

Miami-Dade County, Florida  
Sister Cities Mission to  
Tenerife, Canary Islands, Spain  
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Presented By  
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ITC Executive Director



# About Florida

Population (2006) - 18 million

Total Merchandise trade reached  
\$109.75 billion in 2006

4<sup>th</sup> largest Consular Corps after  
California, New York, and Texas:  
118 Consular

Missions/Trade/Tourism offices  
representing 78 nations

Florida has the 4<sup>th</sup> largest economy  
in the U.S. and a longtime leader  
among all states in job creation





Miami-Dade County is the  
“Gateway of the Americas”™  
&  
Platform for International Trade





## Miami Customs District 52

exchanged **\$72.1 billion** worth of merchandise in 2006





## South Florida's Latin American Connection

### Trade Between Miami and "LAC"

In 2006, Total Trade Between Miami and LAC was \$52.4 billion:  
South America: \$26.8 billion  
Central America: \$13.4 billion (DR-CAFTA Countries)  
Caribbean: \$10.5 billion

In 2006, 8 of Miami's Top 10 Trading Partners were from LAC:  
Brazil, Venezuela, Dominican Republic, Colombia,  
Costa Rica, Honduras, Chile and Guatemala



## Miami-Dade County's Top European Trade Partners - 2006

Rank	Country	Trade Value
10	United Kingdom	\$1.9 b
14	France	\$1.5 b
16	Italy	\$1.3 b
19	Germany	\$1.1 b
20	Netherlands	\$1 b
<b>28</b>	<b>Spain</b>	<b>\$740 m</b>
31	Switzerland	\$492 m
45	Austria	\$210 m



## **U.S. – Spain: 2006 Total Trade Value**

Total trade is valued at more than

**\$16 Billion**



## Top Miami Exports to Spain

Medical instruments

Computer parts

Aircraft parts

Yachts and other boats

Computers

Source: U.S. Census Bureau, WorldCity



## Top Miami Imports from Spain

Glazed ceramic tiles

Computer parts

Repaired/return exports and imports

Stone monuments (similar artwork)

Oil (not crude)

Source: U.S. Census Bureau, WorldCity

## Miami International Airport

- Generates more than **272,400** direct and indirect jobs
- Total Economic Impact of **\$26.6 billion**
- **32.5 million** passengers in 2006
- Ranked **# 1** among U.S. Airports in International Freight
- Ranked **# 3** among U.S. Airports in International Passengers

## Miami Economic “Twin” Engines

## Port of Miami

- Florida’s largest container port and **Cruise capital** of the World
- Generates **110,00 jobs** and contributes over **\$16 billion**
- Annual cargo volume exceeds **1 million TEUs**



## Trade Infrastructure

- Hemispheric Trade Hub: Free Trade Zone, International Companies and Banks, Shipping and Freight Hub, Chambers of Commerce
- Internet Connectivity: Network Access Point (NAP)



## Tourism

- 11.6 million overnight visitors
- Year-round tourist destination
- Direct & Indirect Economic Impact of \$25 billion
- Ranked “America’s 50 Hottest Cities”





## **ITC's Mission Statement**

To create opportunities for international trade and cultural understanding by promoting and strengthening Miami-Dade County as a global gateway.



## **ITC Programs & Services**

Administrative Services

Marketing & Outreach

Sister Cities Program

Trade Development Unit



## Trade Development

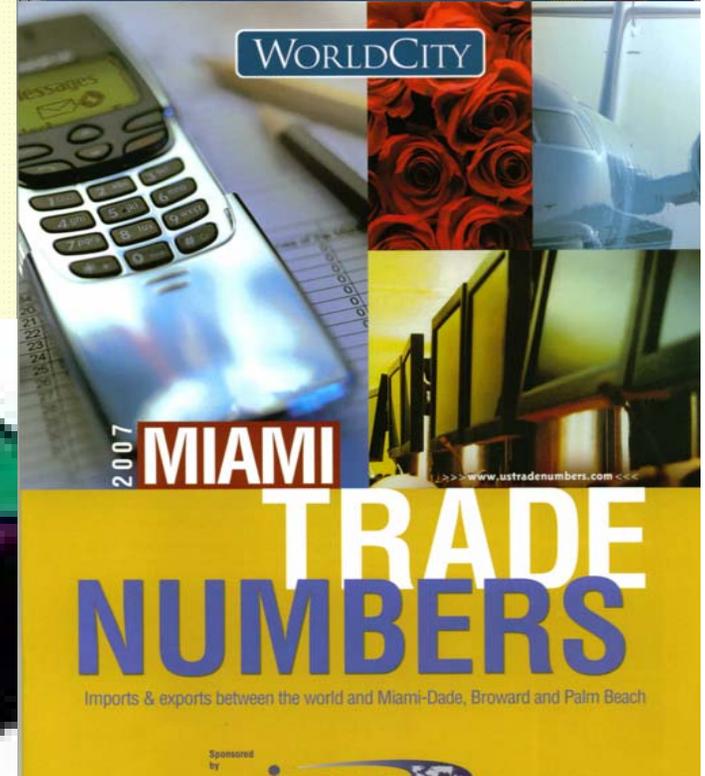
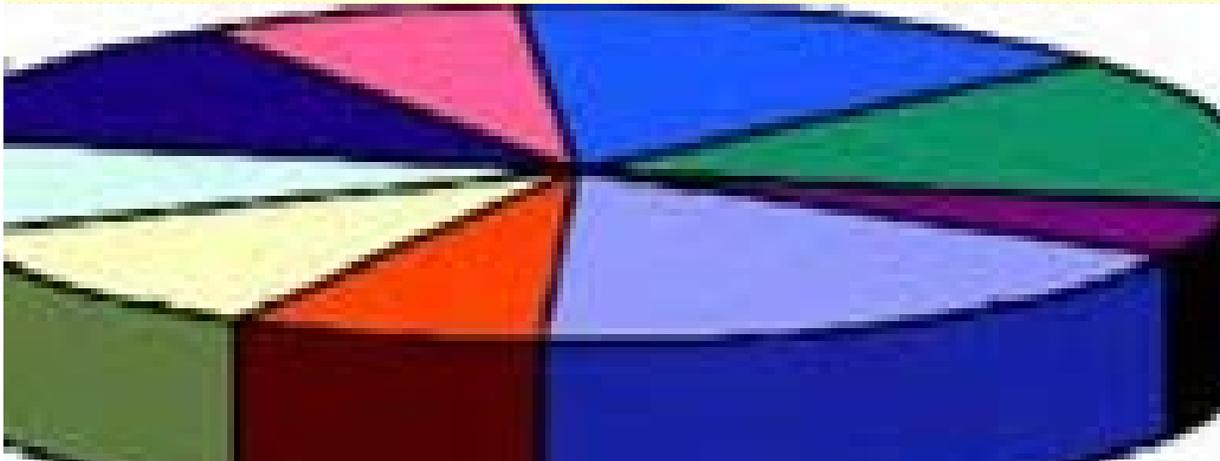
ITC Trade Initiatives

Incoming & Outgoing Missions

Miami Trade Numbers

Business Matchmaking

Database Management Program



# Miami-Dade County Sister Cities Program

Founded in 1981 by the Miami-Dade Board of County Commission, the Sister Cities Program is currently administered by the Jay Malina International Trade Consortium. The program has established sister cities relationships with twenty-three cities in South America, Central America, the Caribbean, Europe, and Asia.



# Sister Cities Program

The mission of our Sister Cities Program is to create and strengthen partnerships between the County and international communities through increased global cooperation and understanding at the municipal level, and to further the goals of the Sister Cities International Program





## Miami-Dade County / Tenerife Relations

- Miami-Dade & Tenerife: “A bridge between America & Europe”
- Sister Cities Relationship was established in 1992
- 5<sup>th</sup> Hemispheric Sister Cities Forum (Tenerife Declaration)
- 6 official visits between Miami-Dade County and Tenerife
- Ongoing Art and Cultural Exchanges

# ITC Contact Information



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



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