



THE MIAMI-DADE Global Trader

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Commissioner Audrey Edmonson



I am honored to have led the recent ITC joint business development mission in partnership with Enterprise Florida, to Dakar, Senegal and Cape Town and Johannesburg,

South Africa. During this important visit we met with relevant private sector enterprises, local economic development agencies, chambers of commerce, and high-level government officials. The mission successfully met its objectives by promoting Miami-Dade County as a Global Gateway for international trade and business, and strengthening economic and cultural linkages with these key African nations. Our efforts during this mission laid the foundation for increased trade and long-term cultural ties between our communities. One of the most significant achievements during the mission was the completion of the Sister Cities agreement with Dakar that I had the honor of signing on behalf of Miami-Dade County. The historic signing of this agreement is the first Sister Cities affiliation between Miami-Dade County and an African city.



ITC Mission Strengthens Ties with Brazil— Miami-Dade's #1 Trading Partner

continued on page 4



ITC Chair, Commissioner Natacha Seijas, led a 15 member delegation, of government and private sector individuals, on the first joint Miami-Dade County business development mission to Sao Paulo and Belo Horizonte, Brazil from September 19th - 26th, 2009. The ITC organized the mission in partnership with the Beacon Council, the Brazilian-American Chamber of Commerce, the Coral Gables Chamber of Commerce, and the Latin Chamber of Commerce of U.S.A. (CAMACOL).



Commissioner Seijas discusses trade with Alberto Pinto Coelho, Speaker of the Legislative Assembly of the State of Minas Gerais

ITC Mission Explores Opportunities in Africa



The ITC organized and conducted a joint business development mission in partnership with Enterprise Florida, to Dakar, Senegal, Cape Town and Johannesburg, South Africa, from October 16th-27th, 2009. Commissioner Audrey Edmonson led the 14 member delegation. The purpose of the mission was to strengthen bilateral trade and increase cultural linkages between Miami-Dade County and these strategically selected African communities.

The ITC organized and conducted a joint business development mission in partnership with Enterprise Florida, to Dakar, Senegal, Cape Town and Johannesburg, South Africa, from



Commissioner Edmonson signs the Sister Cities agreement with the Mayor and Vice-Mayor of Dakar at Dakar City Hall

continued on page 5

MESSAGE FROM

Khalid Salahuddin

Chair, Strategic Planning Committee

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As Chair of the Strategic Planning Committee, it has been my privilege to coordinate with my colleagues and engage in a comprehensive planning process to make recommendations to the ITC Board regarding the direction of the ITC's Strategic Plan.



As a result of drastic FY 2009-2010 budget cuts, the Budget and Finance Committee, the Internal Management and Marketing Committee, my fellow Strategic Committee members, and I, have the crucial yet challenging task of reviewing the impact of the budget reductions and recommending an amended ITC Strategic Plan to ensure that our objectives are in concordance with our resources and our ability to meet our programmatic commitments for this fiscal year. We will present these recommendations at the ITC board meeting on December 5, 2009. Despite these challenges, I am confident that together with the leadership of ITC Chair, Commissioner Seijas, we will develop a plan that will continue to meet our objectives by advancing our efforts to promote and strengthen Miami-Dade County as an international trade and cultural center.

Thank You to the Sister Cities Coordinating Council Chair



The ITC wants to extend its most heartfelt thanks and appreciation to Sister Cities Coordinating Council Chair, Shelly Smith-Fano for her service and countless contributions to the program over the past several years. Due to FY 2009-2010 budget cuts, the Sister Cities Coordinating Council has been consolidated into the ITC Board of Directors. Ms. Smith-Fano has been a vibrant and active member of Sister Cities for over 10 years, as Chair of the Asuncion, Paraguay Committee, and most recently as Chair of the Coordinating Council. She has also been a strong advocate of the

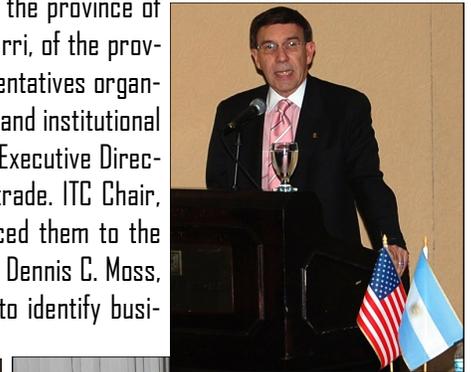
close partnership enjoyed by the Sister Cities program with Miami Dade College. Since the inception of the Sister Cities program in 1981, the program has grown and flourished, establishing 23 Sister Cities relationships. In order to advance a diverse and thriving citizen diplomacy program, it is largely dependent on the contributions of dedicated members like Ms. Smith-Fano who has consistently committed her time and spirit towards the goals and objectives of promoting cultural and international understanding. "Ms. Smith-Fano exemplifies the true essence of the Sister Cities program. Her leadership, experience, and endless enthusiasm were instrumental in revitalizing the program and served to further foster international cultural understanding, and promote citizen diplomacy," said ITC Chair, Commissioner Natacha Seijas. Ms. Norma Amaro, also an active member for over 10 years, has served as the Chair of the San Jose, Costa Rica Committee, and has most recently served as Vice-Chair of the Coordinating Council. She has been the driving force behind the annual Miami-Dade Celebrates the Art of its Sister Cities Art Exhibit. While these two fine citizen diplomats will be missed they can take great pride in their many years of service and their considerable achievements in advancing the goals of Sister Cities.



ITC Welcomes Delegation from Argentina



The ITC was one of the principal organizers of an inbound trade mission from the province of Entre Rios, Argentina from October 5th to October 7th. Governor Sergio Urribarri, of the province of Entre Rios, led the delegation of government and private sector representatives organized by the Consulate General of Argentina in Miami. The delegation was here to increase trade and institutional ties between Miami-Dade County and Argentina; Miami-Dade County's #10 trading partner. ITC Executive Director, Tony Ojeda, gave a presentation detailing the County's position as a Global Gateway for trade. ITC Chair, Commissioner Natacha Seijas, welcomed Governor Urribarri and his delegation, and introduced them to the Board of County Commissioners (BCC), where they were graciously received by BCC Chairman, Dennis C. Moss, and the members of the Commission. The ITC assisted the delegation by using its database to identify businesses in South Florida that matched the target industries of the visiting delegation, and supplied 199 trade leads for business-to-business match-making meetings. The ITC also coordinated meetings with the Port of Miami and Miami International Airport.



The 12th Annual Americas Food and Beverage Show



The ITC was one of the sponsors for the 12th Annual Americas Food and Beverage Show, presented by the World Trade Center Miami (WTCM), November 9th-10th. ITC Assistant Director, Jimmy Nares, was a co-presenter at the opening reception. More than 250 international business executives attended the reception along with agricultural ministers from other nations as well. Mr. Nares and WTCM President, Charlotte Gallogly, presented the "Best in the Americas" awards to show exhibitors in various categories including Best Coffee, Best Candy, Best Energy Drink, among other awards.

Asia Business Expo

The ITC participated in the Asia Business Expo hosted by the Global Business Calendar on November 5th at the Broward County Convention Center. The Expo included workshops about how to do business with countries in Asia and investment opportunities in the region. This sold out event provided a range of networking opportunities for local small to medium sized companies interested in expanding their businesses internationally.



ITC Mission Strengthens Ties with Brazil—Miami-Dade’s #1 Trading Partner



The U.S. Commercial Service provided the delegation with in-country briefings detailing the specifics of doing business in Brazil. The delegation met with high level government officials in both Sao Paulo and Belo Horizonte. Private sector participants took part in over 100 business-to-business matchmaking meetings with their counterparts and attended networking events with local businesses and representatives from economic development agencies. The ITC mission to Brazil was also successful in showcasing Miami-Dade County's position as a Global Gateway for trade with our #1 trading partner. In addition, the mission further strengthened the County's Sister Cities affiliation with Sao Paulo, Brazil; a relationship established in 1988. As a result of an invitation extended by Commissioner Seijas during this historic mission, the Honorable Sergio Barroso, State Secretary for Economic Development for the State of Minas Gerais, led a delegation to Miami-Dade County from November 3rd-6th. *continued from page 1* *continued on back cover*



Left: Commissioner Seijas with U.S. Consul General Thomas White (center) and Beacon Council President, Frank Nero



Right: "Where World Meets" business networking reception in Sao Paulo hosted by the Greater Miami Convention & Visitors Bureau



Commissioner Seijas with Sao Paulo State Secretary of Development, Hon. Geraldo Alckmin

Right: Mission participants with Roberto Gianetti da Fonseca, General Director of FIESP in Sao Paulo



"The fact that the mission was a public-private mission with public officials provided a degree of credibility, access, and cooperation that I never would have achieved had I travelled on my own." Ahpaly Coradin, Esq., Coradin Law Group



Business to Business matchmaking session



Left: Commissioner Seijas with Carlos Eduardo Abijaodi, Superintendent of Entrepreneurial Development for FIEMG in Belo Horizonte



Mission participants at the FIEMG Trade Center in Belo Horizonte

ITC Mission Explores Opportunities in Africa

continued from page 1



Mission participants received in-country briefings from U.S. Embassy staff and the U.S. Foreign Commercial Service in Senegal and South Africa, detailing the specifics of doing business in their respective regions. Private sector delegates participated in more than 202 business-to-business matchmaking meetings with their counterparts during the mission. One of the highlights of this important visit was the completion of the Sister Cities agreement with Dakar. This historic agreement marked the program's first ever affiliation with an African city. While in Johannesburg, the delegation met with representatives of South African Airways to discuss the importance of reestablishing a direct flight between Johannesburg and Miami.



Left: Mission delegates with U.S. Ambassador to Senegal, Marcia Bernicat (holding key) in Dakar



Right: Mission participants with Hon. Thierno Lo, Minister of Arts & Tourism (in blue robe) in Dakar



Mission participants receive briefing from representatives of the Port of Dakar



Mission leaders meet with Dr. Rob Davies (center), South Africa's Minister of Trade & Industry at the Parliament building in Cape Town

"This meeting ... made my trip a success. Thank you very much for all of your help, and I look forward to bringing KVAR to your country and region." Rory Malisoff, VP of Business Development for KVAR Energy Savings Inc.

Right: Business to Business matchmaking session



Mission leaders meet with Hon. Lindiwe Maseko, Speaker Gauteng Provincial Legislature in Johannesburg



Left: Commissioner Edmonson and Senator Hill speak with Hon. Andrew Passen, U.S. Consul General in Johannesburg

Consul General of France



The ITC and the office of the Mayor, hosted a meeting with the new Consul General of France, Gaël de Maisonneuve on October 2, 2009. Consul General de Maisonneuve discussed the Consulate's interest in furthering economic, cultural, and educational linkages.



L to R: Carolina Sivoli and Ralph Gazitua from the Mayor's Office, Consul General Gaël de Maisonneuve, and Maria Dreyfus-Ulvert from the ITC

ITC Featured at Miami Lakes Chamber Luncheon

ITC Assistant Director, Jimmy Nares was the guest speaker at the Miami Lakes Chamber of Commerce monthly meeting on November 4th at the Don Shula Hotel. Mr. Nares gave a presentation about the importance of promoting Miami-Dade as a Global Gateway by enhancing trade and international relations.



ITC Welcomes High-Level Delegation from Poland



On November 10th, the ITC welcomed an inbound government delegation from the Ministry of Agriculture and Rural Development of the Republic of Poland, together with the Trade & Investment Section of the Polish Embassy in Washington DC, who organized the mission. ITC Executive Director, Tony Qjeda discussed Miami-Dade County's position as a Global Gateway and international platform for trade. The Polish delegation also attended the 12th Annual Americas Food and Beverage Show.



Over the past couple years, Miami-Dade County and Poland have actively engaged in strengthening trade ties between our communities. In May 2008, the ITC led its first mission to Poland, and as a result of that mission, the following year the ITC coordinated a high-level Polish trade mission to Miami-Dade County.

ICMA Lifetime Achievement Award

ITC Executive Director, Tony Ojeda was recognized for his 40 years of continued service to local government at the International City Management Association's (ICMA) 95th Annual Conference in Montreal, Canada, September 16th. The ICMA's mission is to create excellence in local governance by advocating and developing the professional management of local government worldwide.



Gambling on Bio-Fuel Mandates:

What are the Odds?

On September 23rd, Gateway Florida, with sponsorship from the Jay Malina International Trade Consortium, organized a roundtable to explore the feasibility issues relative to recently established mandates in Florida and the rest of the U.S. for ethanol to be blended with gasoline by as early as 2010. In the case of Florida, this means approximately 800 million gallons of ethanol will be required from various sources, both domestic and foreign by next year. Federal law requires that by 2022, the United States must blend 36 billion gallons of bio-fuels, primarily ethanol into our gasoline supply. This is almost one-quarter of our nation's annual gasoline consumption today.



Speakers at the event included Dr. George Philippidis (FIU); Steve Holmes (Vyridian); Doreen Hemlock (Sun Sentinel); Margaret Cullen (Consulate of Canada); David Adams (St. Pete Times); Jorge Piñon (UM); Richard Vogel (Vecenergy), and Brian Dean (Gateway Florida), among others.

MEDWeek Opens Doors for Minority-Owned Businesses

The Minority Enterprise Development Week (MEDWeek) 2009 kicked off its business matchmaker conference and diversity expo on October 9th at Jungle Islands Treetop Ballroom, and the ITC took part by exhibiting at the event. The ITC was a sponsor of MEDWeek hosted by Marie Gill of M. Gill & Associates, Inc., which featured business education programs, contracting, and financing opportunities geared to small minority owned businesses.



Right: Panelists answer questions at morning long seminar.



Left: Business matchmaker Expo

TRADEUPDATES

U.S. Trade

State of Trade

In August, U.S. trade fell after three months of growth according to U.S. Census data. Although, the decrease was only slightly more than 1%, it ended a three month long up-swing trend. A decline in imports is to blame for the slip in trade which in August totaled \$131.12 billion when compared to U.S. imports from July at \$135.16 billion. On the other hand, U.S. exports in August totaled \$87.38 billion, an increase from \$85.68 billion in July.

Trade with Canada, the U.S.' #1 trading partner, rose in August despite continual declines as of January. Trade also grew with other top U.S. trading partners, China, Mexico and Japan.

Inbound Mission from Minas Gerais, Brazil

continued from page 4



The ITC arranged for several key activities during this important visit including meetings with local chambers of commerce and economic development agencies. The ITC also coordinated meetings with the Port of Miami and Miami International Airport, as well as a tour of the Port facilities. Commissioner Seijas presented Secretary Barroso and his delegation to Chairman Dennis Moss and other members of the Board of County Commissioners during the Commission meeting on Tuesday, November 3rd. The ITC co-hosted a networking reception with the Brazilian-American Chamber of Commerce of Florida and Odebrecht Construction, in Secretary Barroso's honor at the Adrienne Arsht Center for the Performing Arts (PAC). ITC Board member, Ralph Gazitua was recently appointed to the PAC board by Mayor Carols Alvarez. Mr. Gazitua was instrumental in arranging for the reception to be held at the Performing Arts Center.



EVENTS

November 19th

International Business Leadership Awards

Greater Miami Chamber of Commerce
305-577-5477
international@miamichamber.com

November 20th

Finding Financing for Florida's Exporters

U.S. Dept of Commerce Export Assistance Agency/FIBA/GMCC/EFI/ITC
Patricia Roth 305-579-0086
fiba@fiba.net

December 3rd-6th

Art Basel Miami Beach 2009

Art Basel, a division of the MCH Group Ltd.
Robert Goodman 305-674-1292
floridaoffice@artbasel.com

December 6th-11th

Export Sales Mission to Costa Rica and Panama

Enterprise Florida
Julie Balzano 305-808-3660
jbalzano@eflorida.com

December 8th

BACC Boardroom Breakfast

British American Chamber of Commerce Miami
David Munn 305-582-9769
BACCMiami@gmail.com

December 16th

Trade Connections

WorldCity
Viviana Artau 305-441-2244
vartau@worldcityweb.com

DID YOU KNOW...

The world-renowned Carybé art murals recently unveiled in MIA's South terminal are considered two of the most important works of art on display at any U.S. airport.

Source: Miami International Airport

To sign up for the ITC newsletter:
www.miamidade.gov/itc/itc_registration_form.asp



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For a complete listing of events: www.miamidade.gov/itc/sf_activity_calendar.asp