



END OF MISSION REPORT

Business Development Mission to Port au Prince, Haiti

October 21st – 24th, 2012

Led by

Jean Monestime

**Miami-Dade County Commissioner, District 2 and
Vice - Chairman, International Trade Consortium Board (ITC)**

Organized by

Economic Development and International Trade Unit (EDIT)

Business Affairs, Department of Regulatory and Economic Resources of Miami-Dade
County, Florida

Dimitrios "Jimmy" Nares

Assistant Director

&

Adam Peters

Trade Development Specialist



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Commissioner Jean Monestime (mission leader) with the Consul of the Republic of Haiti in Miami Regine Chevallier (at center) pose with members of the Miami-Dade delegation

EXECUTIVE SUMMARY

The mission of the Economic Development and International Trade Unit (EDIT) of the Department of Regulatory and Economic Resources of Miami-Dade County is to enhance access to economic development opportunities in the areas of International Trade and Commerce, and Business Growth and Expansion. The purpose of the international trade component of the office is to create business development opportunities through trade related activities, and to promote Miami-Dade County as a global gateway and platform for trade.

In April of 2012, Miami Dade County Mayor Carlos Gimenez and County Commissioner and International Trade Consortium Vice-Chairman Jean Monestime visited Port au Prince, Haiti, to meet with government and industry leaders to discuss ways to expand commercial relations between Haiti and Miami Dade County. During that visit, a sister airport agreement was signed between the airport in Port au Prince and Miami International Airport (MIA), and this agreement became the basis for the Miami Dade Aviation Department to provide technical assistance to the airport that would expand capacity for passenger and cargo flows with MIA.

In May 2012, the International Trade Consortium (ITC) Trade Promotion Committee convened and considered possible destinations for EDIT's next outbound mission. They recommended Haiti and EDIT staff immediately began planning for the mission, which was led by Commissioner Jean Monestime.

The objectives of the mission were to highlight the County's unique assets as an international trade hub, and to explore commercial and business opportunities for our private sector participants, to discuss with Haitian government officials ways to expand trade between Miami Dade County and Haiti, to continue the program of technical assistance with the airport, and to develop a sister seaport agreement with the Haitian National Port Authority.

In July 2012, EDIT staff met with Ms. Paula Pierre, Executive Director of the Haitian American Chamber of Commerce of Florida (HACCOF) and Mr. Pierre Saliba, President of the Chamber, who supported the mission and its program, and assisted in recruiting mission participants. EDIT staff also met with the Honorable Francois Guillaume and Regine Chevallier, Consul General and Consul of the Republic of Haiti in Miami to discuss planning and coordination for the first ever Miami-Dade County Business Development Mission to Haiti.

The mission delegation departed Miami for Port au Prince, Haiti on October 21st, and returned on October 24th, 2012. It was comprised of twenty-four (24) participants from both the public and private sectors, with six (6) participants from the public sector (including PortMiami and Miami International Airport), and eighteen (18) participants from the private sector. EDIT staff developed two parallel agendas, one for the public sector delegates (Miami-Dade Government Delegation) and another one for the private sector delegates (Business Delegation) to maximize delegates' time on-site.

During the mission, participants received in-depth country briefings by officials from the U.S. Embassy and the U.S. Agency for International Development, and the American Chamber of Commerce of Haiti (AmCham Haiti). The Miami-Dade County delegation met with high level officials of the Government of Haiti (GOH), including the Office of the Prime Minister and the Center for the Facilitation of Investment.

Commissioner Jean Monestime, together with EDIT's Assistant Director Jimmy Nares, Debra Owens, Intergovernmental Affairs State Coordinator for PortMiami, and Manuel J. Gonzalez, Chief of MIA Business Ventures gave a branding presentation to acquaint government and businesses in Colombia about the County's unique assets, its role as an international trade platform and the advantages of using Miami as the Gateway and point of entry into the United States. The workshop was immediately followed by a business networking lunch.

The delegation then toured the SONAPI industrial park. The GOH-owned 158 acre industrial park is home to 47 manufacturers with more than 15,000 employees, many of whom are engaged in the manufacture of apparel destined for the United States under favorable trade terms.

Additionally, members of the Miami-Dade business delegation gained access to business development prospects during **84 pre-arranged one-to-one business matchmaking meetings** (B2B) with their Haitian counterparts. These B2B meetings were organized by EDIT in collaboration with the AmCham Haiti, our local partner who was able to provide expertise in engaging the local business community. The targeted meetings provided many opportunities to discuss business and market entry strategies, introduce products, develop relationships, create business contacts, and explore new markets for future business in a formal setting and in a short period of time.

At the conclusion of the mission, business participants were asked to complete an End-of-Mission Survey to capture business activity results. **Fourteen of the eighteen business participants completed the survey and reported \$1,449,500 in actual or expected sales over the next 12 months as a direct result of participating in the mission.**



Mission Leader the Honorable Jean Monestime
Miami-Dade County Commissioner, District 2 and
Vice - Chairman, International Trade Consortium Board (ITC)

BACKGROUND

In April of 2012, Miami-Dade County Mayor Carlos A. Gimenez and Commissioner Monestime visited Port au Prince to meet with senior Haitian Government officials and discussed how to strengthen commercial and economic ties between Miami- Dade County and Haiti. The objectives of this mission, which build upon previous efforts, are to highlight the County's unique assets as an international trade hub, and to explore commercial and business opportunities for our private sector participants.

Haiti is an important trading partner for South Florida, with more than \$1.2 billion in 2011, an increase of nearly 13% from the previous year. Haiti is also the beneficiary of a trade preferences program with the United States, which includes the Haitian Hemispheric Opportunity through Partnership Encouragement Act (HOPE I), that was passed by the U.S. Congress in 2006.

The Miami-Dade business delegation participating in the mission to Haiti represented the following industry sectors or categories:

- Wholesale distribution of pipe valves and fittings
- Manufacturing and distribution of plastic hangers
- Air conditioning distribution
- Engineering consulting
- Hotel and hospital linen suppliers
- Chlorination systems
- Window and door manufacturing and sales
- Building and construction services
- Transportation and tourism
- Accounting and consulting
- Agricultural equipment
- Hospitality and security

PRE-MISSION ACTIVITIES

SITE INSPECTION & RECRUITMENT

Site inspection: EDIT's Trade Specialist Adam Peters visited Port au Prince, Haiti from July 8th to 12th, 2012. The objectives of the pre-mission trip were to identify service providers, negotiate lodging and transportation arrangements, develop mission costs, established contact with relevant government, and private sector organizations to develop a comprehensive agenda to fulfill the mission objectives.

Save-the-date flyer: The save-the-date flyer was sent out in July 2012 to develop participant interest in the mission and included information on sponsorship opportunities.

Mission registration package: The registration materials were released in August 2012. The total estimated cost per mission participant for the four (4) day mission was **\$1,225** which included lodging, registration fee, ground transportation, briefings, networking luncheon and reception, and pre-arranged one-to-one business matchmaking meetings.

PRE-MISSION DELEGATES BRIEFING

EDIT staff convened a pre-mission briefing for mission participants at the Stephen P. Clark Center in Downtown Miami, on October 10th, 2012. EDIT's Assistant Director, Dimitrios "Jimmy" Nares welcomed participants and reviewed the mission objectives, itinerary, agenda, lodging, transportation, weather information, and other logistical details with mission participants. Consul General Regine Chevallier welcomed the mission participants on behalf of the government of Haiti.



PRE-MISSION ACTIVITIES, continued



Above: Mission participants at the October 10th delegate's briefing.

IN COUNTY COMMERCIAL BRIEFING

On October 22nd, delegates gathered to be briefed on the current business environment in Haiti by Mr. Skye S. Justice, Economic and Commercial officer from the U.S. Embassy in Port au Prince. Mr. Justice discussed the kinds of opportunities available to US businesses wishing to expand their operations to Haiti, the current economic and political environment of doing business in Haiti, several observations about future commercial opportunities, and practical suggestions to new-to-country companies about the way to begin operating in Haiti. Mr. Justice also discussed the resources and programs available to US companies from the U.S. Embassy. Mr. Justice was pleased to answer a number of questions from the mission delegates.

The delegates were then briefed by Mr. Gary Juste, Office Chief of USAID's Office of Acquisition and Assistance. Mr. Juste discussed USAID's operations in Haiti, opportunities available to US companies through USAID related to rebuilding projects in Haiti following the 2010 earthquake, the process for participating in those projects, future opportunities, and offered suggestions for best practices when becoming involved in such projects. Mr. Juste answered several questions from the delegates.

Mr. Philippe Saint-Cyr, Executive Director of AmCham Haiti, welcomed the delegates to Haiti, and then briefed the delegates on the business climate in Haiti. His presentation provided examples of some of the US companies who were currently working in the market, he discussed current business opportunities, best practices for partnering with Haitian companies, and current Haitian government initiatives for streamlining commercial regulations.

MIAMI-DADE BRANDING WORKSHOP

The mission delegates were then joined by more than 50 representatives from Haitian business and business organizations for the Miami-Dade Government Delegation branding workshop. Mission Leader and Miami-Dade County Commissioner Jean Monestime welcomed the delegates and business participants to the mission and the workshop, and discussed his role as Vice Chair of the International Trade Consortium's Board of Directors. Commissioner Monestime discussed the many activities and operations of the Miami-Dade County government, the multicultural population base, the wonderful international trade opportunities available, the economic importance of Miami International Airport and PortMiami.

MIAMI-DADE BRANDING WORKSHOP (CONTINUED)



Mr. Jimmy Nares, Assistant Director of the Economic Development and International Trade Unit (EDIT), a part of Business Affairs of the Department of Regulatory and Economic Resources of Miami-Dade County.

Mr. Jimmy Nares, Assistant Director of Miami-Dade County's Economic Development and International Trade unit (EDIT), spoke of the key importance that international trade plays in the economy of Miami-Dade County, the programs and activities that EDIT provides to facilitate the expansion of international trade, and the resources that are available to businesses to assist them in their international trading activities. Mr. Nares invited all of the Haitian businesses in attendance to visit Miami soon and to see for themselves why Miami is the ideal point of entry into the US market for their products.

Ms. Debra D. Owens, the Intergovernmental Affairs State Coordinator of the Dante Fascell Port of Miami-Dade (PortMiami), discussed the many exciting projects currently underway at PortMiami, including the deepening of the Port and the construction of a tunnel beneath the Port's main channel that will greatly increase the efficiency of logistics operations at Port Miami. Ms. Owens highlighted the importance of cargo flows through the Port, and the economic benefits to international traders of using PortMiami as the distribution point for foreign goods entering the US market. She also discussed the intentions of PortMiami to establish a Sister Port agreement with the Port of Port au Prince.

Mr. Manuel J. Gonzalez, Chief of Business Ventures at Miami International Airport (MIA) told the mission delegates of the importance of international trade to MIA, how international cargo flows through the airport were increasing, how the airport is working to continually develop

new international air routes to further facilitate international trade, and about the expansion programs currently underway at the airport to service the increased volume of passengers and cargo. He also discussed the status of the Sister Airport agreement between MIA and Port au Prince International Airport and some of the joint projects currently underway.

VISIT OF SONAPI INDUSTRIAL PARK

The delegation then visited an industrial park located close to the Port au Prince airport. There, Mr. Didier Jean, Councilor Principal of the National Society of Industrial Parks (SONAPI), the Haitian government economic development agency charged with operating industrial parks throughout Haiti, welcomed delegates to the park and explained that SONAPI operates manufacturing clusters throughout Haiti for the purpose of providing low cost manufacturing bases to boost local employment and spur additional manufacturing. Mr. Jean talked about the kinds of companies that locate in the industrial parks, what incentives are available from the Haitian government for them, and how mission delegates might benefit from locating any potential future operations within the parks.

Delegates were then taken of a guided tour of the park.



Miami-Dade County Commissioner Jean Monestime thanks SONAPI staff for presentation and tour of SONAPI industrial park.



Mission delegates begin their tour of the SONAPI industrial park near the Port au Prince Airport in Port au Prince, Haiti.



Mission delegates tour available manufacturing space at the SONAPI industrial park.

PRE-ARRANGED ONE-TO-ONE BUSINESS MATCHMAKING MEETINGS (B2B)

The Business Development Mission to Haiti provided numerous opportunities for networking and developing business prospects for Miami-Dade companies, and one of the key components for private sector participants during EDIT missions is the pre-arranged one-to-one business matchmaking (B2B) meetings. The B2B meetings during the mission provided an opportunity for private sector participants to formally meet with Haitian businesses in a single location to:

- Learn about new business opportunities
- Promote their products or services in a new or existing market
- Meet new potential clients
- Develop new-to-market or new-to-export strategies
- Redefine their business plan to adapt to local circumstances

Business meetings in Haiti for the business delegates were arranged in collaboration with our partners at AmCham Haiti, who were responsible for matching the business delegates with Haitian business of suitable commercial interests. **84** business meetings took place, and mission delegates generally reported high satisfaction with the quality and quantity of their meetings.



Business delegates having pre-screened business matchmaking meetings.

PRE-ARRANGED ONE-TO-ONE BUSINESS MATCHMAKING MEETINGS (B2B) CONTINUED

The following pictures highlight the business to business matchmaking meetings:



GOVERNMENT DELEGATION MEETINGS

Mission Leader and Miami-Dade County Commissioner Jean Monestime's central message to the Haitian government leaders that he met with during the mission to Haiti was one of continued support for the further strengthening of commercial and governmental ties. He noted to the government officials the many business meetings taking place between Haitian and Miami-Dade County based businesses, and how the support being provided to the airport in Port au Prince by MIA was going to expand to broader cooperation between the sea port in Port au Prince and PortMiami.

He pledged continued support of the development of stronger international trade ties between Miami-Dade County and Haiti, and acknowledged that an economically vibrant Haiti is of strategic importance to Miami-Dade County.



From left to right: Mr. Jimmy Nares, Assistant Director, EDIT; Mr. Andy Rene, Director of the Haitian Center for the Facilitation of Investment (CFI); Miami-Dade County Commissioner Jean Monestime; Consul General of the Republic of Haiti in Miami Francois Guillaume; Consul of the Republic of Haiti in Miami Regine Chevallier



Commissioner Jean Monestime presents a protocol gift to Port au Prince Mayor Marie Josephe Rene



From left to right: Commissioner Monestime; Ms. Caroline Estime, Deputy Chief of Staff, Office of the Prime Minister; Consul General Francois Guillaume



From left: Commissioner Jean Monestime; Ms. Debra Owens, PortMiami; Mr. Alix Celestine, General Director, National Port Authority of Haiti, Mr. Jimmy Nares, EDIT

MEETING WITH U.S. AMBASSADOR

On October 24th, the Miami-Dade County delegation was pleased to meet with the U.S. Ambassador to Haiti, Pamela A. White. The Ambassador greeted members of the delegation personally, and made remarks about the U.S. Government operations in Haiti, the importance of international trade with Haiti, the many commercial opportunities available to U.S. companies in Haiti, and the many programs and services available to U.S. companies through the U.S. Embassy in Port au Prince.

Ambassador White then opened a question and answer session with the mission delegates, and the Ambassador answered a variety of question from delegates ranging from commercial conflict resolution and avoidance to best practices for sourcing in-country partnerships and how to successfully navigate the complicated bidding process when applying for government contracts. She pledged her cooperation going forward with the mission delegates as they look to expand their commercial operations in Haiti, pledged the full assistance and cooperation to mission delegates from U.S. Embassy staff, and gave delegates her email address.



U.S. Ambassador to Haiti Pamela A. White (center) addresses the Miami-Dade delegation.
From left: Mr. John G. Robinson, Economic Section Chief, U.S. Embassy, Port au Prince, Haiti; Mr. Jimmy Nares, EDIT; Ambassador White; Miami-Dade County Commissioner Jean Monestime; Consul of the Republic of Haiti in Miami Regine Chevallier



U.S. Ambassador to Haiti Pamela A. White poses with members of the Miami-Dade delegation.

MEDIA EVENTS



Commissioner Monestime speaks to the Haitian media.



Post mission press conference, from left to right: Regine Chevallier, Consul of the Republic of Haiti in Miami; Manny Gonzales, Miami-Dade Aviation Department; Francois Guillaume, Consul General of the Republic of Haiti in Miami; Commissioner Jean Monestime; Debra Owens, PortMiami; Jimmy Nares, EDIT; Paola Pierre, Haitian American Chamber of Commerce of Florida; Philippe Saint-Cyr, AmCham Haiti

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COMMENTS AND FEEDBACK

"The Mission was extremely well organized & key contacts were made to facilitate opening strating an operation in Haiti during 2013."

-Mark Herzfeld, H.B. Trim Co. *(mission participant)*

"Mission was very well organized. Scheduled meetings were with high potential clients and very efficient, time wise. Will definitely be attending future missions."

-Ruy Rodriguez, Innovair Corporation *(mission participant)*

"To me on of the main keys to the mission was the help from people involved, specifically Jimmy & Adam. Without their help and effort, we would not have been as productive. I will go again."

-Armando Rodriguez, A&S Suppliers *(mission participant)*

"The orgainization of this mission was a success; I was able to meet very interesting people and prospective customers. I will like to be invited in other missions."

-Adrian Nuñez, Nuvazco Plumbning Corp *(mission participant)*

"Very well organized and professionally done. Very pleased with the outcome."

-Denniss Chappell, Air Master Windows and Doors *(mission participant)*

"I made some good contacts, and pleased to have met a good group of professional and public officials. The mission was very well planned and organized. This was a great experience for me. Thanks."

-Jacques Registe, Sliger Engineering, Inc. *(mission participant)*

"We obtained positive feedback from contacts made, mission was well organized and productive for us. Our products require consistent development activities and the mission allowed us to advance our objectives."

-Enrique J. Collazo, A&B Pipe and Supply, Inc. *(mission participant)*

"It was amazing meeting with my first potential distributor, show him my samples, prices and conditions, and right there receive a Purchase Order for \$4,500.00 just to start. I want to thank you again for a wonderful job organizing this mission to Haiti and I look forward to participate in the next business development mission of Miami-Dade County."

-Hamlet Cedeno, Southern Valve & Fitting UDSA, Inc. *(mission participant)*

"Everything was great! Great job!"

-Daniel Joseph, Double Ace Cargo *(mission participant)*

"The mission to Haiti offered a great opportunity to visit Haiti to discover how to invest and do business. It was a great reward to hear from Pamela White, the U.S. Ambassador to Haiti. She confirmed the U.S.'s excitement in the group fostering relationships and (pledged) availability to assist our firms with any roadblocks. The organization AmCham Haiti did a wonderful job identifying prospective local partners and business opportunities within the country. This made it easy to connect. Thank you Commissioner Monestime and Miami-Dade County."

-Gerri Lazzare, TriMerge CPA *(mission participant)*

"The business meetings provided great insights in a time when Haiti is poised to become a major tourist destination again."

-Francois Jean, J.J. Investment Hospitality Services and Security *(mission participant)*

"Trip was very well organized – would consider participating in future missions."

-Josef Powell, Machinery & Parts Export, L.L.C. *(mission participant)*

"Everything was excellent...all expectations fulfilled."

Jose T. Masis, Equipment & Systems Engineering, Inc. *(mission participant)*

APPRECIATION

Mission Leader the Honorable Jean Monestime joins the Chair and Board of Directors of the International Trade Consortium (ITC) in thanking the mission participants, sponsors, hosts, American Airlines, friends, and staff of the many different organizations who contributed to the success of the Business Development Mission to Port au Prince, Haiti. While the International Trade and Economic Development Unit of Miami-Dade County's Department of Regulatory and Economic Resources was pleased to be the lead planning agency, we offer our deepest thanks for the collaboration with our friends, partners and sponsors of this mission.

Gold Sponsors:

American Airlines – Mr. Cliff Coll, Haiti Country Director; Ms. Rachel Madhere, General Manager, Port au Prince

The Hispanic Croup

Supporting Organizations:

The Consulate General of the Republic of Haiti in Miami – Mr. Francois Guillaume, Consul General; Ms. Regine Chevallier, Consul

The Embassy of the United States in Port au Prince, Haiti – Ambassador Pamela A. White; Mr. John G. Robinson, Section Chief, Economic and Commercial Section; Mr. Skye Justice, Economic/Commercial Officer; Mr. Gary Juste, Office Chief, USAID/Haiti Office of Acquisition and Assistance

The Haitian American Chamber of Commerce of Florida – Mr. Pierre Saliba, President; Ms. Paola Pierre, Executive Director

AmCham Haiti – Mr. Philippe Armand, President; Mr. Philippe Saint-Cyr, Executive Director



MISSION PARTICIPANTS (PUBLIC SECTOR)



The Honorable Jean Monestime, Mission Leader
Miami-Dade County Commissioner



Dimitrios "Jimmy" Nares
Assistant Director
Economic Development and International Trade Unit



Adam Peters
Trade Development Specialist
Economic Development and International Trade Unit



Gerard Philippeaux
Chief of Staff
County Commission District 2



Debra Duster Owens
PortMiami



Manuel J. Gonzalez
Miami International Airport

MISSION PARTICIPANTS (PRIVATE SECTOR)



Dennis P. Chappell
AirMaster Windows and Doors



Enrique J. Collazo
A & B Pipe and Supply



Mark Herzfeld
H.B. Trim



Francois Jean
J.J. Computer and Tax Services



Daniel Joseph
Double Ace Cargo



Gerri Lazarre
TriMergeCPA



Jose T. Masis
Equipment & Systems Engineering, Inc.



Josef M. Powell
Mapex



Jacques Registe
Sliger Engineering Inc.

MISSION PARTICIPANTS (PRIVATE SECTOR)



Armando Rodriguez
A & S Suppliers



Ruy Rodriguez
Innovair Corporation



Chris Simpson
International Brotherhood of Electrical Workers
Local Union 349



Luis E. Varela, Jr.
Florida Equipment & Parts



Jeannette Varela
Florida Equipment & Parts



Ulysses Vazquez
Edgewater Construction Group



Andrea Zappaterra
Azap Transportation

Not pictured are Hamlet Cedeno of Southern Valve & Fitting and Adrian Nuñez of Nuvazco Plumbing.



MIAMI-DADE COUNTY

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Mayor

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