordinate more closely with the Consular Corps, and facilitate greater flows of international commerce while strengthening the County's already close cultural linkages with the Corps.

The first workshop was conducted for consular representatives and trade specialists from the Caribbean Community (Caricom), the second focused on the nations of Canada, Mexico, Panama & DR-CAFTA countries, and the last workshop was for the countries in South America.

Representatives from Miami International Airport, the Port of Miami, the Adrienne Arsht Center, the Transportation Safety Administration, and U.S. Customs and Border Protection were also on hand to discuss their roles in international trade and cultural relations, as well as to participate in the question and answer segment.

The workshops included panel and roundtable discussions focused on expanding trade and cultural ties between the Consular Corps and Miami-Dade County.



Consular officials from the Caricom nations participate in the workshop during the roundtable discussion.



Administration & Finance

Administration & Finance

5

The ITC Administration and Finance section prepares the departmental budget, develops and administers contracts, keeps records of revenues and expenditures, coordinates financial records with the County's Finance Department, and supports the other departmental operating units. Together with the Office of the Director, the unit also provides staff support to the ITC Board of Directors.

“We have faced yet another challenging budget year, but we have learned to make the most of our resources while working more efficiently and proactively tackling the challenges of this difficult year.”

Rick Zelman, Chair of the Strategic Management and Planning Committee



ITC Chair, Commissioner Natacha Seijas addresses the ITC Board of Directors during a meeting.

Administration & Finance

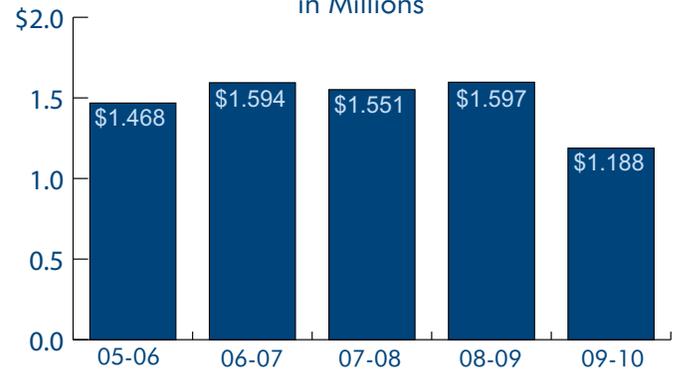
The department's operating budget for FY 09-10 was \$1.188 million. This budget funded the operations outlined in this report and a staff of 10 full-time employees (down by 1 full-time and 2 part-time employees from the prior year). It also supported the operations of the ITC Board of Directors and its various committees.

ITC was also the custodian of the agency's non-County assets: the ITC Trust, the Trade Mission Center of the Americas, Inc., and the Sister Cities Trust Accounts. These accounts established either by actions of the Board of County Commissioners or by the ITC Board include private sector dollars used to support and strengthen departmental operations.

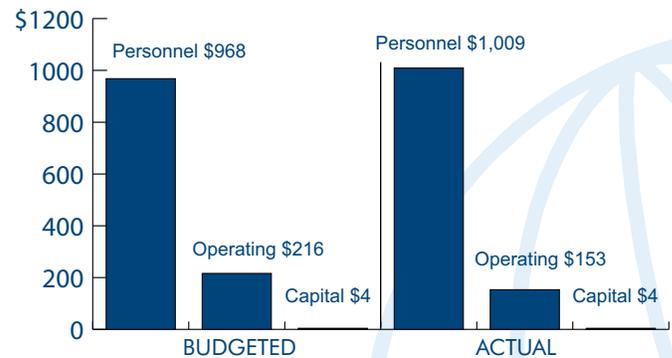


ITC Executive Director Tony Ojeda gives a presentation during an ITC Board of Directors meeting.

Departmental Budget Allocations in Millions

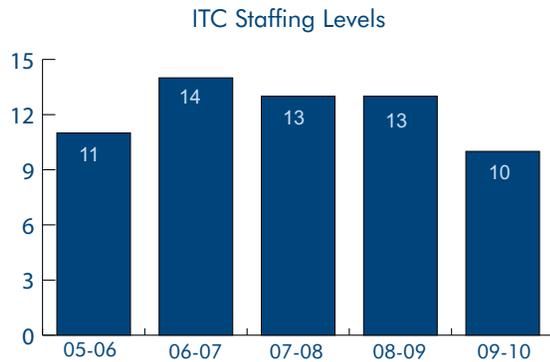


FY 09-10 Year-to-Date Analysis Actual vs. Budgeted in Thousands



ITC Board member Ivan Barrios makes a point during a Strategic Management and Planning Committee meeting.

Administration & Finance



Significant Fiscal Year Activities:

- Monitored and processed payments for departmental expenses in accordance with budget authorization levels.
- Maintained agency's scorecard to monitor progress of planned programmatic activities.
- Administered the agency's non-County assets: The ITC Trust Fund account (\$145,357), the Trade Mission Center of the Americas, Inc. (TMC) bank accounts (\$29,779), and the Sister Cities Trust Fund accounts (\$25,013).
- Maintained the 501c(3) non-profit corporation status, prepared annual filings, registrations and IRS tax forms for the TMC, and renewed annual Directors and Officers liability insurance coverage.
- Processed mission deposits and payments for the ITC-led mission to Africa, and applied for and received a grant of \$7,500 from Enterprise Florida for the same mission.
- Processed registration fee payments for 150 participants during the three ITC organized trade workshops, and deposited \$3,962 in the TMC Bank Account from net revenues generated from the workshops.
- Approved expenses to support programmatic activities in accordance with the agency's Strategic Plan.
- Supported one citizen policy board and its committees.
- Supported and continued the professional development of ITC staff by sending several staffers to educational forums and certification programs.

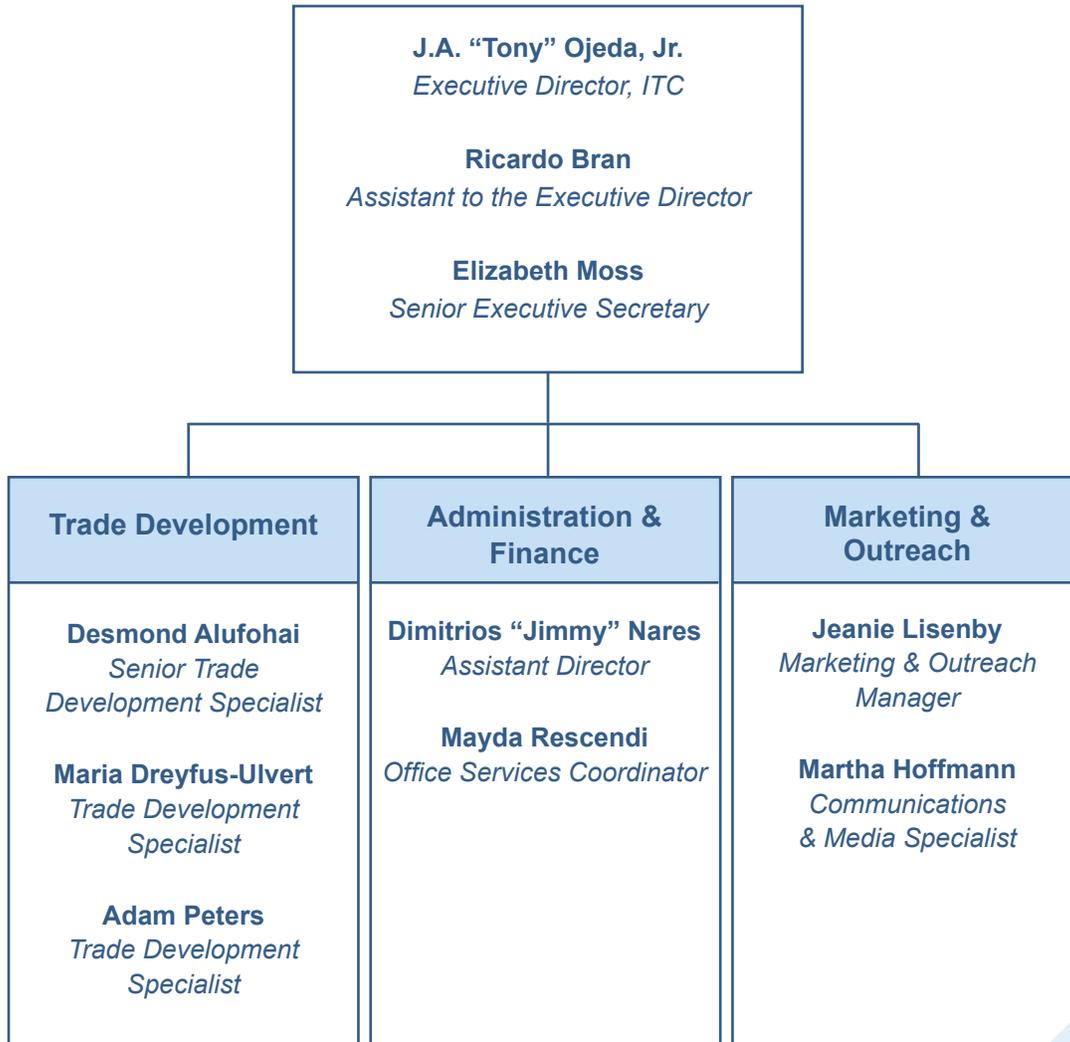


ITC Executive Director, Tony Ojeda and ITC Assistant to the Executive Director, Ricardo Bran at an ITC Board of Directors meeting.



ITC Strategic Management and Planning Committee Chair Rick Zelman addresses committee members.

The Jay Malina International Trade Consortium





MacArthur Causeway, Miami



Board of Directors

ITC Board of Directors

6

The ITC Board of Directors sets policy, assists ITC staff in establishing yearly measurable objectives, establishes program priorities, and recommends the agency's budget for consideration by the Mayor and County Commission. The board also advises the Mayor and County Commission on issues affecting the County's international agenda.

“ITC is involved in many exciting trade initiatives and as a board member for over seven years I have seen ITC become the premier agency for international trade promotion.”

Jose Luis Castillo, Vice-Chair



ITC Board members are presented with certificates of appreciation.

ITC Board Highlights:



ITC Board members brainstorm during the yearly ITC retreat.



ITC Chair, Natacha Seijas at an ITC Board meeting.

The ITC Board of Directors is composed of representatives of virtually all the trade-related economic development organizations located in Miami-Dade County, as well as the Office of the Mayor and the Board of County Commissioners.

The ITC Board of Directors provides oversight and coordination for all ITC's activities, sets policy, recommends the annual budget, and approves recommendations made by its various committees. One of the most important functions of the Board is to provide input for ITC's Strategic Plan which is amended periodically to reflect budgetary adjustments. This is done during the yearly retreat where board members break up into groups and engage in brainstorming sessions that help to set the course for the agency's following fiscal year.

In order to maximize the limited resources available in FY 09-10 and to ensure the smooth operation of the ITC Board, new committees were restructured and created:

- Internal Management and Marketing Committee
- Strategic Management and Budget Committee
- Trade Promotion Committee
- Sister Cities and Consular Corps Committee
- Executive Committee

ITC Board of Directors

County Ordinance 02-225 as amended, defines the ITC Board's power and responsibilities. The ITC Board is responsible for providing overall oversight and coordination for all our programs and activities, as well as for advising the Mayor and The Board of County Commissioners on matters related to international trade and commerce.

ITC Board Members - FY 2009-2010

Honorable Natacha Seijas, Chair

Rene Alvarez

Ivan Barrios

Dexter Bridgeman

Bernadine Bush

Jose Cañero

Jose Luis Castillo - Vice Chair, ITC Board of Directors

Jose "Joe" L. Chi

Lenny P. Feldman

Bernice Fidelia

Ralph Gazitua

Alex Gonzalez - Chair, Trade Promotion Committee

Alfredo Hidalgo-Gato

Erhabor Ighodaro

Walter Loy - Chair, Sister Cities and Consular Corps Committee

Ralph MacNamara

Andrew J. Markus

Gisela Marti

Andrew Osolase

Juvenal Piña

Olga Ramudo

Joseph Rhoden - Vice Chair, Internal Management and Marketing Committee

Denis Rod

Gerald Schwartz

Roberto Torricella

Jose A. Villalobos

Richard de Villiers

Gerald Zadikoff

Rick Zelman - Chair, Strategic Management and Planning Committee

Ex-Officio Members

Karen Campbell

Hugo Castro

Melissa Dunn

Judge Margarita Esquiroz

Roddy E. Gomez

Malou Harrison

Evelina Lowenthal

Carolina Sivoli

Eva Swift

Emma Tibaldeo

Silvia Unzueta

J.A. Ojeda, Jr., Executive Director
Eric Rodriguez, Assistant County Attorney

A scenic view of the Miami skyline from across a body of water. The foreground shows the blue water with gentle ripples. In the middle ground, a dense cluster of modern high-rise buildings of various colors (blue, grey, white) stretches across the horizon. The sky is bright blue with scattered white clouds. In the top left corner, the fronds of a palm tree are visible, partially obscuring the sky.

Appendix

ITC also sponsors and/or participates in a number of events and programs that fulfill its mission of promoting Miami-Dade County as a Global Gateway.

ITC provides protocol services and briefings for recently appointed consuls, trade officials, and visiting delegations. In addition, ITC participates, conducts, or sponsors events and workshops, and it represents the County in activities, conferences, and other programs relating to trade, international events, and cultural programs throughout the South Florida region.

Appendix

OFFICIAL VISITS & PROTOCOL SERVICES

ITC Official Outbound Trade Mission to Senegal and South Africa

Inbound Trade Mission from Minas Gerais, Brazil: State Secretary for Economic Development for the State of Minas Gerais

Inbound Delegation from Poland: Ministry of Agriculture and Rural Development and the Trade and Investment Section of Polish Embassy in Washington DC

Consul General of Malaysia in New York

Celebration of Senegal's 50th Anniversary of Independence

Inbound Mission from South Africa: Department of International Relations and Cooperation and the Embassy of South Africa in Washington DC

Inbound Mission from Santa Barbara, Honduras

Inbound Mission from Sao Paulo, Brazil: Councilwoman Mara Gabrielli

Inbound Mission from Belize: Minister of Foreign Affairs and Foreign Trade

Official Meeting with the new Director of ProChile

Official Meeting with Consul General of India in Houston, Hon. Sanjiv Arora

Official Visit: Tomas Hart, Deputy Consul and Commercial Consul of the Czech Republic in New York and Zuzana Pittnerova, CzechTrade International Office Director USA

Official Visit: Tomas Chalupa, City of Prague Commissioner, Chair of the Prague Foreign Affairs Committee, and Mayor of Prague District 6, Martina Sandova, City of Prague Commissioner, and Prague Foreign Affairs Committee member, and Jana Vobornikova, Multilateral Relations Unit, International Affairs Department, City of Prague

Official Delegation from Addis Ababa, Ethiopia: Hon. Ato Kuma Demeksa Tokon, Mayor of Addis Ababa and Daba Debele Hunde, Director Capacity Building Bureau

Exposition: Five Nations a Bicentennial – Mexican Cultural Institute of Miami

Small Business Round Table with Ambassador Ron Kirk, U.S. Trade Representative – Honorable Jose "Pepe" Diaz

SPONSORED EVENTS

Asia Business Expo 2009 – in cooperation with the Global Business Calendar

Inbound Trade Mission from Entre Rios, Argentina – in cooperation with the Consulate General of Argentina

12th Annual Americas Food and Beverage Show – in cooperation with World Trade Center Miami

Wine & Fashion Florence - in cooperation with the Beacon Council

Sister Cities Scholarship Presentation

Inbound Delegation from Poland - in cooperation with the Polish Chamber of Commerce

Inbound Mission from Costa Rica's Foreign Trade Corporation (PROCOMER) - in cooperation with the Costa Rican Trade Office

Inbound Delegation from Panama: Trade Minister and Vice Minister of Panama – in cooperation with the Latin Chamber of Commerce of the U.S. (CAMACOL)

World Trade Week 2010 – in cooperation with World Trade Center Miami

Inbound Trade Mission from Ecuador – in cooperation with CORPEI

ITC Roundtable Discussion with the County's Principal Economic Development Organizations

Appendix

Sister Cities Future Leaders Series – in cooperation with Miami Dade College North

Export Now! European Business Opportunities Forum - in cooperation with U.S. Commercial Service

Consular Corps Reception – in cooperation with the Greater Miami Chamber of Commerce

Inbound Trade Mission from Medellin, Colombia – in cooperation with the Colombian American Chamber of Commerce

Inbound Trade Mission from Sao Paulo Brazil – in cooperation with AMCHAM Sao Paulo and the Brazilian American Chamber of Commerce of Florida

Inbound Mission from KwaZulu Natal, South Africa: Conservation and Environment Portfolio Committee of KwaZulu Natal

Inbound Mission from Ethiopia – in cooperation with Miami-Dade County Office of Strategic Business Management

10th Annual Miami Trade Numbers Unveiling – in cooperation with WorldCity

Inbound Buying Mission from Kenya – in cooperation with U.S. Commercial Service and Enterprise Florida

Sister Cities Affiliation with the City of Prague Signing Ceremony and Luncheon

Inbound Mission from Brazil Welcome Reception – in cooperation with Apex Brazil

Inbound Mission from Brazil Business-to-Business Meetings – in cooperation with Apex Brazil and SINDVEL

AfriCANDO 2010 – in cooperation with the Foundation for Democracy in Africa

ITC ORGANIZED WORKSHOPS AND EVENTS

ITC Import Export Workshop – Importing into the U.S. for International Trade Professionals – in cooperation with Peter Quinter of Becker & Poliakoff

ITC Import Export Workshop – Exporting Compliance for International Trade Professionals – in cooperation with Peter Quinter of Becker & Poliakoff

ITC Import Export Workshop – Importing Food Product into the United States in Compliance with U.S. Customs and FDA Rules – in cooperation with Peter Quinter of Becker & Poliakoff

ITC Consular Corps Workshop - CARICOM Nations

ITC Consular Corps Workshop – North and Central America

ITC Consular Corps Workshop – South America
Inbound Buying Mission from West Africa – in cooperation with U.S. Commercial Service

ITC Annual Retreat

Pre-mission briefing for mission to Senegal and South Africa

Appendix

REPRESENTATIVE PARTICIPATION AND SUPPORT

“New Horizons for Mexico” presentation by Bruno Ferrari, ProMexico Director General

MEDWeek

Sea Cargo Americas and Air Cargo Americas International Congress and Exhibition Seminar

Increased Competitiveness through Sustainable Development – Sweden’s EU Presidency Priorities and how science can solve some of these issues

Beacon Council - Incoming Mission from Tenerife

Miami Lakes Chamber of Commerce Luncheon

Tourism & Trade: Utilizing Florida’s Economic Engine Faces of Elijah

International Trade Video Conference – Cape Town

Meeting with Mayor Gaash – Pardes Hannah, Israel

Luncheon in honor of Trade Commissioner of Chile

Reception honoring her Excellency Renée-Jones-Boss, Ambassador of the Netherlands to the United States

Consulate of Argentina Reception

Meeting with Fundacion Americana

Meeting with Secretary General of La Union de Ciudades Capitales Iberoamericanas

Three WorldCity Trade Connections

Five International Hispanic Network Teleconference Board Meetings

Two Global Linkages Initiatives Committee Meeting - Greater Miami Chamber of Commerce

Roundtable Discussion with Senator George LeMieux

Coming out of the Downturn: Imperatives for Leading International Financial Center in the Next Decade: UK Trade and Investment and the Greater Miami Chamber of Commerce

Outlook on the Americas 2010 – Framing the Business Agenda: American Chambers of Commerce of Latin America and the University of Miami’s Center for Hemispheric Policy

American Chambers of Commerce of Latin America Reception

38th International Polonaise Ball: American Institute of Polish Culture

Latin America 2010 Economic, Business, and Trade Forecast: University of Miami’s Center for Hemispheric Policy

Beacon Council International Advisory Committee Meeting

Press Conference: U.S. Representative Mario Diaz-Balart – Free Trade Agreements

2010 State of the County Address

Automated Export System Compliance Seminar – U.S. Commercial Service

India-U.S. Chamber of Commerce Inc. South Florida Reception

National Export Initiative Rollout with U.S. Asst. Secretary of Commerce for Economic Development John Fernandez – Greater Miami Chamber of Commerce

Miami Trade Roundtable Event & 2010 Florida Trade Agenda – Sandler, Travis and Rosenberg, P.A.

International Educational Summit – Frank C. Martin International K-8 Center

U.S. Trade Agenda 2010 Webinar – Sandler Travis & Rosenberg, P.A.

Meeting with Commercial Specialist Sami Aouadhi from the U.S. Embassy in Tunisia

Appendix

5th Annual Conference – University of Miami’s Center for Hemispheric Policy

International Advisory Committee Meeting – Beacon Council Council of Bi-National Chambers of Commerce of the Americas VI Anniversary Networking Event

Enchanting the Limits Exhibition – Miami International Cultural Alliance, Miami-Dade Public Library System, and the Consulate General of Argentina in Miami

Arrival Ceremony for French Military Vessel Chevalier Paul at the Port of Miami

Maximize Your Export Business and Expand your Profit Potential Seminar – SBA and EXIM Bank

Queen Mother Ceremony for Commissioners Barbara Jordan and Audrey Edmonson – Black Affairs Advisory Board and The Backbone Cultural Group, Inc.

May Revolution Bicentennial Celebration – Consulate General of Argentina in Miami

Aviation Committee Meeting – Miami Dade Aviation Department

Meeting with the Consul General of France

CAMACOL’s 31st Hemispheric Congress of Latin Chambers of Commerce and Industry

Roundtable and Gala Dinner Business & Investment Opportunities in Haiti – Haitian American Center for Economic and Public Affairs

Grand Opening of CAMACOL Towers

2010 Goals Conference Meeting – Greater Miami Chamber of Commerce

Argentina’s Outlook: A Strategic Investment Destination to Meet the Demand of the Global Markets – Consulate General of Argentina in Miami

Reception in honor of the Vice President of Peru

Inbound Chinese Delegation – Miami Free Zone

Luncheon in honor of the President of Colombia

Consulate of France Bastille Day Reception

The Beacon Council and Salon Allure Swim Week Miami

The Beacon Council Board Retreat

48th Anniversary of Jamaica’s Independence & Emancipation Day Celebration

Opening VIP Reception of the China Sourcing Center

Reception in honor of official visit of the Ambassador of Japan to the U.S.

Reception for U.S. Economic/Commercial Officers in the Caribbean

Luncheon for the Taiwan Economic & Cultural Office

Marketing to China Workshop – China Latin American Trade Center

Grow Your Sales to Argentina & Latin America – U.S. Commercial Service

Investment Opportunities in Bolivia – Government of Bolivia

Reception for Catherine Rodriguez, Regional Director Miami Office – U.S. Department of State

Inbound Mission from Taiwan – Taiwan Economic and Cultural Office

Briefing by Ambassador Ron Kirk, U.S. Trade Representative – Greater Miami Chamber of Commerce

Brazil: Election Outlook – University of Miami Center for Hemispheric Policy

University of Miami School Business ITC Presentation

Consular Corps Committee Meeting – Greater Miami Chamber of Commerce



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Come Trade With Us



Carlos Alvarez, *Mayor*

Board of County Commissioners

Joe A. Martinez, *Chair*

Audrey M. Edmonson, *Vice Chairwoman*

Barbara J. Jordan, *District 1*; Jean Monestime, *District 2*;

Audrey M. Edmonson, *District 3*; Sally A. Heyman, *District 4*;

Bruno A. Barreiro, *District 5*; Rebeca Sosa, *District 6*;

Carlos A. Gimenez, *District 7*; Lynda Bell, *District 8*;

Dennis C. Moss, *District 9*; Sen. Javier D. Souto, *District 10*;

Joe A. Martinez, *District 11*; José "Pepe" Diaz, *District 12*;

Natacha Seijas, *District 13*

Harvey Ruvin, *Clerk of Courts*

Pedro J. García, *Property Appraiser*

George M. Burgess, *County Manager*

Robert A. Cuevas Jr., *County Attorney*



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