



Miami-Dade County, Florida

Business Development Mission to the Czech Republic

May 21st - 24th, 2008

Presented By:

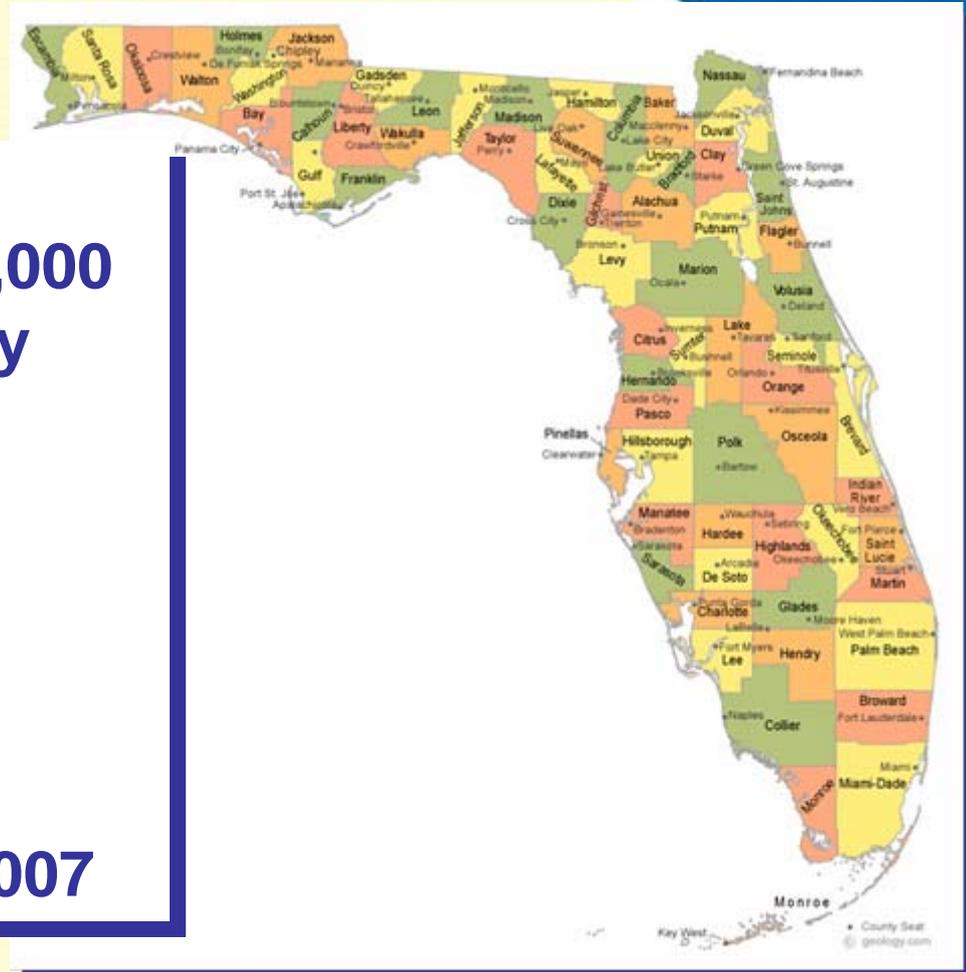
Mr. J. A. Ojeda, Jr.

ITC Executive Director



About Florida

- Population (2006): 18.3 million and nearly 1,000 new residents arrive daily
- 4th largest USA market
- Total merchandise trade flowing through Florida reached \$115 billion in 2007



About Florida

- Total foreign direct investment (FDI) in Florida reached \$31.7 billion.
- The 18th largest economy in the world and 4th largest economy in the U.S.



About Miami-Dade County

- Population of 2.3 million, fastest growing region in one of the fastest growing states in the U.S.
- 35 Municipalities
(Miami, Coral Gables, Miami Beach, etc.)
- Multilingual labor force of about 1.1 million
- Operates Miami International Airport and Port of Miami
- 69 Consulates and Trade Offices are located in South Florida
- Best Metro area for “Small Business in the U.S.”

What is The Jay Malina International Trade Consortium?

- Is the official county government agency charged with the development of trade.
- It is designed to function as an umbrella organization, acting as a clearinghouse for other trade development efforts within the County.
- **Public-Private Partnership:** a board of Directors composed of representatives from the Public & Private Sector.



ITC's Mission

To promote Miami-Dade County as a Global Gateway by enhancing International Relations, Cultural Understanding, and Trade.



ITC Programs & Services

- Trade Development Unit
- Marketing & Outreach
- Protocol Services
- Sister Cities Programs



Trade Development

- ITC Led Missions
- Outgoing 3rd Party Trade Missions
- Incoming Trade Mission Services
- Trade Numbers
- Matchmaking
- Database Management Program

ITC Regional Trade Initiatives

- Europe & Middle Eastern Trade Initiatives
- Western Hemisphere Trade Initiatives
- African Trade Initiatives
- Asian Trade Initiatives

Miami-Dade County is the
“Gateway of the Americas”™

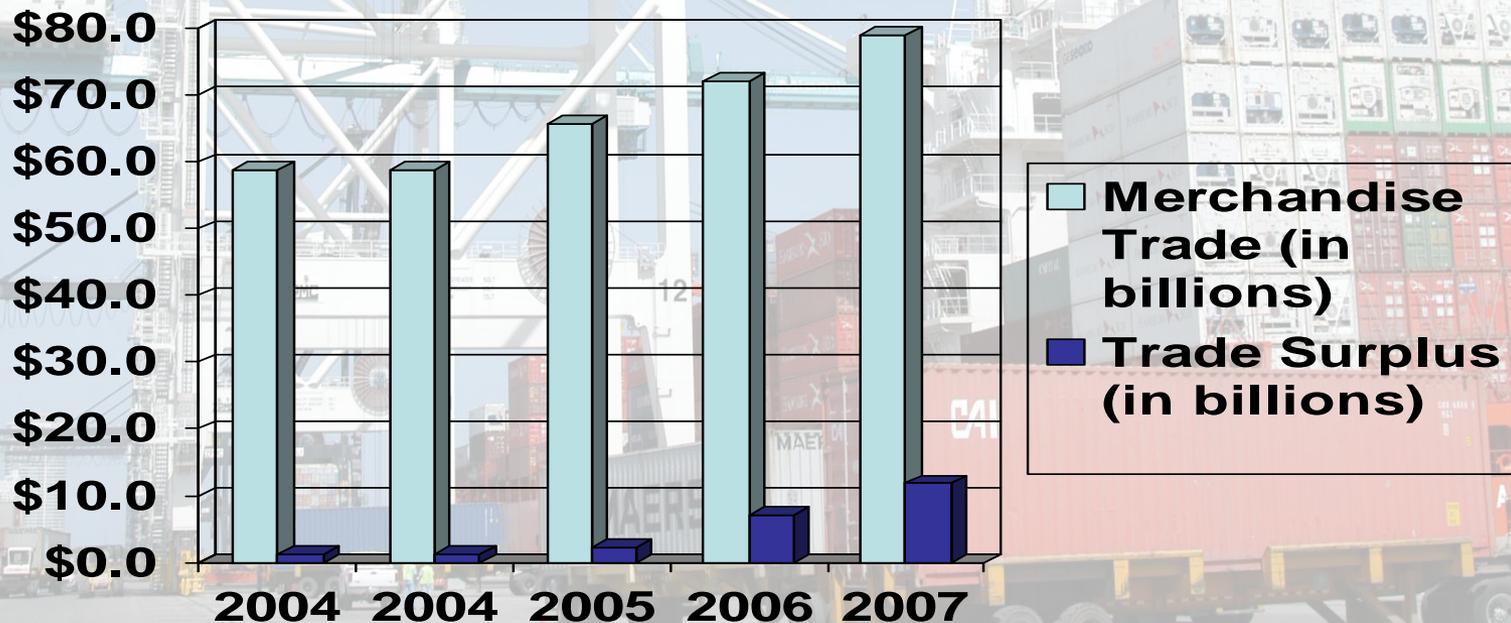
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Platform for International Trade



Miami Customs District 52: One of Two Districts in U.S. with Trade Surplus

- Exchanged \$79 billion worth of merchandise in 2007 (10% increase from 2006)
- Record trade surplus: \$11.9 billion (biggest ever!) due to increase of exports to growing economies from Central & South America



Miami-Dade is the U.S. Connection to Latin America and the Caribbean

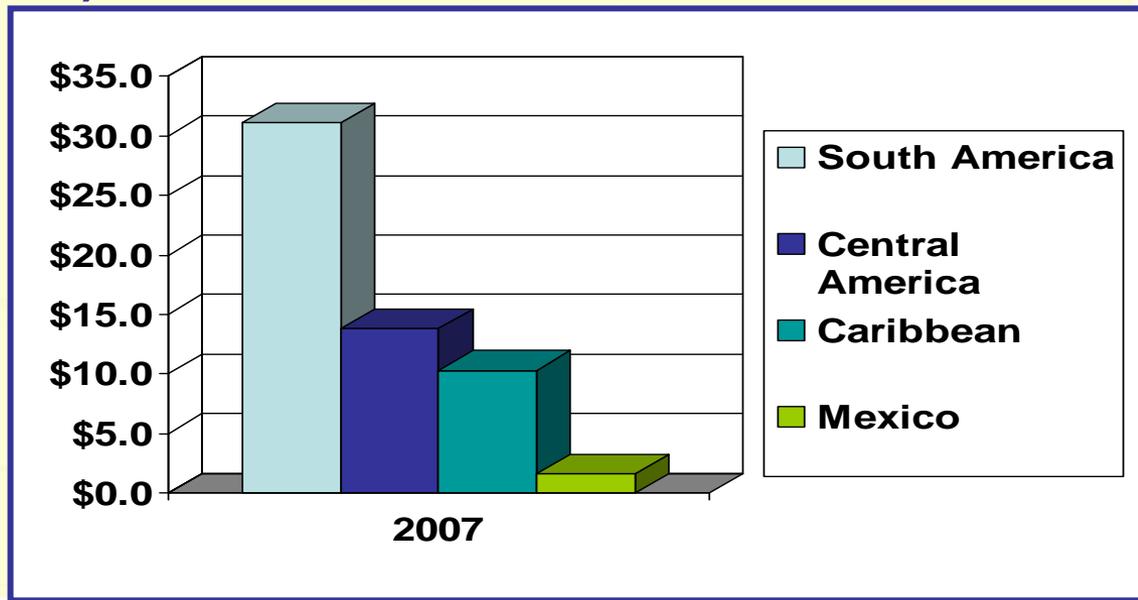
Trans-shipment point for products to & from LAC

In 2007, Total Trade Between Miami and LAC was \$55.2 billion:

- South America: \$31.1 billion (Peru FTA, Chile FTA)
- Central America: \$13.8 billion (DR-CAFTA Countries)
- Caribbean: \$10.3 billion (excludes Cuba)
- Mexico: \$1.6 billion (NAFTA)

Source: World City,

US Census Bureau



U.S. Connection to Latin America

In 2007, 12 of Miami's Top 15 World Trading Partners were from the LAC region:

- Brazil
- Venezuela
- Colombia
- Dominican Republic
- Honduras
- Costa Rica
- Chile
- Guatemala
- Argentina
- Peru
- El Salvador
- Mexico



Miami-Dade & Europe

- Europe is South Florida's 2nd largest regional trading partner. In 2007, Miami Dade's total trade with Europe was \$11.8 billion.
- 24 European Consulates and Foreign Trade Offices & 13 Bi-national Chambers of Commerce promote trade and cultural exchange.
- In 2007, Miami Dade had 1.3 million visitors from Europe.



Miami-Dade's Top Twelve European Trade Partners - 2007

World Rank	Country	Trade Value
10 th	France	\$2.0 bn
12 th	UK	\$1.8 bn
17 th	Italy	\$1.5 bn
18 th	Germany	\$1.3 bn
20 th	Netherlands	\$1.2 bn
25 th	Switzerland	\$901 m
26 th	Spain	\$801 m
43 rd	Russia	\$250 m
46 th	Sweden	\$229 m
47 th	Belgium	\$208 m
48 th	Turkey	\$207 m
51 st	Austria	\$162 m

Miami-Dade & the Czech Republic

- In 2007, the Czech Republic remained as Miami-Dade's 87th largest trading partner with total trade of \$28.7 million.
- Miami exports \$9.8 million & imports \$18.9 million (deficit = \$9 million).

Total Trade Between the Czech Republic and LAC: \$1.5 Billion

Source: Ministry of Industry and Trade of the Czech Republic



Top Miami Exports to the Czech Republic

- Computer & Peripherals
- Telecommunications & Equipment
- Tobacco
- Commercial Machines
- Medical Equipment and Medicines
- Vitamins

Source: US Census Bureau, WorldCity

Top Miami Imports from the Czech Republic

- Household Consumer Goods
- Industrial Machinery
- Dyes & Colors
- Underwear & Socks
- Ceramic Glassware

Source: US Census Bureau, WorldCity

Miami-Dade County's Economic Engine

Miami International Airport

- Generates more than 272,400 direct and indirect jobs
- Total Economic Impact of \$25.6 billion
- Ranked # 1 among U.S. Airports in International Freight
- Ranked # 3 among U.S. Airports in International Passengers

Miami-Dade County's Economic Engine

Port of Miami

- Florida's largest container Port & Cruise capital of the world
- Generates 110,00 jobs and contributes over \$16 billion
- Annual cargo volume exceeds \$1 million TEUs
- Capital improvement of \$540 million over the next 5 years
- In 2007, 3.7 million passengers passed through the Port

Miami-Dade Tourism

- Year-round tourist destination
- More than 12 million overnight visitors (2007)
- Record economic Impact of \$17 billion (2007)
- Ranked as “America’s 50 Hottest Cities”

Platform for International Trade

- Hemispheric Trade Hub:
Free Trade Zone, International Companies and Banks,
Shipping and Freight Hub, Chambers of Commerce
- 1,350 multinational corporations
- 2nd largest financial capital in the U.S.
- Connectivity:
Network Access Point (NAP) of the Americas

**The Jay Malina
International Trade Consortium**



Creating Opportunities for
International Trade and
Cultural Understanding

*Come Trade
With Us!*

www.miamidade.gov/itc

- Inbound Trade Missions
- Outbound Trade Missions
- Business Matchmaking
- Access to Business
- Executive Briefings
- Sponsorship Opportunities
- Sister Cities Program

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Commissioner Natacha Seijas
Miami-Dade County Commissioner
Chair - ITC Board of Directors



Mr. J.A. "Tony" Ojeda, Jr.
Executive Director

