



# **Miami-Dade County, Florida**

## ***Platform for Global Gateway***

**July 11th, 2008**

**Presented By:**

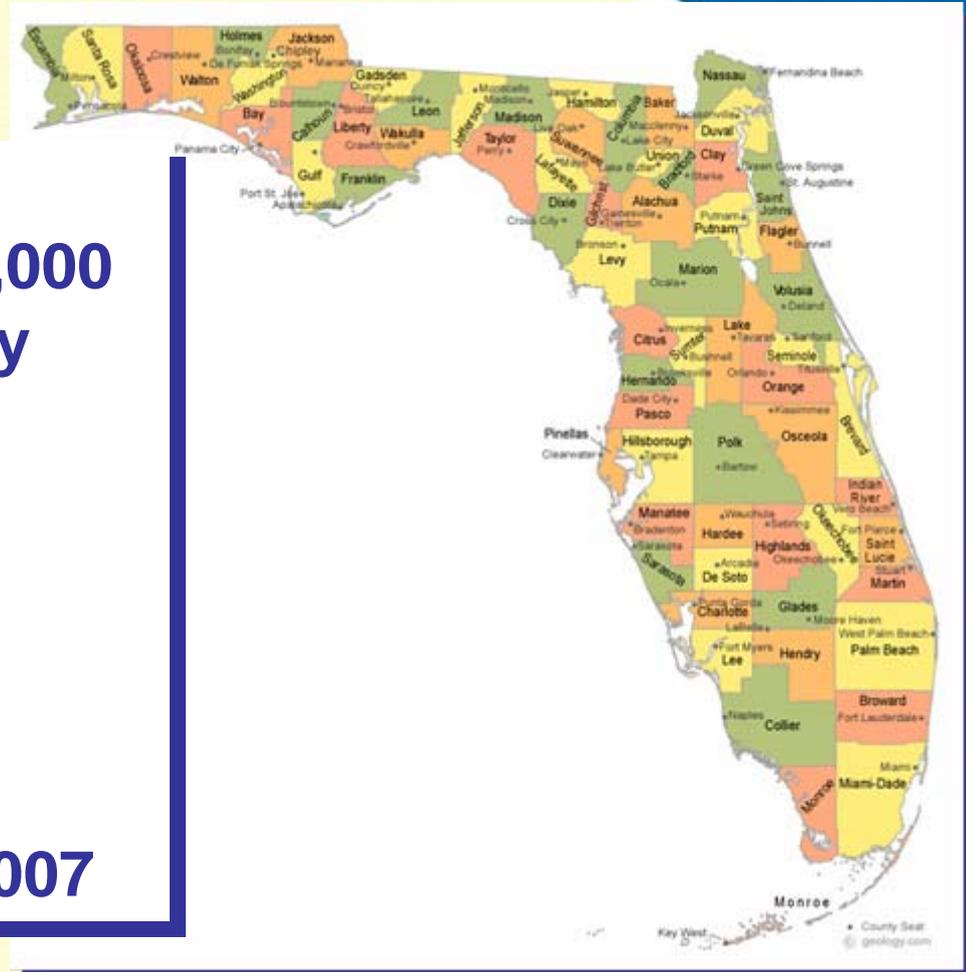
**Mr. J. A. Ojeda, Jr.**

**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”™**

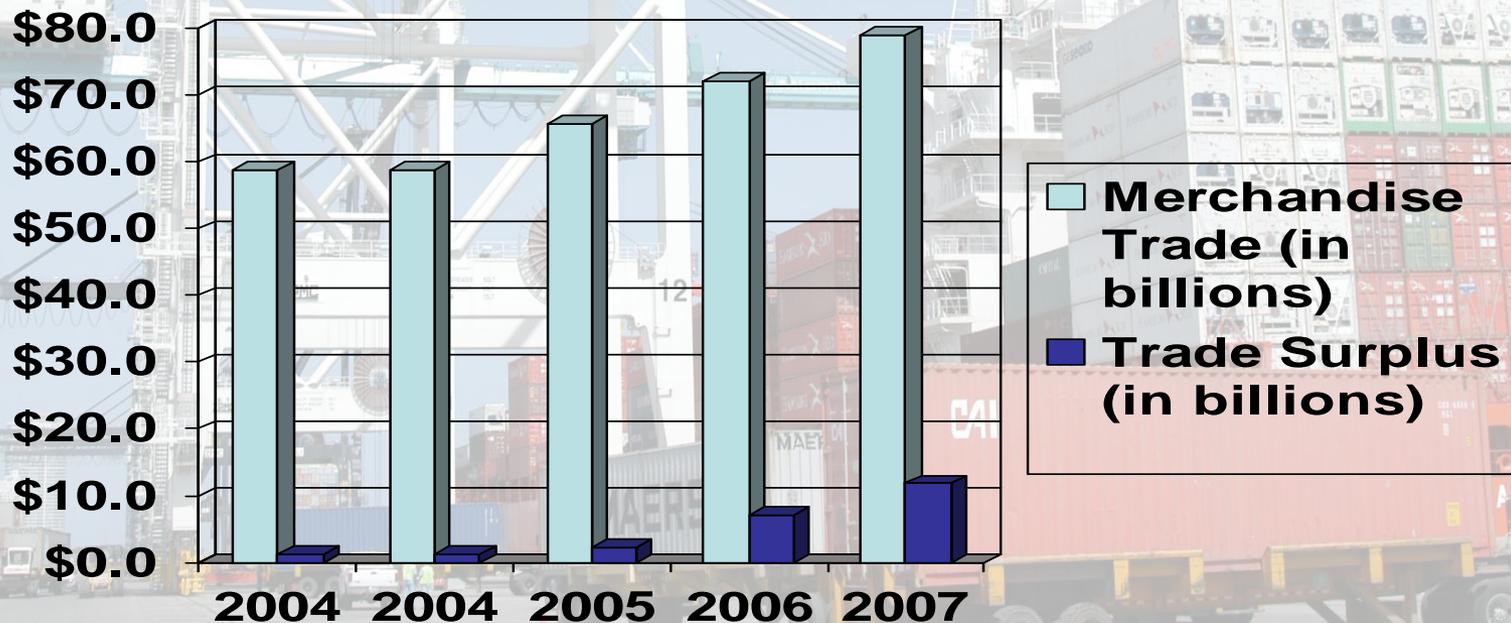
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**Platform for International Trade**



# 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

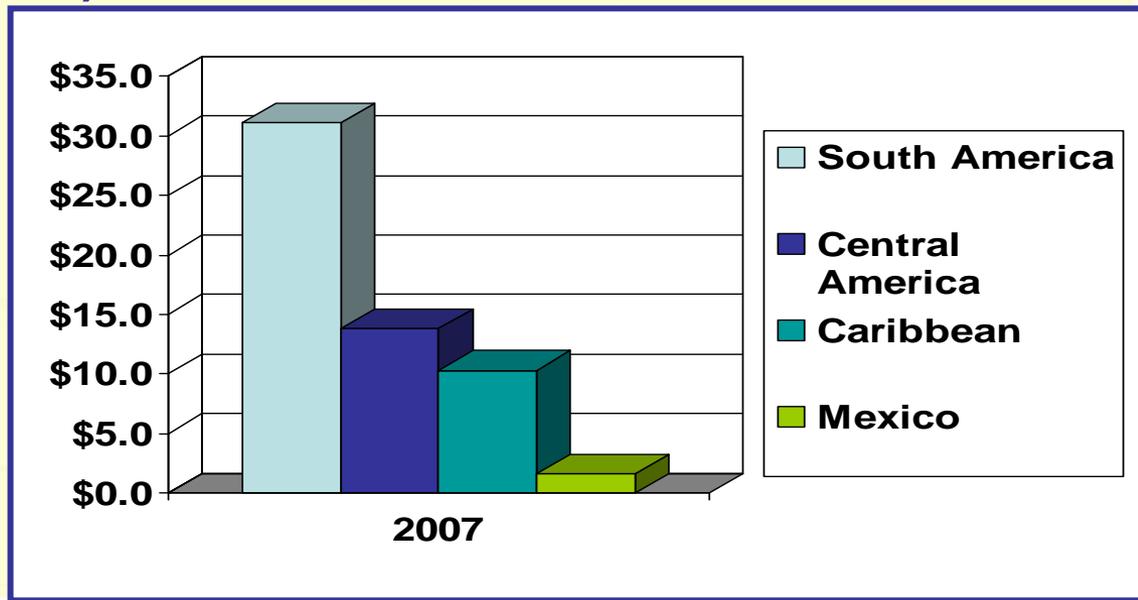
Trans-shipment point for products to & from LAC

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's Top Ten Trade Partners - 2007

Rank	Country	Trade (\$ millions)
1	Brazil	\$10,749.67
2	Venezuela	\$5,368.28
3	Colombia	\$4,866.03
4	Dominican Republic	\$4,479.31
5	China	\$4,042.09
6	Honduras	\$3,834.56
7	Costa Rica	\$3,689.02
8	Chile	\$2,750.20
9	Guatemala	\$2,173.50
10	France	\$2,076.38

# 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
- 2<sup>nd</sup> 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](http://www.miamidade.gov/itc)

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



# ITC Contact Information

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



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

