

Memorandum



Date: April 12, 2011

IMFR

Agenda Item No. 7(C)

To: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

From: Alina T. Hudak
County Manager

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Subject: Report on Increasing Business Opportunities for Small and Medium-Sized
Enterprises/Businesses in Miami-Dade County

At the December 7, 2010 meeting of the Board of County Commissioners, Commissioner Dennis C. Moss requested that the Office of Economic Development and International Trade (OEDIT) prepare a report on how to increase business opportunities for small and medium-sized enterprises/businesses (SMEs) in Miami-Dade County.

On December 10, 2010, the Chair of the International Trade Advisory Board (ITAB), appointed the International Trade Expansion Taskforce (Taskforce) with the purpose of exploring tools and resources available for SMEs to expand their business opportunities and gain access to global markets. The Taskforce, together with staff, met twice and discussed various strategies to increasing business opportunities. OEDIT staff provided information on the various activities and programs that it carries out with limited resources at its disposal.

The attached report reflects the recommendations of the Taskforce.

Attachment

A handwritten signature in black ink, appearing to read "Tony Queda, Jr.". The signature is written in a cursive style and is positioned above a horizontal line that serves as a separator between the signature and the printed name and title.

Tony Queda, Jr.
Director, Office of International Trade and Economic Development

REPORT: RECOMMENDATIONS FOR INCREASING BUSINESS OPPORTUNITIES FOR MIAMI-DADE SMALL AND MEDIUM-SIZED ENTERPRISES/BUSINESSES

RECOMMENDATIONS:

- **UTILIZE THE OEDIT TRADE DATABASE TO INFORM SMEs ABOUT TRADE OPPORTUNITIES AND EVENTS:**
The Office of Economic Development and International Trade (OEDIT) should increase the number of, and enrich the data of Miami-Dade small and medium-sized enterprises/businesses (SMEs) registered in the OEDIT database and in the agency's distribution list. OEDIT is regularly involved in activities that may present opportunities for local businesses, sometimes with short notice. OEDIT regularly sends out information about incoming missions, outgoing missions, pre-screened business to business meeting opportunities, trade leads, specific industry and country networking events, workshops and seminars, and other trade related events. By staying informed of the latest trade happenings in the community, local businesses that are in OEDIT's database or distribution list can maximize their exposure to business opportunities.
- **THROUGH OEDIT, WORK WITH CONSULAR AND FOREIGN TRADE OFFICES:**
OEDIT has excellent working relationships with the consular and foreign trade offices, which often contact OEDIT with requests for specific industry trade leads. Local SMEs who provide OEDIT with their business profile can be included in these trade leads. OEDIT can also put SMEs who are interested in conducting business with a particular country in contact with appropriate staff at foreign trade offices who can provide specific country information.
- **CONDUCT WORKSHOPS AND SEMINARS TO PROVIDE TECHNICAL ASSISTANCE AND INFORMATION TO SMEs:**
OEDIT has instituted a trade workshops program in order to prepare local SMEs to import and export successfully. OEDIT partners with experts in the field to provide useful information and practical tools for businesses in order to meet the challenges of international trade. OEDIT will also develop webinars (similar in format to its workshops) in order to reach the business community on a broader level.
- **PROVIDE CUSTOMIZED TRADE INFORMATION:**
OEDIT's trade specialists provide customized trade briefing, market intelligence, trade counseling, business matchmaking, and trade referrals to SMEs in Miami-Dade County desiring to import or export their products abroad.

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Report on Recommendations for Increasing Business Opportunities

- **PROVIDE LOCAL SMEs WITH ACCESS TO OTHER RESOURCES:**
OEDIT coordinates its efforts with many other agencies involved with economic development. OEDIT can consult with companies requiring specific assistance or information, and based on their needs can refer them to Enterprise Florida, Inc., the U.S. Commercial Service, Miami-Dade's Department of Small Business Department, and other agencies that have programs to assist small businesses.
- **PURSUE OPPORTUNITIES DURING INCOMING MISSIONS:**
OEDIT organizes reciprocal inbound missions and supports other missions undertaken by local chambers of commerce. During these missions, OEDIT creates opportunities for local businesses by arranging pre-screened business to business meetings, and it may inform local SMEs of business networking receptions that it sponsors.
- **PURSUE OPPORTUNITIES DURING OUTGOING MISSIONS:**
OEDIT organizes and leads business development missions abroad. Based on the prevailing industry sectors of the host country, OEDIT recruits Miami-Dade SMEs to participate in these missions. Participating SMEs gain access to foreign markets by meeting with high-level government officials, local economic development agencies and chambers of commerce, and by participating in business to business meetings and business networking events.
- **IMPLEMENT AN ONLINE PROGRAM FOR TRADE LEADS AND REFERRALS:**
OEDIT will establish a Trade Leads and Referrals program (see appendix 1), to support SMEs desiring trade opportunities in the global market. OEDIT Staff is in the process of designing an online marketplace to link buyers and sellers that want to exchange their products. This online system will feature merchandise offered for sale, and buyers looking for products to purchase on a global scale. The site will also feature trade shows, exhibitions, expo's and trade missions.
- **DEVELOP A RESOURCE GUIDE FOR SMEs:**
OEDIT staff is compiling a resource guide containing information about county departments that provide services relating to international trade, as well as web links to economic development agencies at the local, state and federal levels.

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- **PROVIDE ACCESS TO INFORMATION IN GEOGRAPHIC INTERFACE SYSTEM:**

OEDIT is working with ETSD to link to its webpage the Geographic Interface System. This system shows detailed and useful information for business sites such as business zoning information, urban development boundaries, empowerment zones, enterprise zones, and demographic information. While this information can be used by non-Miami-Dade businesses in pursuing business incentives and site selection, it can also be used by local startups that need to select the site of their business.



Appendix 1

Office of Economic Development & International Trade (OEDIT)

Trade Leads and Trade Referral Form

The mission of the Office of Economic Development and International Trade (OEDIT) is to promote Miami-Dade County as a Global Gateway and enhance access to economic development opportunities. Visit our website (www.miamidade.gov/oedit) or contact our one of our regional trade specialists for assistance with your international trade needs and opportunities by completing and returning this form to: OEDIT ■ Stephen P. Clark Center ■ NW 111 First Street ■ Suite 2200 ■ Miami ■ FL 33128.

Contact & Company Information

First Name: _____ Last Name: _____
Title: _____
Company: _____
Address: _____
City: _____ State: _____ Zip Code: _____ Country: _____
Tel: _____ Fax: _____
E-Mail: _____ Website: _____
Year Established: _____ # of Employees (Full + Temporary): _____ Annual Sales (USD): _____ (state yr of sales)

Type of Business

Indicate the type of Business: _____
Company Mission: _____
List your company's products/services: _____
List the SIC Codes: _____
List the NAICS Code: _____

Seeking Assistance in the Following Areas:

- Franchising Opportunities (list) : _____
Joint Venture (JV) (explain): _____
Letter of Intent / MOU: _____
Purchase Merchandise (list): _____
Sale of Merchandise (list) : _____
Request a meeting: _____
Request site visit / tour: _____
Interested in pre-screened B2B meetings (list sectors): _____
Interested in outbound missions to: Africa Asia The Caribbean Europe & the Middle East Latin America

For Internal Use Only:

OEDIT Staff Follow-up: _____ Date Received: _____