



End of Mission Report

Multi-sector Business Development Mission

Dakar, Senegal, Cape Town & Johannesburg, South Africa

October 16th - 27th, 2009

**Organized By
The Jay Malina International Trade Consortium (ITC)
Enterprise Florida, Inc.**

**J. A. Ojeda, Jr.
ITC Executive Director**



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Map of Africa



EXECUTIVE SUMMARY

The Jay Malina International Trade Consortium (ITC) and Enterprise Florida Inc. (EFI) organized a multi-sector Business Development Mission to Dakar, Senegal, and Cape Town, Johannesburg, and Pretoria, South Africa October 16 – 27, 2009. Senegal and South Africa are two significant African gateway nations that are important and vital to Miami-Dade as potential trading partners.

The purpose of the mission was to:

- Promote Miami-Dade County as a Global Gateway and platform for international trade and to promote Florida's economic advantage.
- Explore ways to increase bilateral trade and cultural linkages between Miami-Dade County and the cities of Dakar, Cape Town, and Johannesburg.
- Promote business-to-business matchmaking opportunities for private sector participants.
- Sign a Sister Cities agreement with the city of Dakar, Senegal.
- Continue to explore a direct air service between Johannesburg and Miami-Dade with officials of South African Airways.

A total of 14 participants representing both Miami-Dade and other parts of Florida from the following sectors joined the mission:

- Arts & Crafts
- Aviation
- Energy & Environmental Technologies
- Financial Services
- Import & Export of General Merchandise
- Legal Services
- Steel Tank Fabrication

The business delegates represented the areas of primary business interests identified by the host cities. The mission departed on October 16th to Dakar via Washington D.C., arriving in Dakar on October 17th. Official meetings were held with public and private sector agencies on October 19 – 20. From Dakar, the mission departed for Cape Town on October 21st. The mission remained in Cape Town from October 21 – 25, and visited Johannesburg from October 25 – 27, and Pretoria on October 27th. In each city the delegation had important meetings and discussions with key relevant private sector enterprises, economic development organizations, chambers of commerce, government, and non-governmental agencies.

These meetings offered numerous opportunities to discuss bilateral trade, foster business opportunities with local companies, and provided direct contacts for further business opportunities, as well as promote economic and cultural linkages with Miami-Dade County. Commissioner Audrey Edmonson, ITC Executive Director Tony Ojeda, and Bryant Salter, EFI's Director African Expansion Program gave branding presentations to acquaint government agencies, the media, and public sector organizations of the role that Miami-Dade County and the State of Florida play as an international trade platform, and of the advantages of trading with Miami-Dade (and the rest of Florida) as the "Gateway to the Americas™." The presentations emphasized Miami-Dade's strategic geographic location, multinational workforce, and ideal infrastructure for trade through the Port of Miami and Miami International Airport.

During the mission, participants received in-depth country briefings from the U.S. Foreign Commercial Service officials at the U.S. Consulates in Dakar, Cape Town, Johannesburg, and Pretoria. Participants met with high level government officials, including the U.S. Ambassador to Senegal, and the U.S. Ambassador to South Africa, the Mayor and Vice Mayor of Dakar, the Mayor of Cape Town, the Senegalese Minister of Arts & Tourism, the South African Minister for the Department of Trade & Industry, the Speaker of the Gauteng Provincial Legislature, as well as representatives of South Africa's Department of International Relations & Cooperation, the Port of Dakar, the Port of Cape Town, the Western Cape Investment & Trade Promotion Agency (WESGRO), the Dakar Chamber of Commerce, Industry and Agriculture, the Cape Regional Chamber of Commerce, the Johannesburg Chamber of Commerce Industry, and AMCHAM South Africa.

Also, delegates attended business briefing sessions organized by the Dakar Chamber of Commerce for Industry & Agriculture (CCIAD) in Dakar, the Western Cape Investment & Trade Promotion Agency (WESGRO), and the Cape Chamber of Commerce in Cape Town, and the Johannesburg Chamber Commerce and Industry (JCCI), AMCHAM South Africa, and EFI Southern Africa Office. Additionally, private sector mission participants met with their business counterparts in pre-arranged business-to-business matchmaking meetings organized in Dakar by CCIAD, and in South Africa by EFI. These meetings offered opportunities to discuss bilateral trade and increased business opportunities with local companies, and provided direct contacts for further business opportunities. Commissioner Edmonson invited the governments and economic development agencies to bring reciprocal trade missions to Miami-Dade County in the near future.

Among the most important milestones of the mission was signing of the Sister City Agreement between the Miami-Dade County and the city of Dakar. This was a historic event because it represented the first Miami-Dade Sister City affiliation with an African city.

An important highlight of the mission was the meeting in Johannesburg with key executives of South African Airways (SAA) at their headquarters near Oliver Tambo International Airport. The Miami-Dade delegation was comprised of Commissioner Audrey Edmonson, ITC Executive Director Tony Ojeda, Miami International Airport Marketing Director Chris Mangos, Commissioner Audrey Edmonson's Chief of Staff Mae Bryant, and ITC Senior Trade Specialist Desmond Alufohai. The Miami-Dade delegation was accompanied by Marc Cavaliere, SAA Executive Vice President for North America, stationed in Fort Lauderdale, Florida. Chris Mangos gave a detailed presentation to SAA officials for the rationale for restoring direct flights between South Africa and Miami. His presentation included an analysis by MIA of the potential profitability of these flights for SAA, noting that a direct flight between Johannesburg-Cape Town and Miami-Dade would create additional jobs and contribute to increased bilateral trade and tourism for both communities.

Another important meeting was the meeting in Pretoria with Mr. Fadl Nacerodien, Director USA, South Africa's Department of International Relations and Cooperation (DIRCO). The Miami-Dade delegation renewed its desire for a South African Consulate and/or Trade Office located in Miami-Dade. Mr. Nacerodien stated that the South African government was receptive to the idea, and that a feasibility study would be conducted to ascertain its viability. Mr. Nacerodien also pledged his support in the areas of a direct air service between South Africa and Miami-Dade, and for the proposed Sister Cities affiliation with Cape Town.

In Cape Town, participants attended the 2009 Annual DTI Technology Awards Gala Dinner and exhibition honoring individuals and organizations that contribute towards technology promotion and innovation in South Africa. The purpose of the DTI Technology Awards was to raise awareness on the benefits of using technology to improve the competitiveness of enterprises.

BACKGROUND AND MISSION SELECTION CRITERIA

The Jay Malina International Trade Consortium's (ITC) planning method for the selection of countries to be targeted for an ITC mission consists of a process that involves both staff research, consultation with relevant community stakeholders, and approval by the ITC Board of Directors. The ITC's African Trade Initiatives (ATI) Ad-Hoc Committee had the responsibility of recommending the countries to be visited in Africa for an ITC Trade Mission in FY 09-10. The ATI Committee carefully analyzed and considered several African nations during its meetings in a committee process on February 23 and March 23, 2009. The ATI representatives worked with ITC staff and recommended to the ITC Board of Directors that ITC undertake a mission to Senegal and South Africa in FY 09-10. Also, the Miami-Dade Sister Cities Coordinating Council recommended a Sister Cities Mission to Dakar and Cape Town at its Coordinating Council's meeting on April 16, 2009. The Port of Miami has a Sister Seaport Agreement with the Port of Dakar (1999) and with the Port of Cape Town (2005).

The ITC Board of Directors approved a Business Development Mission to Dakar, Senegal and Cape Town, South Africa for FY 09 -10, at its meeting on May 13, 2009. On July 2, 2009, representatives of Enterprise Florida Inc., and the ITC met and agreed to conduct a joint ITC/EFI mission to South Africa with the inclusion of Johannesburg. On August 25, 2009, ITC applied for a \$7,500 individual county grant to help defray mission costs, from EFI's Partner Trade Event Grants, a new program designed to help generate export sales for Florida manufacturers and service providers.

BUSINESS OPPORTUNITIES IN SENEGAL AND SOUTH AFRICA

SENEGAL

In Senegal, the top ten sectors offering potential for U.S. companies are telecommunications, power generation systems, construction equipment, medical equipment, wastewater treatment technology, agricultural commodities, computers and peripherals, used clothing and cosmetics. Key business and investment opportunities include power generation, travel, tourism and transport, infrastructure projects (airport, port and road), and waste water treatment. The largest major projects in Senegal remain the construction of a new airport in Diass, about 45 kilometers outside Dakar to replace the existing Leopold Sedar Senghor airport. The new *Aéroport International Blaise Diagne* will make Senegal a major sub-regional hub with the latest technology in airport safety and security. On September 16, 2009, the Millennium Challenge Corporation (MCC), an independent U.S. government foreign aid agency created by the U.S. Congress in January 2004, signed a five-year poverty reduction compact granting \$540 million to the Republic of Senegal. MCC's compact with Senegal will focus on road rehabilitation and irrigation and water resources management project to improve crop yields.

SOUTH AFRICA

Opportunities for U.S. exporters and investors in South Africa reflect the growth of its consumer base, and its efforts to upgrade and develop its infrastructure to match and further fuel its economic growth. Factors benefiting U.S. exporters include: a stable currency that has recovered since the crash in 2001; increased market share for U.S. branded goods; and the awarding to South Africa of the 2010 FIFA World Cup Soccer championship tournament. This event will provide over \$2 billion in improvements and investments for sporting facilities and other infrastructure. In general, the best prospects for exports are in capital goods, though opportunity exists in a wide range of consumer products and services as well. South Africa is a vast country, and it is the world's largest producer of gold, platinum, vanadium, chromium, and manganese. The United States is the third largest source of South African imports, and the United States is the largest portfolio investor in South Africa, as well as the second largest source of foreign direct investment (FDI) in that country. Key sectors include: construction, tourism, IT & telecommunications, biotechnology, and financial services.

PRE-MISSION ACTIVITIES

SITE INSPECTION VISIT

In preparation for the mission, ITC released the mission Save-The-Dates flyer on July 13, 2009, inviting interested businesses throughout Florida. ITC Senior Trade Specialist Desmond Alufohai conducted an advanced site inspection visit to Dakar August 3 – 7, 2009. The purpose of the site inspection visit was to enable the ITC staff to conduct an evaluation of available facilities, plan transportation schedules, select and confirm sites and facilities as needed, discuss one-to-one business matchmaking schedules, determine budget estimates, and negotiate contracts with service providers. EFI and its Southern Africa office organized the mission program and logistics for the South African portion of the mission, since EFI has a field office there. The Trade Mission Center of the Americas Inc., (TMC) paid for the expenses of Mr. Alufohai's site inspection visit to Senegal.

ITC staff contacted and worked with the following officials and agencies: the Senegalese-American Chamber of Commerce in Miami, Mr. Mamadou Mountaga Gueye, Minister Counselor, Head of Economic the Economic Section of the Senegalese Embassy in Washington D.C.; the U.S. Commercial Service staff in Dakar; the Office of the Mayor of Dakar, the Senegalese Ministry of Art, Craft and Tourism; the Dakar Chamber of Commerce, Industry and Agriculture; and with Ms. Bintou Seydi, Senegalese Representative to UNESCO in Paris. These agencies and individuals assisted ITC and EFI in the planning and execution of the mission.

DIGITAL VIDEO CONFERENCE (DVC)

On August 18, 2009, a Digital Video Conference (DVC) was held between Cape Town and Miami, to promote the joint trade mission to Dakar, Cape Town, and Johannesburg. The hour-long event was held at the U.S. Export Assistance Center (USEAC) in Miami. The purpose of the video conference was to:

- promote ITC/EFI joint Trade Mission to Africa; and
- provide trade data and business information to potential mission participants

The U.S. Consul General in Cape Town, Dr. Alberta Mayberry welcomed participants to the video conference. The Cape Regional Chamber of Commerce was represented by Mr. Jeremy Wiley, and the Western Cape's economic development agency, (WESGRO), was represented by its CEO Mr. Angelo Manzoni. Ten local South African businesses attended the conference.

In Miami, Bryant Salter, EFI's Director for Africa Trade Expansion Program welcomed the participants and introduced them to their counterparts in Cape Town. ITC Senior Trade Specialist Desmond Alufohai, gave an overview of Miami-Dade County as a Global Gateway and platform for international trade. Mr. Alufohai also invited the participants to join the mission in October, 2009. Twenty interested participants representing South Florida's economic development agencies and local businesses attended the DVC session in Miami.

On August 25, 2009, ITC released an invitation for prospective participants to join the mission with a registration deadline of September 16, 2009. ITC and EFI established the costs per mission participant for the entire mission at \$4,597. This cost included airfare, lodging, transportation to official meetings, two networking luncheons, and a registration fee.

PRE-MISSION DELEGATES' BRIEFING

On October 8, 2009, ITC convened a pre-mission briefing at the Stephen P. Clark Building in downtown Miami for all registered participants. ITC Executive Director, Tony Ojeda, welcomed participants to the briefing. He reviewed the mission purpose and objectives, itinerary and program agendas, lodging arrangements, foreign currency exchange controls, as well as electrical voltages, weather information, and other logistical details. Mr. Ojeda also provided counsel on mission protocol, and mission participants received their official agendas, registration kit, and badges. Mission participants from other parts of Florida did not attend the pre-mission briefing but received information from ITC staff and from EFI representatives.



Tony Ojeda, ITC Executive Director emphasizing a point during the pre-mission delegates' briefing

BRANDING PRESENTATIONS IN DAKAR AND CAPE TOWN

The purpose of Miami-Dade's branding workshop is to highlight Miami-Dade County's role as the "Gateway to the Americas," and platform for international trade to government officials, economic development agencies, the international trade community, and the media in the host cities. During the branding presentations in Dakar and Cape Town Commissioner Audrey Edmonson welcomed participants, and provided an overview of Miami-Dade County. ITC Executive Director, Tony Ojeda presented ITC's mission and its function. Mr. Ojeda also highlighted the uniqueness of Miami-Dade County with its superior infrastructure, multilingual workforce, and its geographic location as a transshipment point for products destined to and from Latin America and the Caribbean. In addition, Mr. Ojeda analyzed the trade figures between Miami-Dade and Africa. He also provided a comprehensive presentation on the key role that Miami International Airport and Port of Miami have played in making Miami the platform for trade with the Americas by promoting both passenger and cargo through Miami. He also reviewed the important role that these two agencies play in making Miami a center for international trade and commerce.

Mr. Bryant Salter's presentation focused on the economic advantages of Florida. He stated that Florida is the only State in the Union that has a dedicated staff solely responsible for promoting and expanding trade between the State and the African continent. He stressed Florida's unique combination of strategic geographic location, state-of-the-art infrastructure, multilingual workforce, and concentration of corporate and financial resources. These factors have made Florida a leader in international trade and foreign direct investment. Mr. Salter also reported that from Florida, companies could do business globally with great ease, both virtually and in the real world. Senator Anthony Hill concluded each session by informing the audience that Florida was ready for business and to engage in deeper economic and cultural ties with Senegal and South Africa.

Pictures of Branding Presentations in Dakar and Cape Town



MEETINGS WITH U.S. GOVERNMENT AGENCIES

U.S. EMBASSY DAKAR

In Dakar, the U.S. Ambassador to Senegal the Honorable Marcia Bernicat welcomed the Florida delegation to Senegal. She stated that the Florida's mission to Dakar was timely and a good choice for a mission destination. She enumerated the numerous business opportunities in the country.

Prior to the Ambassador's remarks, Regional Commercial Officer, U.S. Department of Commerce, Stephen Morrison gave a presentation on "Doing Business in Senegal." Mr. Morrison elaborated on the sectors with the best business opportunities in the country. He also described the market entry strategies and the "do's" and "don'ts" of doing business in Senegal. Other speakers that participated in the briefing include: Osman Tat, Political Officer, Mamadou Gassama, Economic Specialist, Youhanidou Wane Ba, Commercial Specialist, and Catherine Pierce, Commercial Specialist.

The delegation gained first-hand and vital information from the U.S. Commercial Service staff.

- Senegal is a relatively poor West African country, with tremendous business and investment opportunities for potential investors.
- Senegal receives approximately, \$730 million in Foreign Direct Aid and some \$900 million in remittances from the Senegalese Diaspora, which accounts for ten to twelve percent of its Gross Domestic Product (GDP).
- Ninety percent of all industrial activities in the country occur in the Dakar Peninsula and U.S. trade with Senegal was approximately \$150 million in 2008.
- Senegal's major trade partners are: France, Italy, Spain and the Middle East.
- The major U.S. companies in Senegal are Pfizer, Philip Morris, Procter & Gamble, John Deer, and Google.
- The following were listed as the key sectors for investment and joint ventures in Senegal: power generation, telecommunications, construction machinery, agriculture, used clothing, cosmetics, tourism, franchising, and green industries.
- Opportunities that will be available from the \$540 million Millennium Challenge fund granted to Senegal by the U.S. government in September 2009.

At the conclusion of the briefing by the American officials, Commissioner Edmonson introduced the mission participants and thanked the Embassy staff for their presentation and assistance in organizing the Florida Mission.



Mission leaders pose with U.S. Ambassador to Senegal – Marcia Bernicat (holding key)



Mission participants at the in-country briefing in Dakar



Regional Commercial Counselor Stephen Morrison (brown business attire) briefing mission participants on "How to Do Business in Senegal"

MEETINGS WITH U.S. GOVERNMENT AGENCIES (Continued)

U.S. EMBASSY SOUTH AFRICA



The delegation met in Pretoria with the new U.S. Ambassador to South Africa the Honorable Donald H. Gips. Ambassador Gips commended the Florida mission leaders for its choice of South Africa as a mission destination. He stated that the visit was timely because of the country's preparation to host the 2010 FIFA Soccer World Cup. He also thanked the delegation for selecting South Africa for a mission at this crucial time in South Africa's economic and political development. The Ambassador stated the importance of this mission in recognizing South Africa's role as a key African nation. The Ambassador was accompanied by the Deputy Chief of Mission Helen La Lime and senior Embassy staff. The Embassy staff responded to several questions from the delegates and also provided additional insights on numerous trade opportunities available to foreign investors in South Africa.

Commissioner Edmonson requested the support of the Embassy in reestablishing direct air links between Johannesburg and Miami International Airport and thanked the Ambassador and his staff for their support and assistance. .

U.S. CONSULATE GENERAL IN CAPE TOWN

The U.S. Consul General Dr. Alberta Mayberry greeted and welcomed the delegation to Cape Town on October 22, 2009. She stated that the Florida trade delegation was the largest delegation from the United States to visit Cape Town since she resumed duties at her post. Commissioner Edmonson introduced the mission delegation to the Consul General and thanked her assisting in planning our mission. Commissioner Edmonson stated the purpose of our mission to Cape Town and introduced the delegation. She enlisted the assistance of the Consul General to follow-up on her behalf with the Sister Cities affiliation with Cape Town and with the local businesses, and officials of South African Airways to re-establish direct air service to Miami International Airport. Dr. Mayberry announced her support for these endeavors and accompanied the delegation to all its key meetings in Cape Town. The U.S. Commercial Service staff also briefed the delegation on "How to do Business in the Western Cape Region."



Mission delegates pose with U.S. Consul General Dr. Alberta Mayberry in Cape Town

MEETINGS WITH U.S. GOVERNMENT AGENCIES (Continued)

U.S. CONSULATE GENERAL IN JOHANNESBURG

U.S. Consul General Andrew Passen hosted a networking reception for the mission delegates at his residence in Johannesburg. Delegates had ample opportunity to meet and network with key business leaders in Johannesburg during this event.



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



MEETINGS WITH SENEGALESE AND SOUTH AFRICAN GOVERNMENT AGENCIES

CITY OF DAKAR

The Mayor of the city of Dakar, the Honorable Khalifa Ababacar Sall and the Vice Mayor Chiekh Gueye were on hand to receive the Florida delegation at the Dakar City Hall on October 19, 2009. Dakar City officials gave a brief overview of the city, stating that Dakar was the economic and political capital of Senegal. It is an important cultural and educational center with a population of approximately 2.4 million. The city leaders welcomed the delegation and thanked the Mayor and Miami-Dade Board of County Commissioners for choosing to engage in a Sister Cities affiliation with Dakar. Mayor Sall stated that although Dakar already had a Sister City affiliation with the city of Washington, Miami-Dade's similarities with Dakar and the already existing Sister Seaport agreement between the Port of Miami and Port of Dakar were foundations for a mutually beneficial relationship. They also listed projects that both communities can immediately begin to work on such as institutional linkages, cultural exchange programs, reciprocal missions, etc.

Commissioner Audrey Edmonson expressed her appreciation to the Mayor for his hospitality and explained that one of the objectives of the mission was to sign the Sister City affiliation between Miami-Dade County and the city of Dakar. She expressed her gratitude to the Mayor and people of Dakar and invited him to bring a trade mission to Miami-Dade in the near future.

At the end of the discussions, Commissioner Edmonson and the Mayor and Vice Mayor signed the Sister City agreement. The agreement calls for both communities to undertake programs of mutual cultural exchange, improve relations between the Port of Miami and the Port of Dakar, and to undertake reciprocal cultural and trade missions.

Dakar is the symbol of a modern and vibrant African city. It has become a transportation hub and gateway to West Africa, with some of the best transportation and telecommunications infrastructure in the region. On April 4th 1960, Dakar became the capital of a newly independent Senegal. It now hosts almost all the country's economic and administrative activities. The modern city of Dakar is a cosmopolitan city with African and European styles. Dakar consists of about 25% of the country's population and generates about 80% of the nation's economic activities. Dakar remains a mosaic of various ethnic groups notably the Wolof, Pulaar, Serer or Jola representing the Teranga tradition of Senegal. "Teranga" means hospitality in Wolof, but to many Senegalese, it's a way of life, an integral part of the national character and a matter of pride.

Pictures of the Sister City signing ceremony at Dakar City Hall



MEETINGS WITH SENEGALESE AND SOUTH AFRICAN AGENCIES (Continued)

CITY OF CAPE TOWN

The Executive Mayor of the city of Cape Town, the Honorable Dan Plato received the Florida delegation at his office on October 23, 2009. Commissioner Edmonson introduced the delegation and informed the Mayor that the objectives of this mission to Cape was to foster and increase economic and cultural ties between both communities, discuss the resumption of direct air service to Miami with SAA officials, and rekindle the Sister Cities affiliation between Miami-Dade and Cape Town. She mentioned that both communities signed a Declaration of Intent during the ITC mission to Cape Town in April 2007, with the then Mayor Helen Zille; and subsequently the Miami-Dade Board of County Commissioners approved resolution for a Sister Cities affiliation between Miami-Dade and Cape Town in July 2009. In his response, Mayor Plato noted that both cities were similar in many areas, including tourism, film events management, and busy port harbors. The Mayor noted that the Port of Miami was the cruise capital of the world, and the cruise industry would be of interest to the Port of Cape Town. He also noted that cultural exchanges and tourism were two key areas that both communities could jointly develop. He mentioned his support for direct air service route between Cape Town and Miami International Airport and assured the delegation of his willingness to work with Miami-Dade County officials. He maintained that any agreement between both communities must contain a plan of action with tangible objectives. He assured the delegation that his staff would continue to collaborate with ITC in finalizing the Sister City agreement.

Cape Town, with a population of 3.4 million, is the second most populous city in South Africa. It is the provincial capital of the Western Cape as well as the legislative capital of South Africa where the National Parliament and many government offices are also located.



Delegates pose with Executive Mayor of Cape Town Hon. Dan Plato (seated center) and to his left U.S. Consul General in Cape Town Dr. Alberta Mayberry

MEETINGS WITH SENEGALESE AND SOUTH AFRICAN GOVERNMENT AGENCIES (Continued)

GAUTENG LEGISLATURE

The Florida delegation visited the Gauteng Legislature on a courtesy visit to the Speaker of Parliament the Hon. Lindiwe Maseko. Commissioner Audrey Edmonson and Senator Hill thanked Speaker Maseko for receiving the delegation. Commissioner Edmonson again requested the help of the Speaker in restoring the direct air service to Miami International Airport. Speaker Maseko thanked the ITC for its support and assistance when a delegation from the Legislature visited Miami in June 2008. She noted that ITC organized meetings with several key dignitaries and organizations, and that the Greater Miami Convention and Visitors Bureau organized a tour of Miami and its environs. Speaker Lindiwe Maseko enumerated the numerous business opportunities and projects in Gauteng, including the many construction projects in preparation for the 2010 FIFA Soccer World cup tournament. She also mentioned her continued support for the re-establishment of the direct air service between South Africa and Miami International Airport.



Speaker Lindiwe Maseko (center – dark brown suit with glasses) and members of the Gauteng Legislature and her staff pose with the Florida delegation at the Gauteng Legislature in Johannesburg

MEETINGS WITH SENEGALESE AND SOUTH AFRICAN GOVERNMENT AGENCIES (Continued)

DEPARTMENT OF TRADE & INDUSTRY (DTI)

The delegation met with South Africa's Minister for the Department of Trade and Industry, the Honorable Dr. Rob Davie at the Parliament building, Cape Town. Minister Davies highlighted the role of his department to the visiting delegation. He noted that DTI's vision was of a South Africa with a vibrant economy, characterized by growth, employment, and equity, built on the full potential of all citizens. To achieve this, the DTI has become an outwardly focused, customer-centric organization. The purpose of his department is to: provide leadership to the South African economy through its understanding of the economy; its knowledge of economic opportunities and potential; and its contribution to the government's commitment to reduce unemployment and poverty by 50% by 2014 through the national program of Accelerated and Shared Growth Initiative for South Africa (ASGISA). The department is also a catalyst for the transformation and development of the economy and responds to the challenges and opportunities of South Africa's citizens in order to support the government's economic goals of growth, employment, and equity. DTI also responds to the challenges and opportunities in the economy and society as well as provides a predictable, competitive, equitable and socially responsible environment for investment, enterprise, and trade.

The Minister stated that both the United States and South Africa enjoyed a very robust and active bilateral trade relationship due to the African Growth and Opportunities Act (AGOA). AGOA, a trade agreement act, enacted by the U.S. Congress in May 2000 to expand U.S. / sub-Saharan African trade and investment and to stimulate economic growth. Minister Davies emphasized that African nations would realize the full potential of AGOA through expansion of trade and investment. He stated that his government recently called for the elimination of the 2015 deadline for the expiration of the AGOA so that U.S. can continue its bilateral preferential access of imports from beneficiary African countries on a more permanent basis. Commissioner Edmonson noted that South Africa was South Florida's number one trade partner in the African continent. She introduced members of her delegation and informed the Minister that one of the objectives of the mission was to meet with officials of South African Airlines in Johannesburg to discuss restoring its flight to Miami International Airport. The Minister agreed that such a venture would serve to improve trade and tourism between both nations. In a letter to Commissioner Audrey Edmonson dated November 24, 2009, DTI informed Commissioner Edmonson that the department would undertake a trade mission to Miami-Dade County in the very near future (see Appendix VI).

The picture below highlights the meeting with Hon. Dr. Rob Davies, South Africa's Minister for Trade & Industry



MEETINGS WITH SENEGALESE AND SOUTH AFRICAN GOVERNMENT AGENCIES (Continued)

MEETING WITH SENEGALESE MINISTRY OF ARTS & TOURISM

Delegates met with the Senegalese Minister of Art, Craft and Tourism, the Honorable Thierno Lo in his office in Dakar. Commissioner Edmonson thanked the Minister for his gracious hospitality and stated that the Republic of Senegal and Miami-Dade County enjoyed a tropical climate that encouraged tourism. She stated that Miami's geographic location and superior infrastructure accounted for some of the reasons that the Port of Miami was recognized as the Cruise Capital of the World. She invited Minister Lo to bring a trade delegation to Miami-Dade. Senator Anthony Hill mentioned that several African American cities in the Southeastern region of the United States were interested in cultural exchanges to reconnect with their ancestral homeland and African heritage. He also invited Minister Lo to visit other cities in Florida.

Minister Lo thanked the delegation for visiting Senegal. He mentioned that he would be glad to undertake a visit to Miami-Dade to learn more about its tourism and hospitality industry. He also mentioned that his Ministry would study the viability of establishing a Trade/Tourism office in Miami. The Minister noted that the bilateral agreements between the Port and Miami and Port and Dakar and also between the City of Dakar and Miami-Dade County were historic and that his Ministry would work with the County to foster a more active bilateral relationship.



Delegates pose with the Senegalese Minister for Art, Craft and Tourism, the Honorable Thierno Lo (in blue African robe) in his office in Dakar

MEETINGS WITH SENEGALESE AND SOUTH AFRICAN GOVERNMENT AGENCIES (Continued)

MEETING WITH THE SOUTH AFRICAN DEPARTMENT OF INTERNATIONAL RELATIONS & COOPERATION (DIRCO)

The delegation also had an important meeting with the South African Department of International Relations and Cooperation (DIRCO) in Pretoria. Mr. Fadl Nacerodien, DIRCO's Director for USA, greeted the delegation and offered his assistance. Commissioner Edmondson reviewed the areas of interest where DIRCO could assist the County:

- location of a South African Consular/Trade office in Miami-Dade
- restoration of the SAA flight from South Africa to Miami International Airport
- execution of the Sister Cities affiliation between Cape Town and Miami-Dade County

Mr. Nacerodien stated that DIRCO was currently reviewing its foreign postings and that his department was very interested in establishing either a Trade Office or a Consulate in the Southeastern region of the United States. In 2007, following the ITC's trade mission to South Africa, his department had commissioned a study to determine the feasibility of locating such an office in South Florida. He also pledged his department's support for the restoration of the direct flights between South Florida and Miami-Dade County. Commissioner Edmonson thanked Mr. Nacerodien, and noted that Miami-Dade County, through the ITC, was ready to assist the South African government and the City of Cape Town in achieving these objectives.



L-R: ITC Executive Director Tony Ojeda, Senator Tony Hill, Mr. Fadl Nacerodien, and Commissioner Audrey Edmonson

MEETINGS WITH SENEGALESE AND SOUTH AFRICAN GOVERNMENT AGENCIES (Continued)

MEETING WITH THE PORT OF DAKAR

Mr. Bara Sady, Executive Director of the Port of Dakar, and members of his senior staff, welcomed the delegation to the port on October 20, 2009. Commissioner Edmonson expressed her appreciation to these officials for their warm welcome and noted that the Port of Dakar and the Port of Miami had a Sister Seaport affiliation dating back to 1999. She also commented on the important role that both ports played in the economic development of their respective communities. She invited Mr. Sady to join other Senegalese officials in bringing a trade mission to Miami-Dade.

Mr. Sady reviewed his port's ideal geographic position as a natural gateway to the land-locked West African nations and as a junction to the maritime routes linking Europe and North America to the rest of Africa. The Port of Dakar offered safe and secure facilities with a complete range of shipping services, and since 2006, had embarked on a vast modernization program. He also indicated that the port had four distinct areas of operations: a military zone, a fishing zone, a ship repair zone, and a cargo and passenger zone. After the presentation, the delegates and Port of Dakar officials toured the port facilities.



Florida government delegation and officials at the Port of Dakar's offices



Bara Sady, Director of the Port of Dakar (center) conducts a tour of the newly completed passenger wing of the Port

MEETINGS WITH SENEGALESE AND SOUTH AFRICAN GOVERNMENT AGENCIES (Continued)

MEETING WITH THE PORT OF CAPE TOWN

Mr. Coen Birkenstock, Manager for Corporate Affairs for the Port of Cape Town, greeted the delegation on behalf of the Port Director at the Port offices. Commissioner Edmonson thanked the port's staff for receiving her again for the second time and thanked them for their generous hospitality. She noted that the Port of Miami and the Port of Cape Town had enjoyed a cordial relationship and had exchanged reciprocal visits since 2005 when both ports entered into a Sister Seaport agreement.

The Port of Cape Town is strategically situated in one of the most important trade routes in the region, and it is one of the busiest ports in Africa handling the largest amount of fresh fruit and fish products of any port in the continent. In his presentation, Mr. Birkenstock noted that the large number of Asian fishing vessels docking there was affecting the port's ability to accommodate the large demand for dry-dock repair and created challenges for docking space needed to handle the emerging oil industry in West Africa. Mr. Birkenstock expressed an interest in continuing close relations with the Port to Miami for the future expansion of bilateral commerce.

After the presentation, port officials provided a tour of their facilities.



Top picture: Delegates with officials of the Port of Cape Town

Below: Delegates on a tour of the facilities of the Port of Cape Town



MEETINGS WITH SENEGALESE AND SOUTH AFRICAN PRIVATE SECTOR ORGANIZATIONS

BUSINESS MEETING AT THE DAKAR CHAMBER OF COMMERCE, INDUSTRY, AND AGRICULTURE

More than 150 private sector participants registered with the Dakar Chamber of Commerce, Industry and Agriculture (CCIAD) to meet with the Florida delegation. The business briefing session and business-to-business meetings were hosted at the premises of the CCIAD on October 19th, 2008. The event was formally declared opened by a representation from the Ministry of Trade. Commissioner Edmonson thanked the Chamber for organizing the business-to-business meetings for the delegation and remarked that she was looking forward to signing Africa's first Sister City agreement with Miami-Dade. In welcoming the delegation to the Chamber, the President of the CCIAD, Mr. Mamadou Lamine Niang expressed his gratitude to Commissioner Edmonson for leading the mission to Dakar. He stated that the role of the CCIAD was to act as an interface for the Senegalese businesses and their Western Counterparts. He also stated that the Chamber was committed to support such missions that foster trade and closer ties between Senegal and the rest of the world.

Representatives from APIX, the autonomous Senegalese agency founded in 2000 to assist the Senegalese President in conceiving and implementing policies regarding the promotion of investment and major projects in Senegal, briefed the delegates about investment opportunities in Senegal. The APIX official cited the following reasons to invest in Senegal: an open and stable country, a healthy and competitive economy, qualified human resources, and modern and upgraded infrastructure, a renovated legal and fiscal framework, a privileged access to regional and international markets, and an exceptional quality of life. At the end of the business meeting, private sector participants began their pre-arranged business to business matchmaking meetings in Dakar.



Pictures of the business meetings hosted by the Dakar Chamber of Commerce, Industry, and Agriculture in Dakar

MEETINGS WITH SENEGALESE AND SOUTH AFRICAN PRIVATE SECTOR ORGANIZATIONS (Continued)

WESTERN CAPE PROMOTION AND INVESTMENT (WESGRO) AND CAPE REGIONAL CHAMBER OF COMMERCE

Mr. Richard Wade, WESGRO's Senior Manager and Mr. Albert Schuitmaker, Executive Director of the Cape Regional Chamber of Commerce briefed the delegation on the business opportunities in the Western Cape Region. They stated that South Africa's membership in BRICSA (Brazil, Russia, India, China and South Africa), the leading group of emerging economies, had given new clout to the country. South Africa they noted, had the largest economy in Africa, and it was responsible for approximately 35% of sub-Saharan Africa's economic output.

Messrs Wade and Shuitmaker also emphasized that the Western Cape Province had the most diverse, dynamic, and innovative economy in the continent, and that the province's economy was larger than many of the national economies in Africa. From 1999 to 2006, with ten percent of the national population, the Cape's economy outperformed the South African national economy by at least 0.5% per year but contributed nearly 15% of the national output.

At the end of their presentations, private sector participants began their pre-arranged business-to-business matchmaking meetings in Cape Town.



Pictures: Mr. Albert Schuitmaker, top left, Mr. Richard Wade top right, at the business briefing in WESGRO, Cape Town

MEETINGS WITH SENEGALESE AND SOUTH AFRICAN PRIVATE SECTOR ORGANIZATIONS (Continued)

FREE STATE INVESTMENT PROMOTION AGENCY (FIPA)

During a networking luncheon jointly sponsored by the ITC and FIPA in Johannesburg, participants learned and discussed business opportunities in the Free State with officials of FIPA. In her opening remarks, Commissioner Audrey Edmonson again highlighted Miami-Dade as a Global Gateway and platform for international trade. Mr. Gcina Mazibuko, FIPA's Chief Executive Officer stated that FIPA's mission was to promote and facilitate investment and export opportunities for the Free State Province. He invited the delegation to visit the Free State during its next visit to South Africa. He stated that FIPA was the official trade and investment promotion and development agency for the Free State Province of South Africa; and that the Free State Province of South Africa offered an abundance of opportunities for both local and international investors and traders.

The Free State, he said, was situated in the heart of South Africa, and it was South Africa's third largest province bordering Lesotho as well as six of the eight other provinces, including the country's economic center, Gauteng. The Free State has excellent infrastructure and transport links and provides easy access to the main ports of Durban, East London and Port Elizabeth. The Free State is an ideal trading partner both within South Africa and with Africa and other international markets.

Mr. Mazibuko stated that FIPA was a specialized economic development agency established to offer incoming investors a comprehensive service in setting up business. These services included identifying, promoting, and facilitating bankable investment opportunities as well as promoting trade to assist local companies in identifying new markets and export opportunities for their products. He enumerated the following factors and reasons to invest in the Free State:

- Centrally located with easy access to markets within South Africa and Africa
- Availability of a large and affordable labor pool
- Excellent infrastructure
- Competitively prices electricity, water, and telecommunications rates
- Low land and building costs
- Low factory rentals
- Abundance of natural resources
- Political stability

Commissioner Edmonson addresses guests
at a networking luncheon in Johannesburg



MEETINGS WITH SENEGALESE AND SOUTH AFRICAN PRIVATE SECTOR ORGANIZATIONS (Continued)

SOUTH AFRICAN AIRWAYS (SAA)

One of the most important milestones of the mission to South Africa was the return visit to the headquarters of the South African Airways (SAA). The purpose of the visit was to discuss with SAA officials the re-opening of the direct air service between South Africa and Miami-Dade. Miami-Dade County was represented by Commissioner Audrey Edmonson, ITC Executive Director Tony Ojeda, Miami-Dade Aviation Department's Marketing Director Chris Mangos, Commissioner Edmonson's Chief of Staff Mae D. Bryant, and ITC Senior Director Desmond Alufohai. Executive Director of SAA's satellite office in Fort Lauderdale, Florida, Mr. Marc Cavalier also accompanied the delegation at the meeting. SAA's Global Sales and Marketing Director Ms. Nomvula Judith Nkabinde, and two other SAA representatives were on hand to receive the delegation.

Commissioner Edmonson thanked the SAA officials for receiving the Miami-Dade delegation and stated that she had returned to continue discussions with SAA regarding the possibility of a direct air service to Miami International Airport. She stated that she was part of the delegation that visited the headquarters during ITC mission to Johannesburg in April 2007. She noted that Miami could serve as the transit point for soccer fans from the Western Hemisphere to South Africa for the forthcoming 2010 FIFA Soccer World Cup Tournament.

Chris Mangos then followed with a comprehensive overview of Miami International Airport and the Miami market area and elaborated on the numerous reasons why Miami-Dade sought an air service relationship with South Africa and the Southern Africa region. He briefed the SAA officials about the potential of a direct air service between South Africa and Miami area and provided tangible figures and information on the passenger and air freight opportunities. He cited the 2007 SH & E International Air Transport Consultancy report commissioned by MIA which concluded that the proposed route would be profitable for SAA. Mr. Ojeda also gave information on South Africa's trade with Florida and South African business community in South Florida.

Ms. Nkabinde thanked the delegation for the presentation and remarked that SAA was interested in the latest studies and information from SH & E. She mentioned that SAA's global vision was to solidify its African markets before embarking on new international routes, but that she would give our request every consideration and directed her staff to review the material that Mr. Mangos provided.

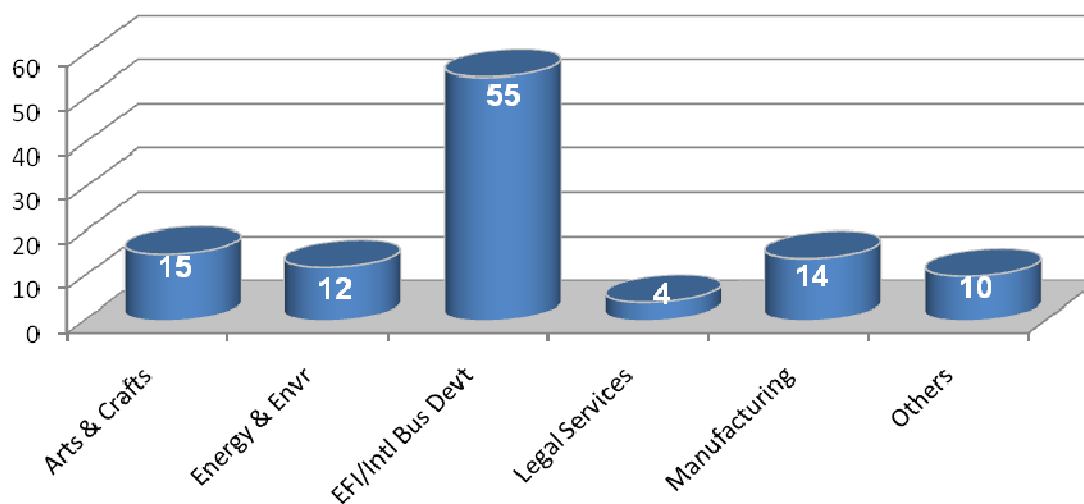


Miami-Dade County officials pose with representatives of SAA at the Airlines' headquarters in Johannesburg

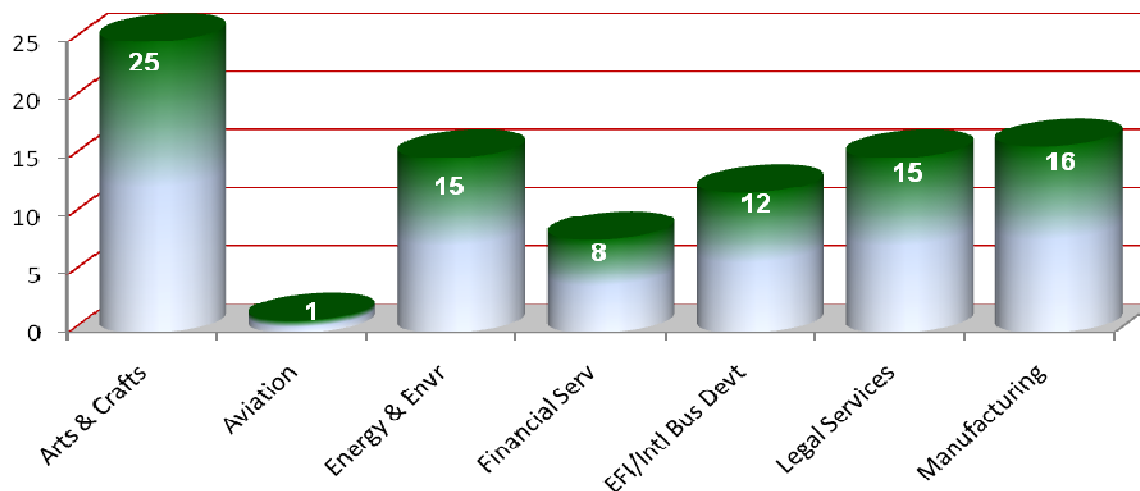
BUSINESS-TO-BUSINESS MATCHMAKING MEETINGS IN SENEGAL & SOUTH AFRICA

The business matchmaking program is an important component of every ITC mission. The business-to-business matchmaking sessions provided opportunities for the private sector participants to meet in formal business settings with local business owners in the host countries. In Dakar, the Dakar Chamber of Commerce, Industry and Agriculture (CCIAD) assisted the ITC with the matchmaking meetings. Private sector delegates had more than **110 business appointments** with their Senegalese counterparts in Dakar. In South Africa, Enterprise Florida Inc., Southern African office organized the business matchmaking meetings, and private sector delegates had ample opportunities to meet and network with their South African Counterparts. The following business appointments were scheduled: **Cape Town (36), Johannesburg (42) and Pretoria (14)**. These matchmaking sessions took place during the mission while the Miami-Dade government delegates met with their government counterparts.

Senegal: Business Meetings by Sectors



South Africa: Business Meetings by Sectors



Pictures of private sector participants in various business meetings during the African mission



ACCOMPLISHMENTS

The mission was historic and successful in meeting its stated objectives of promoting Miami-Dade County as a platform for international trade; fostering ways to increase trade; strengthening economic and cultural linkages; and building economic ties with these African cities. Our efforts laid an enduring groundwork for increased trade and long-term cultural ties with these important cities in Africa.

The most significant achievements included:

- Mission participants received a thorough briefing by the U.S. Embassy staff in Dakar, Cape Town, Johannesburg, and Pretoria from the U.S. Foreign Commercial Service on the economic and political situation which helped delegates understand and identify available trade and business opportunities as well as to learn first-hand how to do business in these cities.
- Private sector participants had more than **202** business-to-business matchmaking appointments, networking opportunities, and meetings with their counterparts in Dakar, Cape Town, Johannesburg, and Pretoria.
- Mission participants attended the 2009 Department of Trade & Industry (DTI) Annual Technology Innovation Awards Gala in Cape Town to meet and network with South African business inventors and innovators. The purpose of the DTI Technology Awards is to raise awareness on the benefits of using technology to improve the competitiveness of enterprises.
- Miami-Dade County delegation promoted and discussed air service route development opportunities with representatives of South African Airways to reestablish the Johannesburg-Cape Town- Miami air route. The presentation included an analysis by MIA Director of Marketing Division of the potential profitability of these flights for SAA, since a direct flight between South Africa and Miami-Dade would create additional jobs and contribute to increased bilateral trade and tourism for both communities.
- Miami-Dade County delegation discussed locating a South African Consulate and/or Trade Office in the County with officials of South Africa's Department of International Relations & Cooperation (DIRCO).
- Through ITC's comprehensive branding presentations, more foreign government officials, economic development agencies, trade organizations, chambers of commerce, the media, and business communities in Dakar and Cape Town learned about Miami-Dade's role as a platform for international trade, its excellent workforce, and its world class infrastructure.
- On various occasions, Commissioner Edmonson extended formal invitations to both government and private sector organizations in Dakar, Cape Town, Johannesburg, and Pretoria to bring reciprocal trade missions to Miami-Dade in the near future. The Office of the Ministry of Trade and Industry accepted Commissioner Edmonson's invitation and indicated in a letter dated November, 2009, (see appendix vi), that the Department of Trade and Industry would undertake a trade mission to Miami-Dade County.
- The historic signing of a Sister City Agreement between Miami-Dade and Dakar is the first Sister City affiliation with an African city.

ACKNOWLEDGEMENTS

The Jay Malina International Trade Consortium (ITC) and staff want to express our appreciation and gratitude to our strategic partners, sponsors, hosts, contributing organizations, departments, agencies, businesses, individuals, and volunteers who assisted our agency in planning and organizing the Florida Mission to Dakar, Cape Town, Johannesburg, and Pretoria:

- Cape Chamber of Commerce, Cape Town
- Dakar Chamber of Commerce, Industry, and Agriculture (CCIAD)
- Embassy of Senegal in Washington D.C.
- Enterprise Florida Inc., Southern African Office
- Office of the Mayor of Dakar
- Office of the Mayor of Cape Town
- Office of the Senegalese Minister for Art, Craft, and Tourism
- Office of the Presidency, Republic of Senegal
- Office of the Speaker – Gauteng Legislature
- Port of Dakar
- Port of Cape Town
- South African Department of Trade & Industry (DTI)
- South African Department of International Relations and Cooperation (DIRCO)
- U.S. Consulate General in Cape Town
- U.S. Consulate General in Johannesburg
- U.S. Embassy in Dakar, Senegal
- U.S. Embassy in Pretoria, South Africa
- U.S. Commercial Service staff in Dakar, Cape Town, and Johannesburg
- Western Cape Investment & Trade Promotion Agency (WESGRO)

Mamadou Mountaga Gueye, Bintou Seydi, Ted Manly, Tongila Manly and the staff of EFI Southern African office deserve special recognition for their untiring cooperation and support. On behalf of Miami-Dade County government and the Florida delegation, we thank these agencies and individuals for helping us build economic bridges, for fostering cultural linkages, and for their generosity and support which contributed immensely to the success of this historic mission to the African continent.

APPENDIX I

FINANCIAL REPORT

SENEGAL & SOUTH AFRICA (OCT. 2009)

REVENUES:

Mission Registration Fees	5,170
Enterprise Florida Partner Trade Event Grant *	7,500
Total Revenues:	\$12,670

EXPENDITURES:

Business Networking Receptions

Dakar, Senegal	1,504
Cape Town, South Africa	1,287
Johannesburg, South Africa	2,712
	<hr/> 5,502

Ground Transportation

Dakar, Senegal	705
Cape Town, South Africa	2,139
Johannesburg, South Africa	1,725
	<hr/> 4,569

Other Expenses

Business to Business Matchmaking Services (Johannesburg.)	1,200
Translations (Dakar)	800
Bank wire transaction fees	350
Credit card merchant fees (registrations)	68
Miscellaneous	62
	<hr/> 2,480

Total Expenses:	\$12,551
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PROJECTED PROFIT TO TMC:

\$119

* ITC applied for a grant from EFI and anticipates receiving these funds.

APPENDIX II

MISSION PARTICIPANTS

A total of **14 participants** registered for the ITC/EFI business development mission to Africa.



Commissioner Audrey Edmonson
Miami-Dade County Commissioner



Senator Anthony Hill
Florida Senate
District 1



Tony Ojeda
ITC Executive Director



Mae D. Bryant, Ph.D.
Chief of Staff
Office of Commissioner
Audrey Edmonson



Jeannette Fields
Chief Financial Officer
New Birth Baptist Church Cathedral



Chris Mangos
Marketing Director
Miami-Dade Aviation Department



Christa Green
President
Creative Home Solutions



Grant Kaplan, Esq
Law Offices of Grant Kaplan



George Battle
President, Arc-Lite Inc.



Djibril Toure
President
Equitrade Inc.



Bryant Salter
Director
EFI - African Trade Expansion Program



Rory Malisoff
Vice President, KVAR Energy



Desmond Alufohai
ITC Senior Trade Specialist

APPENDIX III

MEETINGS WITH KEY GOVERNMENT AND PRIVATE SECTOR REPRESENTATIVES IN SENEGAL

U.S. Embassy Dakar, Senegal

- **Marcia S. Bernicat**, United States Ambassador
- **Stephen Morrison**, Regional Commercial Counselor
- **Osman Tat**, Political Officer
- **Mamadou Gassama**, Economic Specialist, U.S. Embassy Dakar
- **Youhanidou Wane Ba**, Commercial Specialist
- **Catherine Pierce**, Commercial Specialist

Office of the Presidency, Republic of Senegal

- **Bintou Seydi**, Senegalese UNESCO Representative

Embassy of Senegal in Washington D.C.

- **Mamadou Mountaga Gueye**, Minister Counselor, Head of Economic Mission

City of Dakar

- **Hon. Khalifa Ababacar Sall**, Mayor
- **Chiekh Gueye**, Vice Mayor

Ministry of Art, Craft and Tourism, Republic of Senegal

- **Hon. Thierno Lo**, Senegalese Minister of Arts, Crafts and Tourism
- **Chiekh Sadibou Dia**, Director of Cabinet to the Minister of Arts & Tourism

Dakar Chamber of Commerce, Industry, and Agriculture (CCIAD)

- **Mamadou Lamine Niang**, President CCIAD
- **Aly Mboup**, Secretary General CCIAD
- **Margatte Diop**, Chief of International Business Department - CCIAD

Port of Dakar

- **Bara Sady**, Port Director
- **Abdoul Hamid Sy**, Marketing & Communications Service Manager

APPENDIX IV

MEETINGS WITH KEY GOVERNMENT AND PRIVATE SECTOR REPRESENTATIVES IN SOUTH AFRICA

CAPE TOWN

South African Department of Trade & Industry

- **Dr. Rob Davies**, South African Minister of Trade & Industry

U.S. Consulate General

- **Dr. Alberta Mayberry**, Consul General, U.S. Consulate Cape Town

City of Cape Town

- **Hon. Dan Plato**, Executive Mayor

Western Cape Investment & Trade Promotion Agency (WESGRO)

- **Richard Wade** Senior Manager

Cape Regional Chamber of Commerce

- **Albert Schuitmaker**, Executive Director

Port of Cape Town

- **Coen Birkenstock**, Manager Corporate Affairs

JOHANNESBURG

Gauteng Provincial Legislature

- **Hon. Lindiwe Maseko**, Speaker

U.S. Consulate General

- **Hon. Andrew Passen**, Consul General, U.S. Consulate Johannesburg
- **Craig Allen**, Minister Counselor, U.S. Commercial Service

South African Airways

- **Nomvula Judith Nkabinde**, Global Sales & Marketing
- **Vera Kriel**, Corporate Strategy & Business Planning
- **Gaurav Agarwal**, Manager New Planning – International
- **Marc Carvaliere**, Executive Vice President, North America

Johannesburg Chamber of Commerce & Industry

- **Keith Brebnor**, Chief Executive Officer

Enterprise Florida Inc., Southern African Office

- **Tongila Manly**, Managing Director
- **Ted Manly**, Assistant Director

FREE STATE INVESTMENT PROMOTION AGENCY (FIPA)

- **Gcina Mazibuko**, Chief Executive Officer

AMCHAM South Africa

- **Doug Franke**, President

MEETINGS WITH KEY GOVERNMENT AND PRIVATE SECTOR REPRESENTATIVES IN SOUTH AFRICA (CONTD.)

PRETORIA

U.S. Embassy, South Africa

- **Donald H. Gips**, U.S. Ambassador to South Africa

South African Department of International Relations & Cooperation (DIRCO)

- **Fadl Nacerodien**, Director USA

APPENDIX V

SISTER CITIES AGREEMENT BETWEEN MIAMI-DADE COUNTY, FLORIDA AND DAKAR, SENEGAL

WHEREAS, THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA ON JULY 1, 2008, PASSED A RESOLUTION EXPRESSING A DESIRE TO ESTABLISH A SISTER CITIES RELATIONSHIP BETWEEN MIAMI-DADE COUNTY AND DAKAR, SENEGAL; AND

WHEREAS, THE MAYOR OF MIAMI-DADE COUNTY FLORIDA, AND THE MAYOR OF DAKAR ALSO DESIRE TO ENTER INTO A SISTER CITIES AFFILIATION; AND


WHEREAS, THE PORT OF MIAMI AND THE PORT OF DAKAR HAVE SIGNED A SISTER PORT AGREEMENT, AND HAVE COMMITTED TO DEVELOP STRATEGIES TO INCREASE CRUISE AND CARGO TRADE AT BOTH PORTS; AND

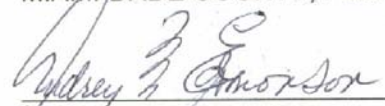
WHEREAS, BOTH COMMUNITIES BASE THEIR ECONOMY ON TRADE AND TOURISM, AND MEET THE GUIDELINES ESTABLISHED BY MIAMI-DADE COUNTY TO ENTER INTO A SISTER CITIES RELATIONSHIP.

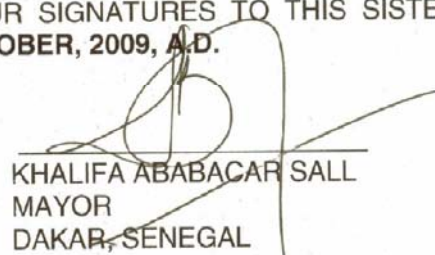
NOW, THEREFORE, BE IT RESOLVED THAT THE MAYOR OF MIAMI-DADE COUNTY, FLORIDA AND THE MAYOR OF DAKAR, SENEGAL, HEREBY MUTUALLY AGREE TO:


- A) ESTABLISH A SISTER CITIES RELATIONSHIP BETWEEN MIAMI-DADE COUNTY, FLORIDA AND DAKAR, SENEGAL
- B) UNDERTAKE PROGRAMS OF MUTUAL CULTURAL EXCHANGE
- C) IMPROVE RELATIONS BETWEEN THE PORT OF MIAMI AND THE PORT OF DAKAR
- D) UNDERATAKE CULTURAL AND TRADE MISSIONS TO EACH COMMUNITY

IN WITNESS THEREOF WE HAVE AFFIXED OUR SIGNATURES TO THIS SISTER CITIES AGREEMENT ON THIS DATE OF 19TH OCTOBER, 2009, A.D.


CARLOS ALVAREZ
MAYOR
MIAMI-DADE COUNTY, FLORIDA


AUDREY EDMONSON
COMMISSIONER
MIAMI-DADE COUNTY, FLORIDA


KHALIFA ABABACAR SALL
MAYOR
DAKAR, SENEGAL

CHEIKH GUEYE


APPENDIX VI

SOUTH AFRICA'S MINISTRY OF TRADE AND INDUSTRY

DEC-04-2009 15:33 FROM:
24-NOV-2009 11:57 FROM

TO: 993056797895 P.2/2
TO 00013053726104 P.001/001



MINISTER

TRADE AND INDUSTRY
REPUBLIC OF SOUTH AFRICA

Private Bag X274, PRETORIA, 0001 • The old Campus, 77 Kenilworth Street, Sunnyside PRETORIA • Tel: (012) 394 1430 Fax: (012) 394 0337 • www.trade.gov.za
Private Bag X2047, CAPE TOWN, 8000 • Tel: (021) 461 7195/213 Fax: (021) 465 1291

Tuesday, 24 November 2009

Ms Audrey M Edmonson
Miami-Dade County Commissioner
Stephen P Clark Center
111 NW First Street
Suite 220
Miami, Florida

Fax: + 305 372 6104

Dear Ms Edmonson

I write on behalf of Minister Davies, to thank you for your letter of 10 November 2009. Minister Davies was pleased to meet with you and your delegation and is concerned that the momentum generated by your efforts to strengthen economic ties with your County, not be lost. He would therefore like to take up your kind invitation to undertake a trade mission to Miami-Dade County as soon as his programme allows. We have also forwarded a copy of this and your correspondence to Mr Iqbal Sharma, our Deputy Director-General for Trade and Investment for his consideration.

Yours sincerely


Moosa Ebrahim
Chief of Staff
Ministry of Trade and Industry

Tel: +27 12 394 1578
Fax: +27 12 394 0337

RECEIVED ITC

DEC 08 2009

EXECUTIVE OFF



MIAMI-DADE COUNTY

Carlos Alvarez

Mayor

BOARD OF COUNTY COMMISSIONERS

Dennis C. Moss

Chairman

José "Pepe" Diaz

Vice Chairman

Barbara J. Jordan

District 1

Dorrin D. Rolle

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

Katy Sorenson

District 8

Dennis C. Moss

District 9

Senator Javier D. Souto

District 10

Joe A. Martinez

District 11

José "Pepe" Diaz

District 12

Natacha Seijas

District 13

Harvey Ruvin

Clerk of Courts

George M. Burgess

County Manager

Robert A. Cuevas, Jr.

County Attorney