



## **MIAMI-DADE COUNTY**

### **BUSINESS & TRADE DEVELOPMENT MISSION TO FRANCE (PARIS AND MARSEILLE)**

**JUNE 12<sup>TH</sup> - 20<sup>TH</sup>, 2015**

### **Organized & Prepared By**

**Economic Development and International Trade Unit (EDIT)  
Department of Regulatory and Economic Resources (RER)  
Miami-Dade County, Florida**

**August 19<sup>th</sup>, 2015**

*Aerial  
view of  
Paris  
&*



*Port of  
Marseille*



**Mission Leader**

**Honorable Carlos A. Gimenez  
Mayor of Miami-Dade County**

**Accompanied By**

**Honorable Jean Monestime  
Chair, Board of County Commissioners**

**Honorable José “Pepe” Diaz  
Miami-Dade County Commissioner, District 12 & ITC Chairman**

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## **EXECUTIVE SUMMARY**

### **Background:**

The mission of the Economic Development and International Trade (EDIT) Unit is to promote Miami-Dade County as a Global Gateway and enhance access to economic development opportunities.

EDIT's services primarily align with the Miami-Dade County goal to expand international trade and commerce, and the key strategy for achieving this goal is to attract and increase international trade and commerce from targeted countries. The unit works toward this goal by engaging our international trading partners through the local Miami Consular Corps and trade offices, the many bi-national chambers of commerce located in South Florida, and working closely with foreign governments or private sector organizations in their home countries.

One of the key programs supporting this strategy is the Unit's outbound business development and trade missions program. On behalf of Miami-Dade County, the unit organizes missions to develop new commercial opportunities for local businesses in foreign markets and to help them increase their activities internationally. The missions are led by elected officials of Miami-Dade County Government, and include the participation of senior personnel from key County departments or other local economic development agencies, as one of the goals of these missions is to strengthen government to government relations. For local companies joining the mission, business and commercial linkages are formed during targeted business to business meetings and various networking events.

### **Why France?**

According to Worldcity Inc., Magazine, France was Miami-Dade County's 12<sup>th</sup> largest trading partner in 2014, moving up four spots from the year before and becoming our top European trading partner. Miami-Dade County's value of bi-lateral trade with France amounted to \$2.65 billion in 2014, and increase of 9.42 percent from the prior year. France is an important Foreign Direct Investment market for Miami-Dade County. In terms of Foreign Direct Investment (FDI), France has the 3<sup>rd</sup> most multinational corporations 42 among all foreign countries with a presence in Miami. The Beacon Council is currently managing 5 active projects and 11 new prospects from France in the following sectors: Aviation, Trade & Logistics, Creative Design and Life Science.

## **EXECUTIVE SUMMARY (cont'd)**

The Business and Trade Development Mission to France was a collaborative effort by various Miami-Dade organizations to strengthen our commercial and business relationship with France, our top European trading partner. France has a Consulate General in Miami and an active French American Chamber of Commerce of Florida (FACC) who supported this mission. Early in January 2015, Miami-Dade County Mayor Carlos A. Gimenez expressed interest in leading a Business and Trade Development Mission to France in June 2015, to coincide with the Paris Air show.

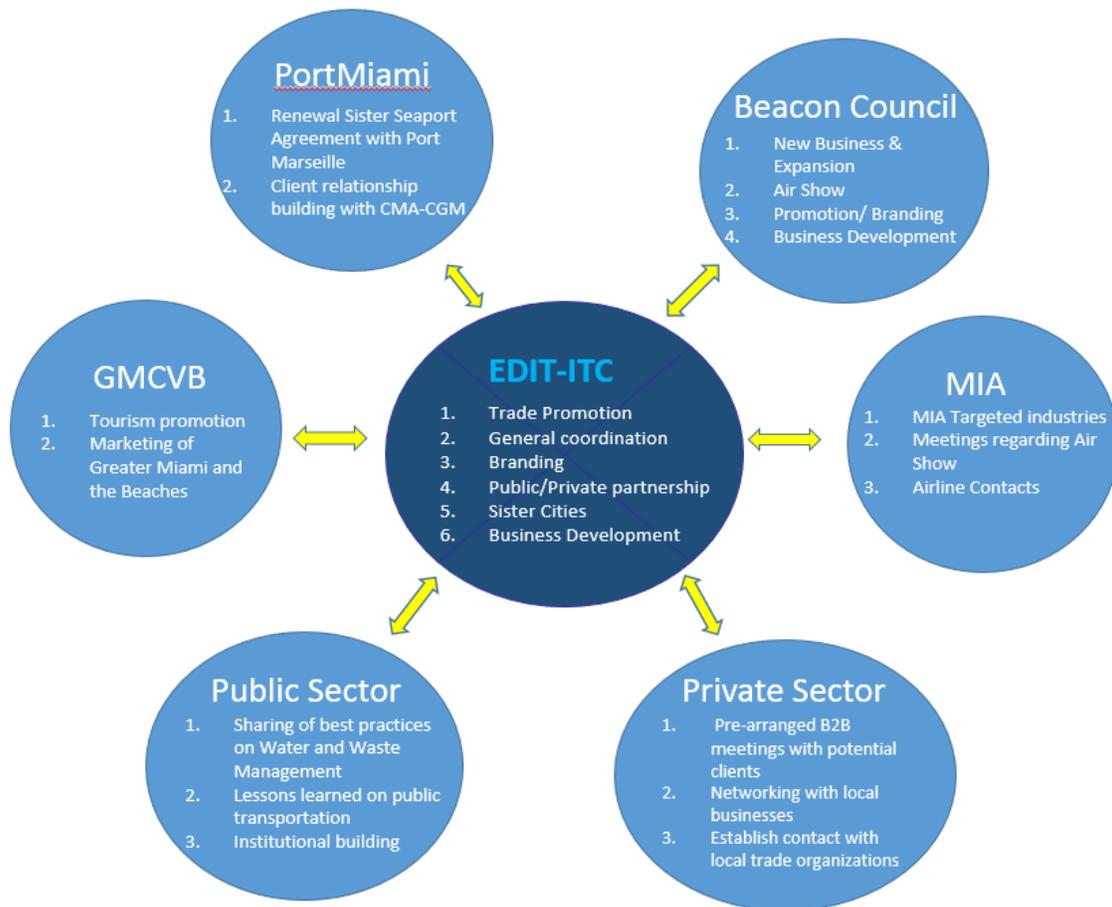
On February 11, 2015, Miami-Dade County's International Trade Consortium (ITC) Board of Directors approved a Trade Mission to France (Paris and Marseille) from June 12<sup>th</sup> - 20<sup>th</sup>, 2015. Shortly thereafter, ITC staff met with the French Consul General in Miami, the Honorable Philippe Letrilliart who expressed the Consulate's support to this initiative. EDIT's staff conducted a pre-mission site inspection trip to Paris and Marseille in March 2015 to meet with French partners, and to begin working on mission logistics and program. Upon staff's return, the registration package was issued.

### **Objectives of the Mission:**

The objectives of the mission were to:

1. Highlight Miami-Dade County's unique assets and its role as an international trade hub;
2. Foster and strengthen commercial ties, investment, tourism, and cultural exchanges between Miami-Dade County and France.
3. Pursue international business and trade opportunities with French businesses;

## The Business and Trade Development Mission (a Multifaceted Collaborative Effort):



The Business and Trade Development Mission to France was a multifaceted collaborative mission which leveraged on The Beacon Council's ongoing expansion and recruitment efforts, Miami International Airport (MIA) prospecting efforts to develop a similar Airshow in Miami, PortMiami's renewal of a Sister Seaport Agreement with the Marseille Fos Port Authority, Greater Miami Convention & Visitors Bureau (GMCVB) marketing of Greater Miami and the Beaches, and International Trade Consortium's (ITC) efforts to provide private sector participants with an opportunity to develop business with French counterparts.

The mission included the participation of 24 delegates from Miami-Dade from the private and the public sectors. Nine (9) participants from the private sector, four (4) participants from local economic development agencies (including the Greater Miami Convention and Visitors Bureau, and The Beacon Council), and 11 participants from the public sector (including the Miami-Dade Aviation Department, PortMiami, Water and Sewer Department).

## EXECUTIVE SUMMARY (cont'd)

In Paris, all delegates attended joint programs on the first day, while a separate two-track program for both the private and public sector participants was developed on the second day for the Miami-Dade County Government and Economic Development Organization (EDO) delegates, and the private sector delegates to maximize their interaction with businesses.

List of Miami-Dade County Delegation:

- The Honorable Carlos A. Gimenez, Mayor, Miami-Dade County (Mission Leader)
- Chairman Jean Monestime, Board of County Commissioners
- Commissioner José “Pepe” Diaz (District 12), Chair, Miami-Dade County’s Trade & Tourism Committee and Chair, International Trade Consortium Board of Directors
- Mr. Alex Ferro, Chief of Staff, Office of the Mayor, Miami-Dade County
- Mr. William D. Talbert, III, President and CEO, Greater Miami Convention & Visitors Bureau (GMCVB)
- Mr. Larry Williams, President and CEO, The Beacon Council
- Ms. Donna Abood, Chair, The Beacon Council
- Ms. Pamela Fuertes-Berti, Vice President of International Economic Development Programs for The Beacon Council
- Mr. Emilio Gonzalez, Ph.D., Director, Miami-Dade Aviation Department (MDAD)
- Mr. Joe Napoli, Chief of Staff, Miami-Dade Aviation Department (MDAD)
- Mr. Juan Kuryla, Director, PortMiami
- Mr. Lester Sola, Director, Miami-Dade Water and Sewer Department
- Mr. Joe Rasco, Director, Intergovernmental Affairs
- Mr. Manny Gonzalez, Chief, Miami-Dade County’s Economic Development and International Trade Unit (EDIT); and
- Ms. Maria Dreyfus-Ulvert, Senior Trade Specialist of Miami-Dade County’s EDIT.

The business delegation included private sector participants representing the following sectors:

- Aviation
- Professional Services (Legal, Engineering & Consulting)
- Construction
- Real Estate

The Miami-Dade County delegation participated in the “51<sup>st</sup> International Paris Air Show in Le Bourget” and attended the inauguration of the Florida Pavilion led by Governor Rick Scott. Additionally, the County delegation, including Mayor Carlos A. Gimenez, Chair Jean Monestime and Commissioner José “Pepe” Diaz along with representatives of The Beacon Council, GMCVB, Port Miami gave presentations in Paris and Marseille to collectively promote Miami-Dade County’s unique assets, its favorable business climate, its role as an international trade platform, and the advantages of using Miami as the port of entry into the United States, in light of the expansion of the Panama Canal.

## **EXECUTIVE SUMMARY (cont'd)**

During the mission, the Miami-Dade County Government Delegation also met with high level officials of the Cities of Paris and Marseille, and with local chambers of commerce to promote Miami-Dade County and its two principal economic engines that support international trade and commerce – Miami's International Airport and PortMiami. These meetings also served to build important relationships that can further increase trade and investment, mutual cooperation on best practices, and cultural exchanges between both communities.

At each of these meetings, Miami-Dade County Mayor Carlos A. Gimenez, Chairman Jean Monestime and ITC's Chair Commissioner Jose "Pepe" Diaz extended invitations to our hosts to consider bringing a reciprocal inbound mission to Miami. With the support of Enterprise Florida's Office in France and The Beacon Council, the Miami-Dade County delegation held a series of meetings with companies that were either investing or seeking to invest in South Florida. The group also had numerous opportunities to network with French companies during the receptions in Paris, at the residence of the U.S. Ambassador, EFI's reception, the MEDEF lunch, the luncheon at the local Chambers of Commerce and Industry in Marseille (CCIMP) and the lunch hosted by the Honorable Jean Claude Gaudin, Mayor of Marseille in honor of the Miami-Dade delegation.

The business delegation had ample opportunities to new business prospects during the mission, including one-to-one business matchmaking meetings with their French business counterparts. They were engaged in a total of 19 business-to-business (B2B) meetings in both Paris and Marseille. The B2B meetings were organized by local Chambers of Commerce and Industry in Paris and Marseille on behalf of EDIT and provided the Miami Dade companies with an opportunity to introduce their services, develop relationships with potential clients and the local chambers, and explore new markets for future business activities in each of the cities visited.

### **Media:**

The Business and Trade Development Mission to France had three (3) media coverages in Paris and Marseille. In Paris, 24 journalists attended the "Miami in Paris" Business Seminar. In Marseille, PortMiami renewed its Sister Seaport Agreement with Marseille's Port. The signing ceremony also received broad coverage by the local media.

### **Cost to Miami-Dade County Taxpayers:**

The mission to France did not incur costs to Miami-Dade County taxpayers. Staff expenses were covered by revenues from participants' registration fees.

## **MISSION HIGHLIGHTS BY THE NUMBERS:**

- Total number of mission participants: **24**
  - 9 Private Sector Business Participants
  - 4 economic development organization representatives
  - 11 government representatives
- Total number of pre-screened Business-to-Business (B2B) matchmaking meetings for business participants: **19**
- Total number of pre-arranged meetings at the Paris Airshow with prospects or projects in the Aviation sector, as reported by The Beacon Council: **15**
- Total number of Business contacts including private meetings, as reported by The Beacon Council: **121**
- Total number of Government-to-Government (G2G) meetings: **6**
- Total number of Government-private sector meetings: **21**
- Total number of local business organizations and French business representatives attending Miami-Dade County branding presentations: **190**
- Total number of local business organizations and French business representatives attending mission networking events during mission: **80**
- Total number of media coverage generated during the mission: **3**

## EXECUTIVE SUMMARY (cont'd)

### Other Mission Highlights:

- The Miami-Dade County Government Delegation extended invitations to all its government, private sector partner organizations to bring a reciprocal trade mission to Miami-Dade.
- Signature of renewed **Sister Seaport Agreement** between PortMiami and Marseille Fos Port Authority in areas of mutual interest.
- The Honorable Jean-Claude Gaudin, Mayor of Marseille and Vice-President of the French Senate confirmed the City of Marseille will bring an **official reciprocal incoming mission** to Miami during the first six months of 2016.
- Established a commitment to develop a Sister City relationship between Miami-Dade County and the City of Marseille, both gateway communities.

## FIFTY-FIRST (51<sup>st</sup>) INTERNATIONAL PARIS AIRSHOW “LE BOURGET”

On June 15<sup>th</sup>, the Miami-Dade Delegation led by Mayor Carlos A. Gimenez, Chairman Jean Monestime and Commissioner Jose “Pepe” Diaz attended the inauguration of the Florida Pavilion by Florida’s Governor Rick Scott and Enterprise Florida’s (EFI) President and CEO, Mr. Bill Johnson. Approximately 2,303 exhibitors from 48 countries, more than 149,947 trade visitors and 4,359 accredited journalists attended the Paris Air Show, held in Le Bourget, France, June 15<sup>th</sup> – June 21<sup>st</sup>, 2015. This year’s show was a record breaking aviation/aerospace show which brought together all the players of the industries around the latest technological innovations.



**Above:** Aerial view of the 51<sup>st</sup> Paris Airshow at “Le Bourget”.

According to the Paris Airshow officials, the sum of \$130 billion worth of orders including 934 commercial airliners were placed during the show. Arkansas, Connecticut, Indiana, Missouri, Oklahoma, South Carolina, Utah, Maryland, Virginia and Washington State also participated in the Airshow. The Florida Pavilion organized by Enterprise Florida was once again the largest of any state showcasing companies that demonstrate the innovation and expertise that makes Florida, and South Florida in particular, a business leader and innovation center.

A total of 17 Florida companies and organizations participated in the Florida Pavilion, including three from Miami-Dade such as, Avionica, The Beacon Council and Delta International. During the first two days the Miami-Dade Government delegation including the



elected officials were able to promote Miami-Dade County as a leading global aviation center that is home to one of the largest clusters of MRO (maintenance, repair and operations) providers in the country. Miami-Dade is also a hub for global flight simulators and pilot training.

**Left:** Florida’s Governor Rick Scott visits the Miami-Dade stand.

## 51<sup>st</sup> INTERNATIONAL PARIS AIRSHOW “LE BOURGET” (cont’d)

The Miami-Dade Business delegation had the opportunity to network and learn about the latest trends in the aviation/aerospace industry.



**Above & Right photos:** Mayor Carlos A. Gimenez visits the stands of *Delta International* and *Avionica*, two Miami Dade companies exhibiting at the 51<sup>st</sup> Paris Airshow in “Le Bourget”.



**Pictured above:** Mayor Carlos A. Gimenez, Chairman Jean Monestime and MIA’s Director Emilio Gonzalez talks to Sylvain Bosc, Chief Commercial Officer of South African Airways.

## **BUSINESS MEETINGS AND NETWORKING EVENTS**

### **GOVERNMENT/EDO MEETINGS WITH INVESTORS**

#### **PARIS**

##### **Meetings at “Le Bourget” (June 15<sup>th</sup> & June 16<sup>th</sup>)**

The County delegation led by Mayor Carlos A. Gimenez, Chairman Jean Monestime and ITC’s Board of Director’s Chair - Commissioner Jose “Pepe” Diaz held a total of 15 meetings with business prospects at “Le Bourget” on June 15<sup>th</sup> & 16<sup>th</sup>. The meetings organized by the Beacon Council were to promote Miami as the “Aerospace Hub of the Americas”. The meetings included meetings with prospects/projects in the following areas: Aviation Business Associations (3), Avionics manufacturer (2), Aviation parts distributor (2), Aircraft leasing firm (1), Aircraft Maintenance, Repair & Overhaul-MRO (3), and Original Equipment Manufacturer-OEM (4).

##### **Meeting with Sofitel (June 15<sup>th</sup>)**

On June 15<sup>th</sup>, Mayor Carlos A. Gimenez and Commissioner Jose “Pepe” Diaz along with Donna Abood, Larry Williams and William D. Talbert met with Mr. Sebastien Bazin, Chairman and CEO of Sofitel Hotel Chain. SOFITEL established its Americas Headquarters in Doral, Florida in 2014. Commissioner Diaz was the main sponsor of the incentive package developed with The Beacon Council that brought Sofitel to Miami-Dade.



**Left:** Miami Dade Government/EDO delegation meet with Sebastien Bazin, CEO of SOFITEL.

## BUSINESS MEETINGS AND NETWORKING EVENTS (cont'd)

### GOVERNMENT/EDO MEETINGS WITH INVESTORS

#### MARSEILLE

##### Meeting with CMA-CGM (June 19<sup>th</sup>)

On June 19<sup>th</sup>, the County delegation led by Chairman Jean Monestime, Commissioner Jose “Pepe” Diaz and Juan Kuryla, Director, PortMiami visited CMA-CGM’s Headquarters in Marseille. The delegation met with Mr. Rodolphe Saade, Vice-Chairman of CMA-CGM, Mr. Farid T. Salem, Executive Officer of CMA-CGM and Mr. Bruno Gutton, Vice-President Miami Regional Office

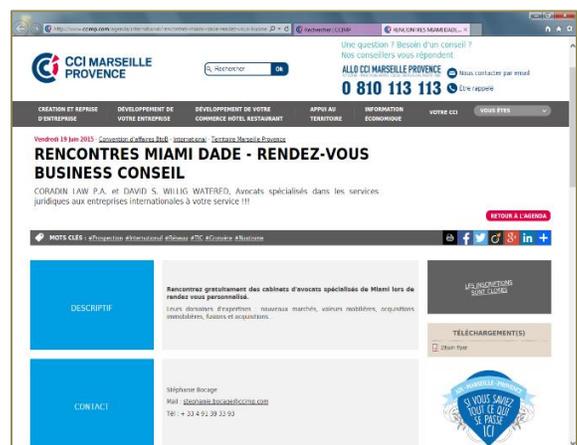


**Above:** Delegates attend presentation during site visit to CMA-CGM’s Headquarters in Marseille.

Latin America and the Caribbean. During the meeting CMA-CGM’s confirmed their commitment to continue growing its North/South operations through the Miami regional office.

### PRIVATE SECTOR BUSINESS TO BUSINESS (B2B) MATCHMAKING MEETINGS (JUNE 16<sup>TH</sup> AND JUNE 19<sup>TH</sup>)

In collaboration with the Chamber of Commerce and Industry of Paris Ile-de-France (CCI) and the Chamber of Commerce and Industry of Marseille Provence (CCIMP) two Miami-Dade County private sector participants engaged in a total of 19 sector-specific business-to-business meetings (B2B’s). These pre-arranged business meetings held on June 16<sup>th</sup> in Paris, and June 19<sup>th</sup> in Marseille provided Miami-Dade companies with an opportunity to establish contact with potential clients for future business activity. Private sector participants also established strong ties with the local chambers for follow-up visits.



**Above:** Pre-arranged B2B meetings promoted thru CCI’s Marseille Provence website.

## **BUSINESS MEETINGS AND NETWORKING EVENTS (cont'd)**

### **NETWORKING EVENTS – PARIS**

#### **Team Florida's Networking Brunch in Paris (June 14<sup>th</sup>)**

The Miami-Dade County delegation participated in Enterprise Florida's welcome brunch on June 14<sup>th</sup> hosted by Florida's Governor Rick Scott in honor of the Florida delegation. Miami-Dade delegates had the opportunity to network with other Florida businesses participating at the Paris Airshow and local businesses.



**Left:** Larry Williams, President and CEO The Beacon Council, Miami-Dade County Commissioner José “Pepe” Diaz, Miami-Dade County Mayor Carlos A. Gimenez, Lourdes Portela Gimenez, Anne Scott, Florida’s Governor Rick Scott, and Alan Becker.

#### **Aerospace Industry Association (AIA) Networking Reception in Paris (June 15<sup>th</sup>)**

The U.S. Industry Reception organized by the Aerospace Industry Association (AIA) was the largest U.S. event during the 2015 Paris AirShow. The event was attended by premiere civil aviation and defense companies, as well as, U.S. government executives. The reception hosted by the Honorable Jane D. Hartley, United States Ambassador to France, provided an opportunity for the Miami-Dade delegates to meet with other members of the US delegation and top local business people. Miami-Dade County Mayor Carlos A. Gimenez had the opportunity to discuss with Ambassador Hartley Miami-Dade County's unique assets as the Aerospace hub of the Americas.



**Above:** Miami-Dade County Mayor Carlos A. Gimenez, US Ambassador Jane D. Hartley and Lourdes Portela Gimenez.

## **BUSINESS MEETINGS AND NETWORKING EVENTS (cont'd)**

### **NETWORKING EVENTS – PARIS**

#### **Team Florida Business Reception (June 16<sup>th</sup>)**

The Miami-Dade County Delegation attended the reception hosted by Mr. Bill Johnson, Florida's Secretary of Commerce and President/CEO of Enterprise Florida on June 16<sup>th</sup>. In his speech, Mr. Johnson highlighted Florida's assets as the best state in the nation for business. He noted that Florida's participation at the show provided an opportunity for small businesses to demonstrate their competitive advantage in the aviation and aerospace industry, a sector that generated many high paying jobs. He thanked the Miami-Dade County Delegation led by Mayor Carlos A. Gimenez.



**Above:** Florida's Commerce Secretary Bill Johnson welcomes Mayor Carlos A. Gimenez, Chairman Jean Monestime and Miami-Dade County Commissioner Jose "Pepe" Diaz.

### **NETWORKING EVENTS – MARSEILLE**

#### **Networking lunch (Chamber of Commerce & Industry, Marseille Provence) June 18<sup>th</sup>:**



**Above:** Chairman Jean Monestime gives remarks during lunch at CCIMP sponsored by PortMiami.

The Miami-Dade County Delegation hosted a networking lunch sponsored by PortMiami at the Chamber of Commerce and Industry of Marseille Provence (CCIMP) on June 18<sup>th</sup>. Approximately 50 people attended the event including Jacques Pfister CCIMP's President, Didier Parakian, Deputy Mayor of the City of Marseille, and

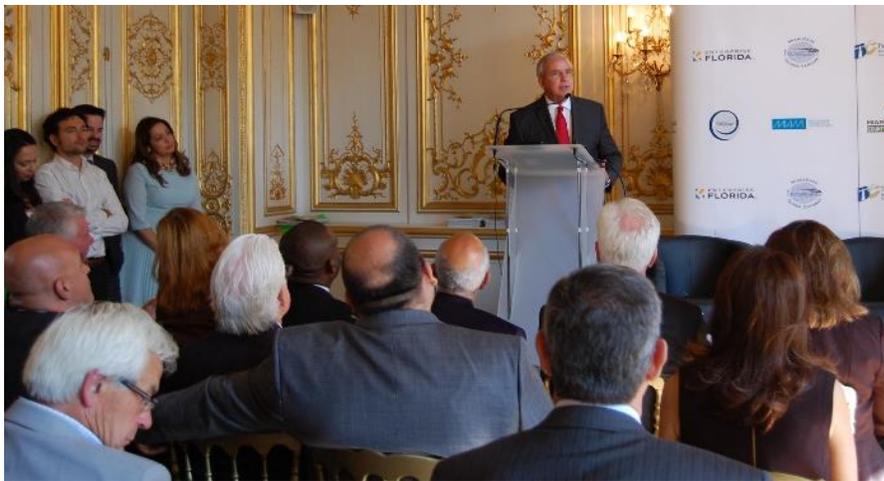
Monique Quesada, U.S. Consul General in Marseille. Also in attendance were top representatives of key economic development organizations from Marseille and the region. The business delegates had the opportunity to meet with French companies interested in doing business with Miami-Dade County.

## MIAMI-DADE COUNTY BRANDING PRESENTATIONS

### PARIS

#### “Miami in Paris” Business Seminar (June 17<sup>th</sup>)

On June 17<sup>th</sup>, the Miami-Dade County delegation participated in the “Miami in Paris” Business Seminar organized by The Beacon Council in partnership with the Greater Miami Convention and Visitors Bureau (GMCVB), Enterprise Florida and the Office of Economic Development & International Trade. The event gave Miami-Dade County’s officials and Economic Development Organizations the opportunity to present Miami-Dade’s attributes as a global destination to live, work and play. The business delegates also had the opportunity to network with an audience of more than 90 invited guests.



**Left:** Mayor Carlos A. Gimenez makes remarks during business seminar.

**Right (from left to right):** Secretary of Commerce Bill Johnson, William D. Talbert, Chairman Jean Monestime, Donna Abood, Mayor Carlos A. Gimenez, Commissioner and ITC’s Chair Jose “Pepe” Diaz, Caroline Ryan, Larry Williams, and Alan Becker during “Miami in Paris” seminar.



## MIAMI-DADE COUNTY BRANDING PRESENTATIONS (cont'd)

### PARIS

#### Meeting with MEDEF International (June 17<sup>th</sup>)

On June 17<sup>th</sup>, following the “Miami in Paris” business seminar, Miami-Dade County Mayor Carlos A. Gimenez, Chairman, Jean Monestime and Commissioner Jose “Pepe” Diaz participated in a working lunch with top representatives of the largest French companies. The event was organized by MEDEF International, Enterprise Florida, EDIT and The Beacon Council. The Miami-Dade County officials were greeted by Philippe Gautier, Director General a.i. of MEDEF International, a non-profit privately funded organization representing the French Business Confederation. During the lunch, Florida’s Secretary of Commerce Bill Johnson and Miami-Dade County Mayor Carlos A. Gimenez spoke about trade and investment opportunities to approximately 30 French business executives.



**Above:** Mayor Carlos A. Gimenez addresses a group of top French business executives about Trade and Investment opportunities in Miami-Dade County.

## MIAMI-DADE COUNTY BRANDING PRESENTATIONS (cont'd)

### MARSEILLE

#### Business Seminar “Meet Miami Dade” (June 18<sup>th</sup>)

On June 18<sup>th</sup> at the headquarters of the Chamber of Commerce and Industry of Marseille Provence (CCIMP) located at “Palais de la Bourse”, the Miami-Dade County Delegation led by Chairman Jean Monestime, and Commissioner José “Pepe” Diaz were greeted by Louis Aloccio, Vice President of CCIMP. Chairman Monestime and Commissioner Diaz discussed Miami-Dade County’s numerous unique assets to an audience of approximately 70 guests, including local businesses, and key organizations from Marseille and Southern France. Juan Kuryla, Larry Williams, and William D. Talbert III, also made presentations about their respective agencies. The event was organized by EDIT in collaboration with CCIMP, the oldest Chamber of Commerce in the world representing more than 80,000 Small Medium Enterprises (SME’s) and major companies from Southern France. Delegates had the opportunity to network with local businesses, and organizations interested in strengthening business and cultural ties between Marseille/Provence and Miami-Dade County.



**RENCONTRES MIAMI DADE**  
Jeudi 18 juin 2015  
Palais de la Bourse  
9, la Canebière - 13001 Marseille

**CONFERENCE DEBATS**  
Découvrez les opportunités d'affaires du Comté de MIAMI DADE : ses marchés en croissance, tirés par l'innovation, les nouvelles technologies et la logistique.

- Une économie florissante dans les TIC, les Biotechnologies, le Green Business...
- Un hub portuaire et aéroportuaire de rang mondial

**Vous pourrez échanger avec Carlos A. Gimenez, Maire du Comté de Miami Dade.**

8h30 - 9h00 » Accueil  
9h00 - 12h00 » Conférence - débats  
Palais de la Bourse, Salle des Séances

**INFORMATIONS ET CONTACTS**  
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**Picture left:** Mission leader Chairman Jean Monestime makes remarks to an audience of approximately 70 local businesses and organizations interested in strengthening ties with Miami-Dade County

## MIAMI-DADE COUNTY BRANDING PRESENTATIONS (cont'd)

### Business Seminar “Meet Miami – Dade County”

**Picture Right:** ITC's Chair Commissioner Jose “Pepe” Diaz makes presentation about Trade and Business opportunities with Miami-Dade County.



# MIAMI-DADE GOVERNMENT AND ECONOMIC DEVELOPMENT ORGANIZATION (EDO) MEETINGS

## PARIS

### City of Paris (June 16<sup>th</sup>)

The Miami-Dade County Delegation visited Paris City Hall on June 16<sup>th</sup> where they met with Nicolas de Labrusse, Head of International Relations at the City of Paris and Mathieu Boncour, Chief of Staff of Deputy Mayor Klugman. Mayor Gimenez explained to city officials the objectives of the mission and priority areas for his administration. Mr. Boncour welcomed the delegation, and discussed possible areas of collaboration of best practices between both administrations. After the meeting, the delegation took a tour of City Hall at the invitation of Mr. Boncour.



**Left:** Mathieu Boncour, Chief of Staff, Mayor Carlos A. Gimenez, Nicolas de Labrusse, Head of International Relations at the City of Paris, and Chairman Jean Monestime during exchange of protocol gifts.

**Right:** Mathieu Boncour, gives a historical site tour of Paris City Hall to Miami-Dade County Delegation.



## **MIAMI-DADE GOVERNMENT AND EDO'S MEETINGS (cont'd)**

### **MARSEILLE**

#### **Meeting with Jacques Pfister, President of the Chamber of Commerce and Industry of Marseille Provence - CCIMP (June 18<sup>th</sup>)**

On June 18<sup>th</sup>, the Miami-Dade County Government delegation led by Chairman Jean Monestime met with Jacques Pfister, President of the Chamber of Commerce and Industry of Marseille Provence (CCIMP). Mr. Pfister welcomed the delegation and highlighted the many similarities that exist between Marseille and Miami-Dade County. He noted that Marseille is a “Gateway” to the Mediterranean. He welcomed the strengthening of ties between Marseille Fos Port Authority and the PortMiami. Chairman Monestime thanked President Pfister for his hospitality and invited the Chamber to bring a reciprocal trade mission to Miami-Dade County in 2016.



**Picture above (from left to right):** Didier Parakian from Marseille City Council, Commissioner Jose “Pepe” Diaz, Chairman Jean Monestime, CCIMP’s President Jacques Pfister, and US Consul General in Marseille Monique Quesada.

#### **Presentation by “Provence Promotion” – Marseille (June 18<sup>th</sup>)**

Mr. Erik Fackeldey, Senior Advisor of Provence Promotion gave a presentation on June 18<sup>th</sup> entitled: “Aix-Marseille Metropole Mayor Projects”. The presentation highlighted the key economic sectors and on-going projects in this metropolitan area. Mr. Fackeldey explained that “Provence Promotion” is the Economic Development Agency of Bouches-du-Rhone, created by Marseille-Provence Chamber of Commerce and Industry and the Council of Bouches-du-Rhone responsible for assisting French and foreign companies interested in doing businesses in the region. The Mission leader thanked Provence Promotion for presenting an overview of business opportunities in the region and for hosting one of our business delegates from the Aviation sector the following day.

## MIAMI-DADE GOVERNMENT AND EDO'S MEETINGS (cont'd)

### MARSEILLE

#### Meeting with Daniel Milon, Vice-President of the Departmental Council of Bouches-du-Rhone and Mayor of Cassis (June 18<sup>th</sup>)

On June 18<sup>th</sup>, the Miami-Dade Government/EDO Delegation met with Mr. Daniel Milon, Vice-President of the Departmental Council of Bouches du Rhone and Mayor of Cassis, a city in the outskirts of Marseille known as a major tourist destination in France. Mayor Milon welcomed the Miami-Dade County Delegation on behalf of the Departmental Council of Bouches-du-Rhone and invited the various representatives of the tourism and economic development agencies of the region to brief the delegation about their activities. Chairman Jean Monestime thanked the Mayor of Cassis for her warm welcomed and introduced the members of the delegation. Chairman Monestime and Commissioner Diaz discussed ways in which we can collaborate on issues related to tourism and trade.



**Picture on the left:** Commissioner Jean Monestime speaks with Daniel Milon possible collaboration in the areas of Trade and Tourism.

**Picture on the right (from left to right):** ITC's Chair and Commissioner Jose "Pepe" Diaz, US Consul General in Marseille Monique Quesada, Chairman Jean Monestime, and Vice-President of Bouches-du-Rhone and Mayor of Cassis, Daniel Milon during exchange of protocol gift.

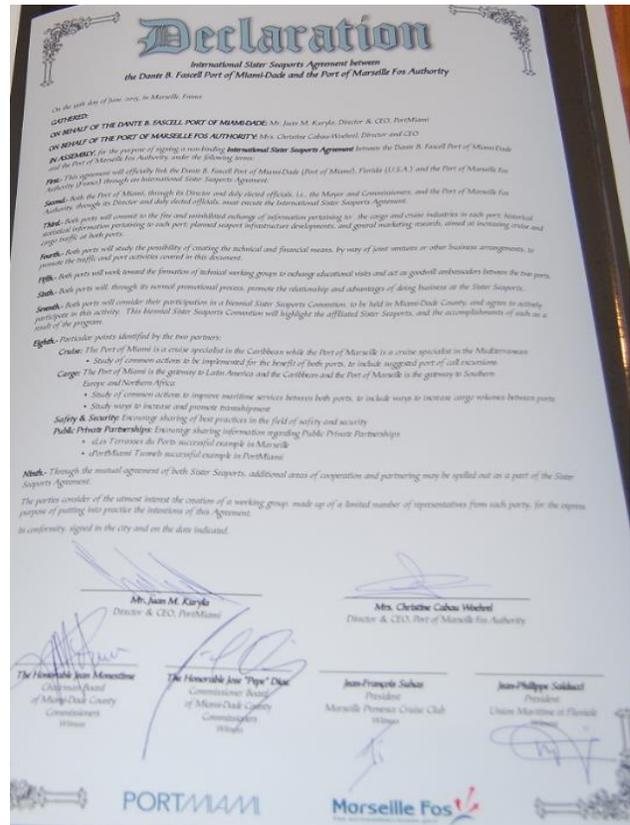


# MIAMI-DADE GOVERNMENT AND EDO'S MEETINGS (cont'd)

## MARSEILLE

### Signing Ceremony Sister Seaport Agreement with Marseille (June 19<sup>th</sup>)

One of the highlights of the visit to France was the signing on June 19<sup>th</sup> of a renewed Sister Seaport Agreement between Juan Kuryla, Director PortMiami and Christine Cabau Woehrel, CEO of Marseille Fos Port Authority at the Port offices. Chairman Jean Monestime and Commissioner Jose "Pepe" Diaz signed as witnesses. The revamped agreement calls for continued close collaboration in areas of common interests such as cruise, cargo, safety, security and public private partnerships. Marseille is a cruise destination in the Mediterranean and the gateway to Southern Europe and Northern Africa. Following the signing ceremony attended by businesses from the maritime industry, Director Cabau-Woehrel invited the delegation to visit "Les Terraces", a new commercial area recently developed by Marseille's Fos Port Authority, a Public Private Partnership (PPP) project next to the port offices of interest to PortMiami.



Above: Copy of the Declaration.



Picture on the left (from left to right) Christine Cabau-Woehrel, CEO Marseille Fos Port Authority, Juan Kuryla, Director PortMiami, Chairman Jean Monestime and ITC's Chair Commissioner Jose "Pepe" Diaz.

## MIAMI-DADE GOVERNMENT AND EDO'S MEETINGS (cont'd)

### MARSEILLE

#### Meeting with the Hon. Jean-Claude Gaudin, Mayor of Marseille (June 19<sup>th</sup>)

The Miami-Dade County Delegation also met with the Honorable Jean-Claude Gaudin, Mayor of Marseille and Vice-President of the French Senate at the “Palais du Pharo” on June 19<sup>th</sup>. During the meeting, Mayor Gaudin welcomed the Miami-Dade delegation and noted the strong historical ties that unite France and the United States. The Mayor stated that like Miami, Marseille is a “gateway community” that looks to



the Mediterranean. The Mayor welcomed the possibility of entering into a Sister City affiliation with Miami-Dade County. Chairman Jean Monestime thanked the Mayor for his warm hospitality and invited the City of Marseille to bring a reciprocal official mission to Miami-Dade County. Mayor Gaudin indicated that the visit could take place during the first six months of 2016. Present at the meeting were the following officials from the City of Marseille: Jean Roatta, Deputy Mayor in charge of International Affairs and Euro-Mediterranean Cooperation, Didier Parakian, Deputy Mayor in charge of Economy and Business Affairs, Dominique Vlasto, Deputy Mayor in charge of Tourism, Convention and Cruises, and Corinne Bernie, Director of International and European Affairs. Following the meeting, the Mayor hosted a lunch in honor of the Miami-Dade County Delegation which had the presence of key tourism and economic development organizations from Marseille and the region.



**Picture on the left (from left to right)** US Consul General in Marseille Monique Quesada, ITC's Chair Commissioner Jose “Pepe” Diaz, Chairman Jean Monestime, Mayor of Marseille the Honorable Jean-Claude Gaudin, Mr. Jean Roatta, Deputy Mayor in charge of International Affairs and Euro-Mediterranean Cooperation, and Mr. Didier Parakian, Deputy Mayor in charge of Economy & Business Affairs of the City of Marseille.

# EXPLORATORY MEETINGS REGARDING MUNICIPAL SERVICES IN PARIS AND MARSEILLE

## PARIS

### Meeting with RATP – Autonomous Operator of Parisian Transports (June 16<sup>th</sup>):

On June 16<sup>th</sup> the Miami-Dade County Government/EDO delegation visited the state-owned public transportation operator (RATP) headquarters in Paris. RATP is responsible for most of the public transportation in Paris and its surrounding Ile-de-France region, including the Paris Metro, the tram system, the bus services and parts of the Regional Express Railway network (RER) that carries in total about 3 billion passenger per year.



**Picture above:** Miami-Dade County Government/EDO delegates transported by tram.

Mayor Gimenez and Chairman Monestime were greeted by Natacha Ferrier, Director of Corporate International Relations for RATP. Also present were Benjamin Charles, Chief T7 line, Mathias Boiral Chief of T7 workshop, and Jean Rouzaud, Deputy Director of Bus Department who briefed the delegation about the RATP system and management of Tramway line 7 (T7). The Miami-Dade County Delegation learned about the operation of the intermodal center at metro station Villejuif-Aragon. The delegation also took a 3-station trip in the tramway and visited the headquarters operating line of tramway T7.

**Picture below:** Site tour of the headquarters operating line of tramway T7.



## EXPLORATORY MEETINGS REGARDING MUNICIPAL SERVICES (cont'd)

### PARIS

#### Site visit to *Suez Environnement* Technology display floor (June 16<sup>th</sup>)

The Miami-Dade Government/EDO delegation met on June 16<sup>th</sup> with Marie Ange Debon, Deputy Chief Executive Officer and Bertrand Camus, CEO North America at *Suez Environnement* Headquarters in Paris. During the meeting Ms. Debon explained the company is a world leader in water and waste management services. Mr. Camus added that the company operates three business lines across the United States such as utility and environmental services, treatment solutions, and recycling and waste recovery. Mr. Camus indicated that *Suez Environnement* North America recently opened an office in Miami-Dade County. Lester Sola, Miami-Dade's Director of Water and Sewer Department spoke about the department's challenges and priorities in the coming years. Mayor Gimenez thanked Ms. Debon for sharing their experience and best practices. To conclude, the delegation was invited to take a tour of *Suez Environnement's* Technology display floor.



**Picture left:** Miami-Dade County Government/EDO briefed by Patrick Cairo from United Water.

**Picture below:** Mayor Gimenez tries latest equipment at Suez's technology display floor.



## EXPLORATORY MEETINGS REGARDING MUNICIPAL SERVICES (cont'd)

### MARSEILLE

#### Site visit to Geolide (June 18<sup>th</sup>)

On June 18<sup>th</sup> the Miami-Dade Government/ EDO delegation led by Chairman Jean Monestime and Commissioner Jose “Pepe” Diaz conducted a site tour of Geolide, the largest underground wastewater purification plant in Europe located in the City of Marseille. Mr. Jean-Yves Guivarch, Director of Water and Sanitation at Marseille Provence Metropole (MPM) gave a presentation and a site tour of the facility. The Government/EDO delegation learned that Geolide provides physical-chemical, as well as, biological treatment to 86 million of cubic feet of wastewater from Marseille and 16 surrounding municipalities.



**Above:** Lester Sola, Commissioner Diaz and Chairman Monestime during presentation at Geolide.

#### Site visit to Société des Eaux de Marseille (June 18<sup>th</sup>)

During the branding presentation in Marseille on June 18<sup>th</sup>, Miami-Dade County’s Water and Sewer Director, Lester Sola visited the main site of *Societe des Eaux de Marseille* (SEM) the water supply company of Marseille. Alain Meyssonier, Deputy General Manager of *Societe des Eaux de Marseille* (SEM) welcomed Mr. Sola, and briefed him about SEM’s operations and shared information on best practices on customer service.



**Picture on the left:** Lester Sola, Miami-Dade County’s Director of Water and Sewer Department being briefed by technical staff from *Societe des Eaux de Marseille*.

## OTHER ACTIVITIES - MEDIA COVERAGE IN PARIS AND MARSEILLE

A total of three media/event coverage were generated during the mission.

### “Miami in Paris” Seminar (June 17<sup>th</sup>)

On June 17<sup>th</sup> the Greater Miami Convention and Visitors Bureau (GMCVB) invited French local media to attend the “Miami in Paris” Seminar. According to GMCVB a total of 24 journalists participated in this event.

### Media coverage in Marseille (June 18<sup>th</sup> & 19<sup>th</sup>)

The Miami-Dade County delegation received extensive local media coverage during the visit to Marseille. Chairman Jean Monestime was interviewed several times by the local media about trade and business opportunities in Miami-Dade County.



**Picture above and Right:** Miami-Dade County Chairman Jean Monestime interviewed by journalists in Marseille on June 18<sup>th</sup>, and on June 19<sup>th</sup> by “La Provence”.

# OTHER ACTIVITIES - MEDIA COVERAGE IN PARIS AND MARSEILLE (cont'd)

## Sister Seaport Agreement (June 19<sup>th</sup>)

The signature of the renewed Sister Seaport Agreement between PortMiami and Marseille Fos Port Authority on June 19<sup>th</sup> received ample media coverage as shown in the press summary below:

<p><b>GPM</b> <b>Marseille et Miami se trouvent un destin commun</b></p> <p>Les ports de Marseille-Fos et de Miami ont renouvelé leur jumelage. Le but est d'échanger sur les modèles élaborés de port et d'autre de l'Atlantique sur la croisière, leur place de hub conteneurisé régional et la relation ville-port.</p> <p>Christine Caban-Woehrel, directrice générale du port de Marseille-Fos, et Jean Kuryla, directeur du port de Miami, ont signé le renouvellement de leur jumelage le 19 juin 2015.</p>	<p><b>ÉTATS-UNIS MARITIME</b></p> <p><b>Marseille et Miami se trouvent un destin commun</b></p> <p>Les ports de Marseille-Fos et de Miami ont renouvelé leur jumelage. Le but est d'échanger sur les modèles élaborés de port et d'autre de l'Atlantique sur la croisière, leur place de hub conteneurisé régional et la relation ville-port.</p>
<p><b>La Provence</b></p> <p>19 juin 2015 - Édition Marseille</p> <p>FRANCE - France PAGES : 3 SURFACE : 7 % PÉRIODICITÉ : Quotidien</p> <p><b>Marseille et Miami sur la même ongueur d'onde</b></p>	<p><b>Miami sous le charme de Marseille</b></p> <p>Les ports de Marseille-Fos et de Miami ont renouvelé leur jumelage. Le but est d'échanger sur les modèles élaborés de port et d'autre de l'Atlantique sur la croisière, leur place de hub conteneurisé régional et la relation ville-port.</p>
<p><b>[Transport maritime] Les ports de Marseille Fos et de Miami veulent développer leurs échanges</b></p> <p>De Jean-François Eyraud Publié le 19 juin 2015 10 h 45 min Dernière modification le 19 juin 2015 10 h 45 min</p> <p><b>Le 18:18 : le port de Marseille inspire Miami</b></p> <p>Notre c'est l'histoire d'un grand qui s'inspire d'un petit. Les responsables du port de Miami et ses 5 croisiéristes étaient assis au Palais du Pharo de Marseille pour venir chercher de la inspiration par la croisière marseillaise en termes d'accueil et de progression sur le marché des croisiéristes bien profiter au niveau du jumelage entre les deux villes. Elections régionales : Renaud Mesmeris, député et tête de liste Les Républicains dans les Bouches-du-Rhône pour les élections régionales d'octobre 2015. Il évoque les ambitions de la droite pour ce scrutin régional. Il évoque aussi les ambitions de la droite pour ce scrutin régional. Il évoque aussi les ambitions de la droite pour ce scrutin régional. Il évoque aussi les ambitions de la droite pour ce scrutin régional.</p>	<p><b>Les ports de Marseille et de Miami renouvellent leur accord de jumelage</b></p> <p>Le port de Marseille Fos et celui de Miami sont jumelés depuis 15 ans. Un accord qui vient d'être renouvelé à Marseille et qui porte, entre autres, sur le secteur de la croisière.</p> <p>Quatre ans après leur premier accord, le port de Marseille Fos et celui de Miami, au Florida Port, ont renouvelé leur jumelage. Un partenariat qui a pour but d'encourager les échanges entre les deux villes.</p>
<p><b>Nouveau jumelage entre les ports de Marseille et Miami</b></p> <p>Publié le : 19/06/2015 à 15h22 Par N. Boscanni - Ce vendredi 19 juin 2015, sont signés les actes du renouvellement de jumelage, le port de Miami (Floride, États-Unis) et le port de Marseille ont renouvelé leur engagement à travailler pour leur développement mutuel.</p> <p>L'accord a été signé à Marseille par Monsieur Jean KURYLA, Directeur du Port de Miami et Monsieur Christophe CABAN-WOEHREL, président du directeur du port de Marseille et en présence de Monsieur Jean MONESTIME, Président Vice-Président du Comité de Miami Dade, et de leurs.</p>	<p><b>Juan Kuryla, port de Miami : « 1 milliard d dollars investis en huit ans »</b></p> <p>Les ports de Marseille et Miami ont renouvelé, le 19 juin, leur jumelage. Après deux voyages consacrés à la CMA CGM, c'est la troisième visite en France de l'année pour le directeur du port de Miami, Juan Kuryla. Entretien.</p> <p>Pourquoi signer un nouvel accord de jumelage, quatre ans après le premier ? En quatre ans, le partenariat a été enrichi de nombreuses initiatives. Aujourd'hui, nous avons beaucoup de joint-ventures avec le port de Marseille. Avec l'arrivée de Christine Caban-Woehrel à la tête du GPM, notre intérêt était à l'échange d'expériences et de bons</p>
<p><b>Port : jumelage renouvelé avec Miami</b></p> <p>Le Grand port maritime de Marseille (GPM) et le port de Miami ont renouvelé ce jumelage. L'accord de jumelage qui les unit depuis près de 15 ans leur offre désormais une visibilité au large du GPM, port de la Méditerranée. La convention a été paraphée entre autres par Christine Caban-Woehrel, présidente du directeur du GPM, et Jean Kuryla, directeur du port de Miami.</p>	<p><b>Port : jumelage renouvelé avec Miami</b></p> <p>Le Grand port maritime de Marseille (GPM) et le port de Miami ont renouvelé ce jumelage. L'accord de jumelage qui les unit depuis près de 15 ans leur offre désormais une visibilité au large du GPM, port de la Méditerranée. La convention a été paraphée entre autres par Christine Caban-Woehrel, présidente du directeur du GPM, et Jean Kuryla, directeur du port de Miami.</p>

## COMMENTS AND FEEDBACK

A total of 24 delegates participated in the Business and Trade Development Mission to France. Below are some of the comments received from the mission participants:

“The event was planned and executed in a very timely and effective way. Meetings and activities were arranged by the event organizers in a very professional manner. There were many activities every day for each participant to attend. Field trips were very effectively organized and allowed enough time for the participants to get the most out of it. This was by far one of the most productive business trips abroad I ever made. I am extremely satisfied with the level of knowledge and understanding I was able to get on the industry I focused on. Without a doubt this experience will allow my company to increase business and expand our services to the aviation and port industries in the USA and abroad. As a result we anticipate growth and creation of professional jobs within the next couple of years.”

**Maria Molina**

*President, Nova Consulting, Inc.*

“The trip allowed me to meet potential clients and referral sources from both France and Florida, in both the private and public sectors. No actual engagements for legal services were made in the B2B meetings, but my expectation is that through follow-up and relationship building, the contacts made on this trip can lead to client engagements sufficient to justify a new hire, particularly if the new engagements are obtained in the next 12 months.”

**Ahpaly Coradin, Esq.**

*President, Coradin Law P.A.*

“The event was...most professional. The planning, meeting and activities were very nice (and) directed (for) the purpose of each one of the participants. I am happy that most of (my) involvement was in the aviation market, (with) airplane manufacturers (from) all around the world. A great opportunity for all of the participants to meet in person with customers and potential customers. After this amazing experience I am in a better position to keep growing as we already have the best location in the world that is Miami, Florida.”

**Silvia Gutierrez**

*President, Tobruk International Corp. dba/TIC Logistics*

## COMMENTS AND FEEDBACK (Cont'd)

“The Miami-Dade County team was very facilitative, and super regarding ensuring participants were accommodated and engaged...Today, there is much follow up opportunity and we look forward to doing so with Miami Dade County...”

### **Al Maloof**

*Managing Director, GJB Consulting LLC*

“My company, in fact a small “boutique” law firm, was able to generate a number of leads, some for immediate sales (though such “sales” remain under discussion) and, ideally as many as possible, for future sales. Obviously, sales of professional services are different from the sales of products, and indeed, from sales of many other kinds of services. The trade mission to France did assist me in getting in front of a number of potential clients, as well as other potential referral sources, in a market for which I am particularly well-suited, so to that extent the mission was successful. The greatest quantify of leads was generated through the local chambers of commerce and industry in the target country.”

“With respect to the impact the event may have on employment at my company, though we are a small, and in many ways highly specialized law firm, our aim, is of course, to spur growth in spite of the economic contraction of recent years. In doing so, the addition of only one or two employees, such as an associate attorney and a paralegal, would mean a roughly 66% increase in employment within our firm.”

### **David S. Willig**

*President, David S. Willig, Chartered*

“As this was my first time, I really did not know what to expect; however I am extremely satisfied with going and being able to meet and interact with other like-minded business owners, government leaders and diplomatic groups. All the delegates on the trip were very interesting to meet. I felt I gained (valuable) insight and fluid dialogue that I could bring back to my team and the Miami Ironside Community. In the future, I would really like to be involved in the earlier planning meetings, so I can help contribute more from my side to the group, itinerary planning, and from the perspective of the Creative Business Sector. All in all, I thank you and the organization for organizing a great trip. I look forward to the next one.”

### **Ofer Mizrahi**

*Founder, Miami Ironside*

## APPRECIATION

Miami-Dade County Mayor Carlos A. Gimenez, Chairman Jean Monestime and ITC's Chair and Commissioner José "Pepe" Diaz and the Board of Directors of the International Trade Consortium (ITC) wish to thank mission participants, sponsors, hosts, friends, and staff of the many different organizations who contributed to the success of the Business and Trade Development Mission to France (Paris and Marseille). 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 of our friends, partners and sponsors of this mission. We would also like to thank Enterprise Florida, Inc. (EFI) for underwriting the cost of private sector B2B meetings through an EFI Trade Partner Grant Program.

### Sponsoring Organizations:



David S. Willig, Chartered

### Supporting Organizations:

- Enterprise Florida France Office
- The Beacon Council
- The Greater Miami Convention and Visitors Bureau (GMCVB) and GMCVB's Office in Brazil
- Miami-Dade Aviation Department
- Consulate General of France in Miami
- French American Chamber of Commerce (FACC)
- The United States Embassy in Paris
- The United States Consulate in Marseille – Consul General Monique Quesada
- The U.S. Commercial Service in France
- City of Paris
- City of Marseille
- Department of Bouches-du-Rhone & the City of Cassis
- RATP
- Chamber of Commerce and Industry Paris Ile de France (CCI - IDF)
- Chamber of Commerce and Industry Marseille Provence (CCIMP)
- AMCHAM France
- MEDEF International
- Suez Environnement
- Provence Promotion
- Marseille Fos Port Authority
- CMA-GGM
- Geolide
- Société des Eaux de Marseille



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Carlos A. Gimenez

*Mayor*

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