



**Miami-Dade County, Florida**  
**Inbound Delegation from South Africa**  
**July 15<sup>th</sup> – 21<sup>st</sup>, 2008**

**Presented By:**

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

**ITC Executive Director**



## 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

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

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

**&**

**Platform for International Trade**



# 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

# 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



# Florida & South Africa

- South Africa is among Florida's top 50 merchandise trade partners ranking #36
- South Africa ranks #25 of Florida's top 50 merchandise export destinations, and #46 of merchandise import origins.

# Top Florida Exports to South Africa 2005-2007

- Motor Cars & Vehicles for Transporting Persons
- Motor Vehicles for Transport of Goods
- Tractors
- Self-Propelled Bulldozers, Graders, Scrapers, Etc.
- Parts for Machinery of Headings

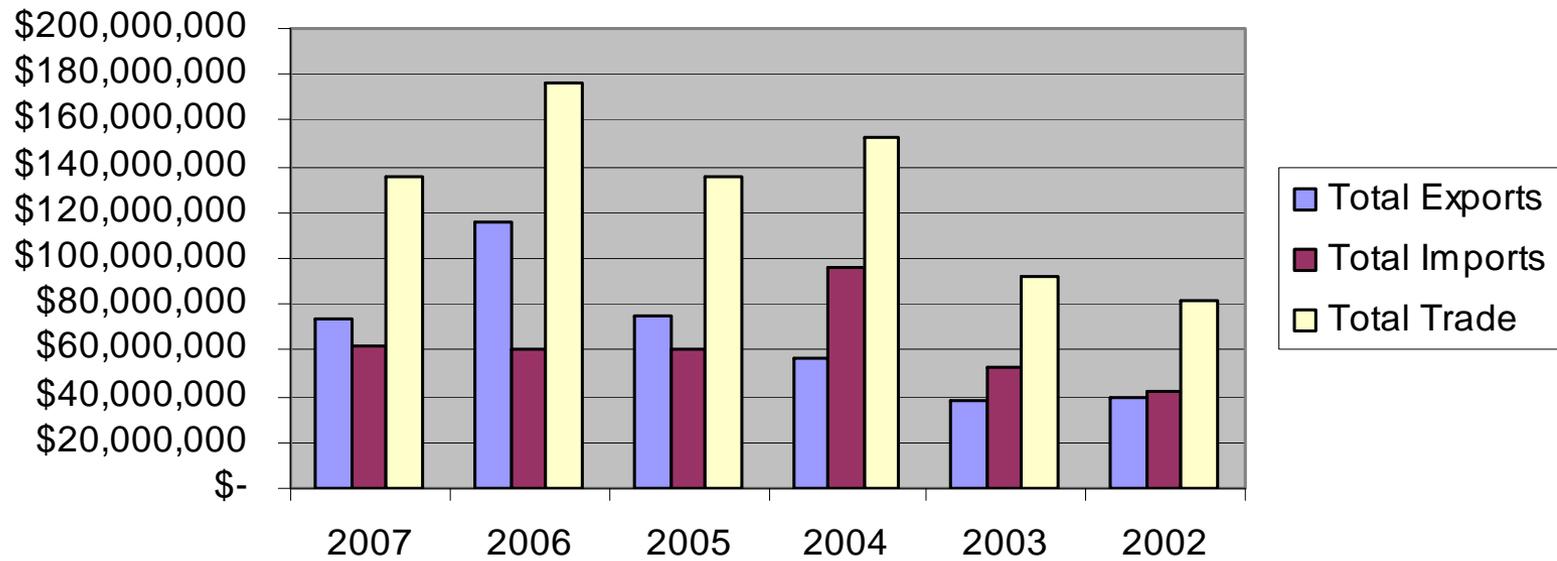
# Top Florida Imports from South Africa 2005-2007

- Aluminum, unwrought
- Motor Cars & Vehicles for Transporting Persons
- FI-RI Iron & Na Steel Nun600Mm Wd, Clad Etc
- Aluminum Plates, Sheets & Strip Over .2Mm Thick
- Expts of Repaired Imports; Imports of Returned Exports

# Miami Customs District 52: Trade with South Africa

- Total trade with South Africa \$135,988,191 in 2007. Total exports were \$73,731,852, and total imports were \$62,256,339 in 2007.

Miami Customs District Trade With South Africa



## Miami-Dade & South Africa

- South Africa is Miami-Dade County's #1 African Trade partner. For FY2007, trade between Miami-Dade County and South Africa was approximately US\$136 million.
- South Africa ranks 55<sup>th</sup> in overall trade with Miami-Dade County.

A photograph of three individuals in professional attire standing together. On the left is a man with glasses wearing a dark suit and a red tie. In the center is a woman with short dark hair wearing a dark blazer and a necklace. On the right is a man wearing a patterned blazer over a white shirt. The background is an indoor setting with a door and a wall.

## **Miami-Dade & South Africa**

- In April 2007, ITC conducted a business delegation mission to South Africa. The delegation consisted of 19, visited 3 main cities: Pretoria, Johannesburg and Cape Town. The Miami-Dade delegation was received by Honorable Richard Mdakane at the Chambers of the Gauteng Provincial Legislature.

## Miami-Dade & South Africa

- The Dante B. Fascell Port of Miami-Dade County has International Sister Seaports Agreements between the Port of Durban, South Africa (February 1, 2005), and the Port of Cape Town, South Africa (February 4, 2005)
- Miami International Airport (MIA) has identified South African Airways as the strongest candidate for its air service development strategy for Africa. MIA officials are presently working with SAA North American leadership and airlines headquarters to secure the MIA-SAA Bilateral Treaty.



## **Miami-Dade & South Africa**

- Miami-Dade County officials hosted Her Excellency Barbara Masekela, South African Ambassador to the United States, during her first official visit to Miami, on November 2<sup>nd</sup> - 3<sup>rd</sup>, 2006
- The City of Cape Town and Miami-Dade County are currently in the process of signing a Sister City relationship agreement.

## Miami-Dade & South Africa

- The Department of Trade and Industry of South Africa is coming to Miami-Dade on July 23<sup>rd</sup> – 24<sup>th</sup>. The 20 member delegation will be led by Mr. Iqbal Sharma, Deputy Director General of the Department of Trade and Industry and will represent government, industrial development zones, and private business.
- Business-to-Business Matchmaking Meetings have been scheduled to meet with the delegation, and an estimated 45 local area businesses are expected to participate.

# 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

