The Jay Malina International Trade Consortium (ITC)

Miami-Dade County, Florida

A Global Gateway

Presented By:

Natacha Seijas

Miami-Dade County Commissioner

Mission Purpose

- To highlight Taiwan's burgeoning trade community;
- To strengthen the existing cultural and economic relations between Taipei County and Miami-Dade through their long standing Sister Cities relationship;
- To promote Miami-Dade County position's as a global gateway, and our role as an international platform for international business and trade;
- To discuss our infrastructure, friendly business environment, and our cultural diversity.

Mission to Taiwan

- Delegation of 16 members;
- Including both government and the private sector;
- Representatives of ITC, Miami International Airport, the Port of Miami, and business leaders from throughout the State of Florida.

About Miami-Dade County Government

- The Mayor is the head of the government and presides over the Executive Branch.
- The Board of County Commissioners consists of 13 members elected by districts.
- County's Budget of $7.5 billion (2008).

Mayor Carlos Alvarez

About Miami-Dade County Government

County Programs:

- Economic Development
- Health
- Housing
- Transportation
- Public Utilities
- Public Safety
- Culture and Recreation

About Miami-Dade County

- Culturally and ethnically diverse metropolitan area
- Most populous County in Florida
- Over 2.4 million people
- 104 Languages
- 35 Municipalities
- 60% Hispanic
- 20% Non-Hispanic White
- 15% African American
- 5% Other

Miami-Dade County and Taiwan

- Enjoyed Sister Cities relationship since July 13th, 1989;
- Since 1989, there have been missions to Miami-Dade and Taiwan by government officials from our two communities, the last of which was headed by Governor Chou in 2007.

Come Trade with Us

- Platform for Trade with the Americas
- Trade and Communications Infrastructure
- Superior Health Care
- Superb Educational Facilities
- World Class Hotels and Entertainment
- South Florida Climate
- Friendly and Hospitable

The Jay Malina International Trade Consortium (ITC)

Come Trade with Us

ON BEHALF OF MIAMI DADE COUNTY

AND OUR SISTER CITIES PROGRAM,

WE INVITE YOU TO COME BACK

AND VISIT US AGAIN!

The Jay Malina International Trade Consortium (ITC)

Miami-Dade County, Florida

A Global Gateway

Presented By:

J.A. Ojeda, Jr.

ITC Executive Director

About Florida

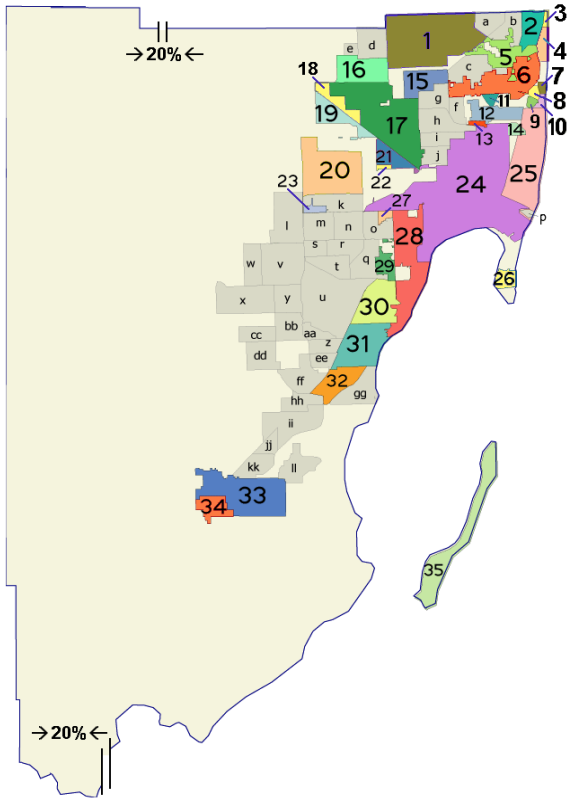
- Population (2008):
  18.3 million and nearly 1,000 new residents arrive daily;
- Ranks 3rd Best State for Business in U.S.;
- Fourth largest USA market;
- Total merchandise trade $130 billion in 2008—22% increase from 2007.

About Florida

- Total foreign direct investment (FDI) in Florida reached $39.3 billion (2008);
- The 20th largest economy in the world and 4th largest economy in the U.S.;
- Ranks 9th in Technology & Innovation;
- Ranks 9th in Access to Capital.

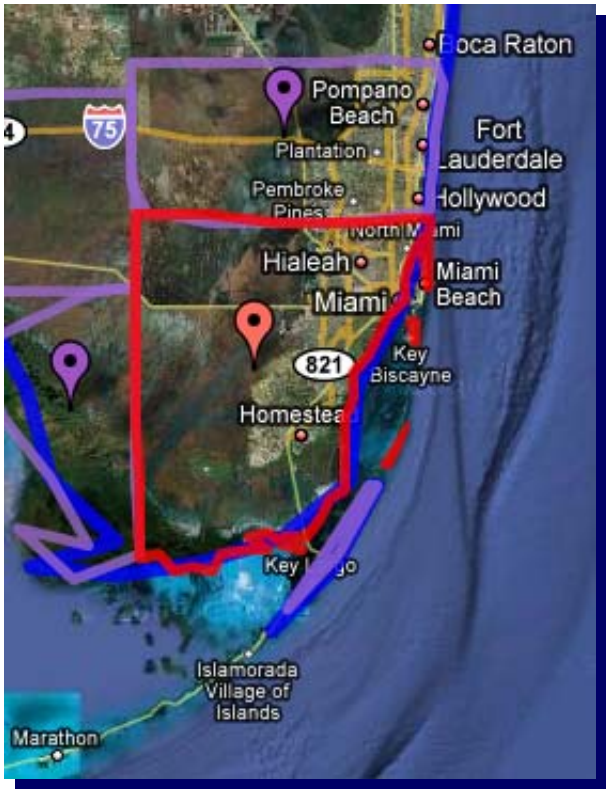
About Miami-Dade County

- Multilingual labor force of about 1.1 million;
- Operates Miami International Airport – No. 1 U.S Airport for international freight;
- Operates the Port of Miami – Cruise Capital of the World and largest containerized port in Florida;
- Second largest center for international banking after New York;



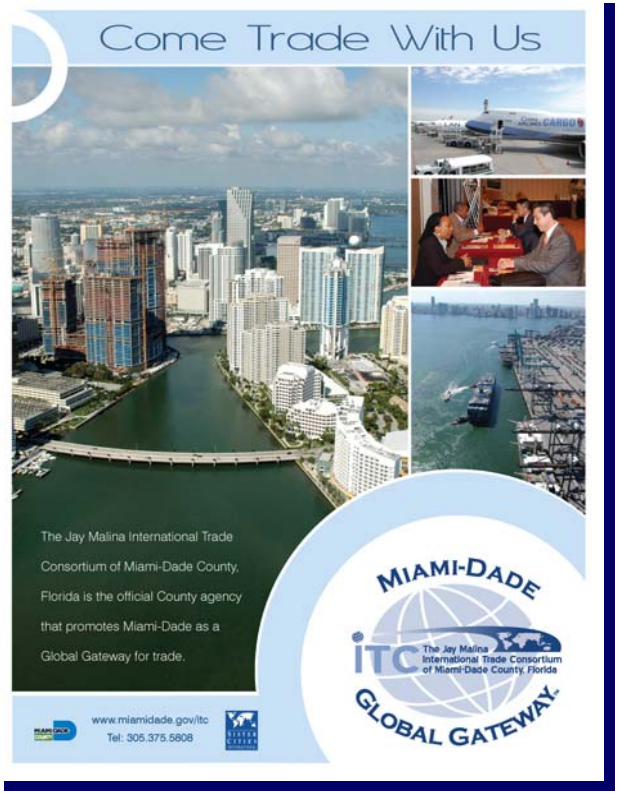
About Miami-Dade County

- 69 Foreign Consulates and Trade Offices;
- 75% (1,146) of multinational firms in South Florida located in Miami-Dade;
- Best Metro area for “Small Business in the U.S.”.



What Is The ITC?

- Official County government agency responsible for the development of two-way merchandise trade between Miami-Dade County and other parts of the world;
- Represents Miami-Dade County's international interests;
- Organizes inbound and outbound trade missions;
- Administers Sister Cities Program that promotes international cultural understanding.



ITC Board Composition

- ITC's Board Members are appointed by the Mayor and County Commissioners;
- Miami-Dade County's major private sector trade organizations are also members of the ITC Board of Directors;
- ITC has 8 Committees composed of Board members and community stakeholders.

ITC's Mission

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

ITC Programs and Services

- Economic Development
- Trade Promotion
- Protocol Services
- Sister Cities Program

Economic Development

- ITC Led Outbound Trade Missions
- Inbound Trade Mission Sponsorships
- *Miami Trade Numbers* Statistical Guide
- Business Matchmaking Services
- Trade Events Promotion

ITC Regional Trade Initiatives

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

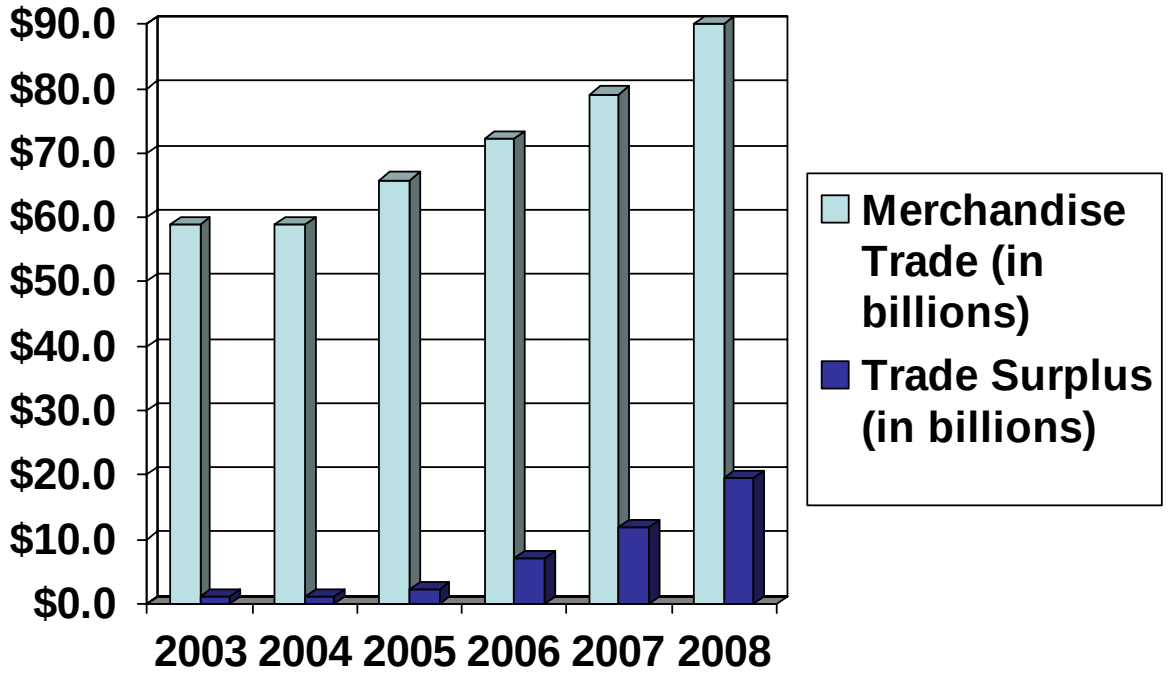
The Jay Malina International Trade Consortium (ITC)

Miami-Dade County is the "Gateway of the Americas" ™ and Platform for International Trade

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

- Exchanged $90 billion worth of merchandise in 2008 (14% increase from 2007);
- Record trade surplus: $20 billion (biggest ever!) due to increase of exports to growing economies from Central & South America.

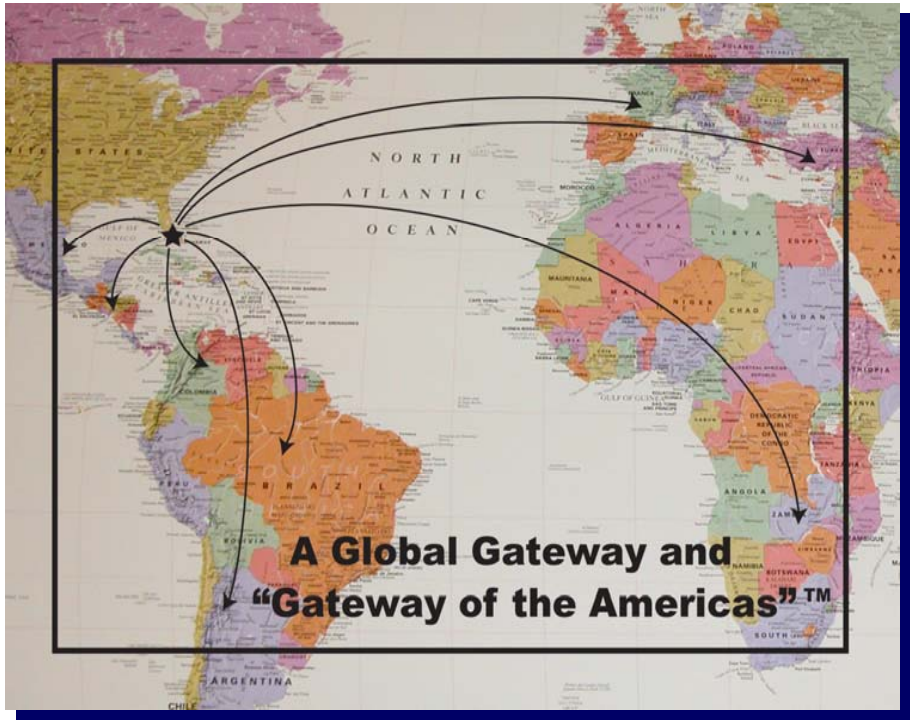
Miami Customs District 52:
One of Two Districts in U.S. with Trade Surplus



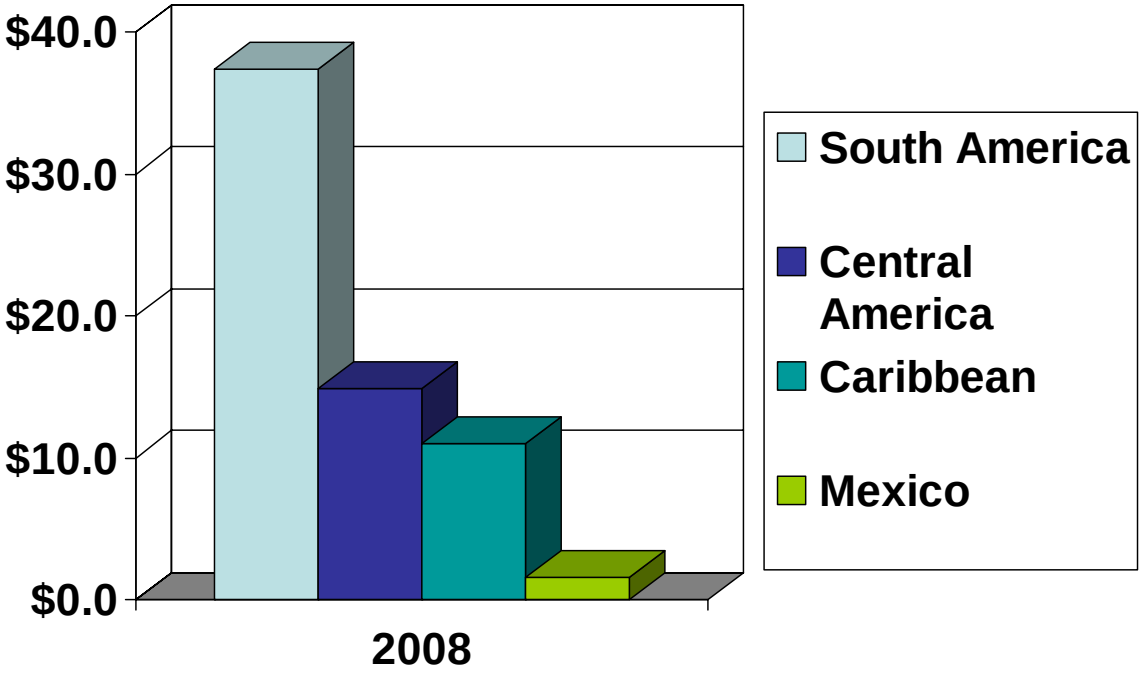
Miami-Dade is the U.S. Connection to Latin America and the Caribbean

In 2008, total trade between Miami and LAC was $64.9 billion:

- South America:$37.4billion (Peru FTA, Chile FTA);
- Central America: $14.9 billion (DR-CAFTA Countries);
- Caribbean: $11 billion (excludes Cuba);
- Mexico: $1.6 billion (NAFTA).



Miami-Dade is the Platform for Trade with Latin America and the Caribbean



U.S. Connection to Latin America

In 2008, 11 of Miami's Top 15 World Trading Partners were from South and Central America and the Caribbean:

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

Miami-Dade's Top Ten Trade Partners 2008

1	Brazil	$ 13,165,524,649
2	Venezuela	6,384,337,861
3	Colombia	5,639,100,056
4	China	4,653,010,924
5	Dominican Republic	4,540,637,730
6	Honduras	4,004,184,051
7	Costa Rica	3,967,031,558
8	Chile	3,305,871,775
9	Peru	2,499,357,640
10	Argentina	2,348,035,120

Miami-Dade Tourism

- Year-round tourist destination;
- More than 13 million overnight visitors (2008);
- Record economic impact of $17 billion (2007);
- 15+ miles of beaches and 800+ parks
- Subtropical annual average daily temperature of 76 degrees Fahrenheit / 23 degrees Celsius
- Ranked as “America’s 50 Hottest Cities”.

Platform for International Trade

Connectivity:

- Network Access Point (NAP) of the Americas is the only facility of its kind specifically designed to link Latin America with the rest of the world;
- One of the top-five test interconnected cities in the world;
- Only city in the U.S. where Optical, Ethernet, MPLS, Voice, and Internet traffic is handed off in a single location;
- More than 160 global carriers exchange data at the NAP of the Americas.

Platform for International Trade

Miami Free Trade Zone:

- Merchandise from over 70 countries;
- Over 5,000 ocean containers received;
- 102,000 tons of merchandise processed annually;
- Duty elimination (on re-exports);
- Duty reduction (on U.S. imports);
- 650,000 square feet of distribution space with U.S. Customs & Border Protection office on site.

Miami-Dade's Top Asian Trade Partners 2008

1	China	$4,653,010,924
2	Japan	1,479,399,168
3	South Korea	678,426,284
4	Taiwan	596,993,362
5	Hong Kong	454,284,369

Miami-Dade Trade With Taiwan

- Taiwan is Miami-Dade's 31st largest trading partner (2008);
- Miami-Dade exports to Taiwan in 2008 totaled $94 million;
- Miami-Dade imports from Taiwan in 2008 totaled $503 million.

Miami-Dade Trade With Taiwan

Total trade with Taiwan totaled $597 million in 2008, up 12% from 2007.

Miami-Dade Trade With Taiwan

Top exports to Taiwan include:

- Medicaments including hormones, antibiotics, insulin, vitamins, and vaccines;
- Metal products including scrap metal, iron, copper, and steel.

Miami-Dade Trade With Taiwan

Top imports from Taiwan include:

- Yachts & other vessels;
- Telephone Equipment;
- Motor Vehicle Parts;
- Electronic Equipment.

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Miami-Dade Delegates Trade With Taiwan

Miami-Dade visiting delegation looking to trade with Taiwan:

- Architectural & Interior Design
- Food Packing Equipment
- Medical Services & Equipment
- Point of Sale & other Electronic Equipment
- Pharmaceutical Products
- Computer Related Products

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Come Trade With Us!

www.miamidade.gov/itc

The Jay Malina International Trade Consortium (ITC)

Welcome to
MIAMI INTERNATIONAL AIRPORT

ITC - TAIWAN PRESENTATION

The Jay Malina International Trade Consortium (ITC)

MIA: Entry Point for Visitor Market

- Miami is USA's 3rd top destination for international visitors
- Miami among top five destinations for international visitors since 1990
- Miami's visitor numbers rose to over 12 million in 2008
  - 5.8 million or 48% were international visitors
  - Over 95% of all visitors arrive to Miami by air

MIA: Rankings & Stature

The # 3 leading international gateway to the USA after New York-JFK and Los Angeles

- The world's largest gateway to the Latin America / Caribbean
- The #1 international gateway to Florida

TOP 3 U.S. GATEWAY AIRPORTS

INTERNATIONAL PASSENGER TRAFFIC - 2008

US GATEWAY	JFK	LAX	MIA
International Passengers	22,378,271	16,686,487	16,146,872

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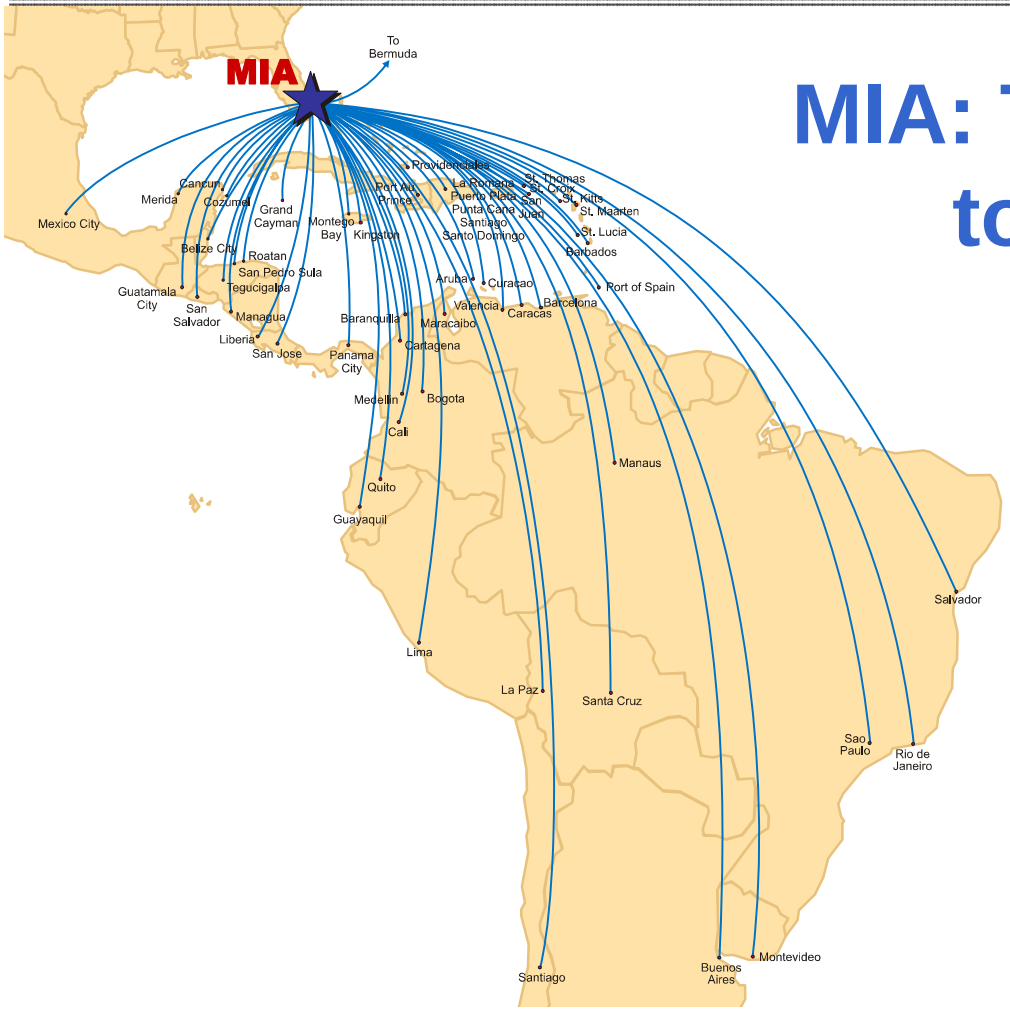
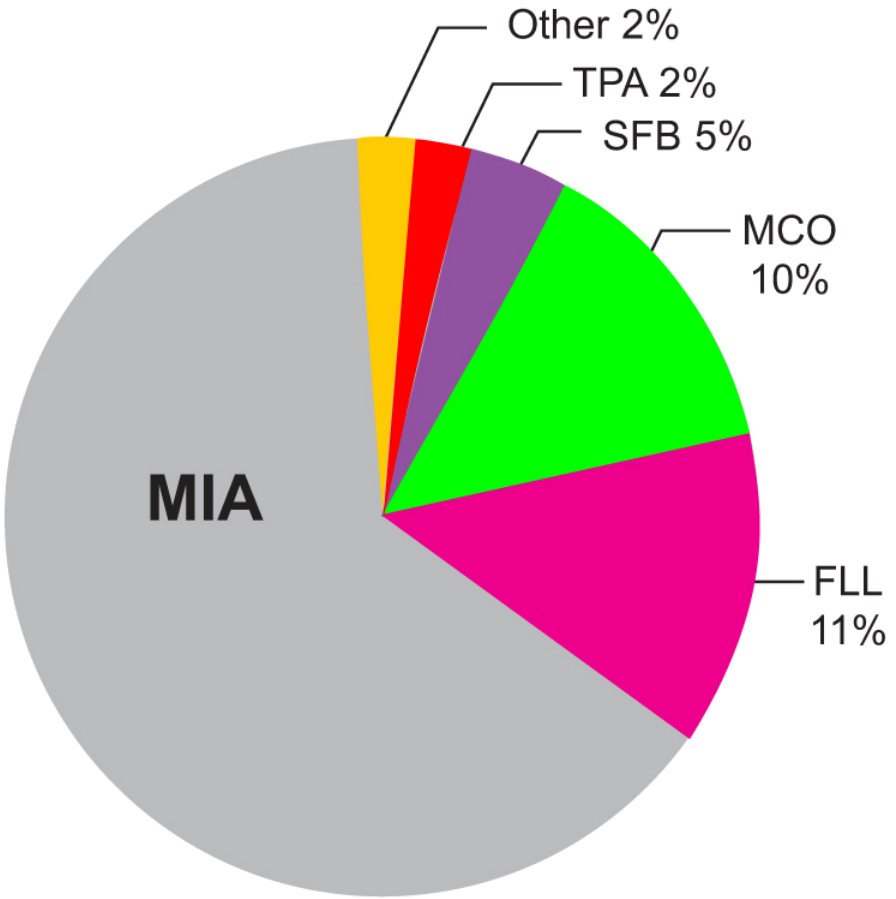


MIA: The Largest Gateway to Latin America & the Caribbean

OVER 1,100 WEEKLY DEPARTING FLIGHTS TO 62 DESTINATIONS IN THE REGION

Market Share of International Travelers to State of Florida by Airport



MIA: Air Service Attributes

- Direct air service to nearly 150 destinations on 4 continents
- Total of 69 scheduled and 20 charter airlines
- Total of 34.1 million passengers at MIA in 2008
  - ***16.2 million or 48% were international passengers***

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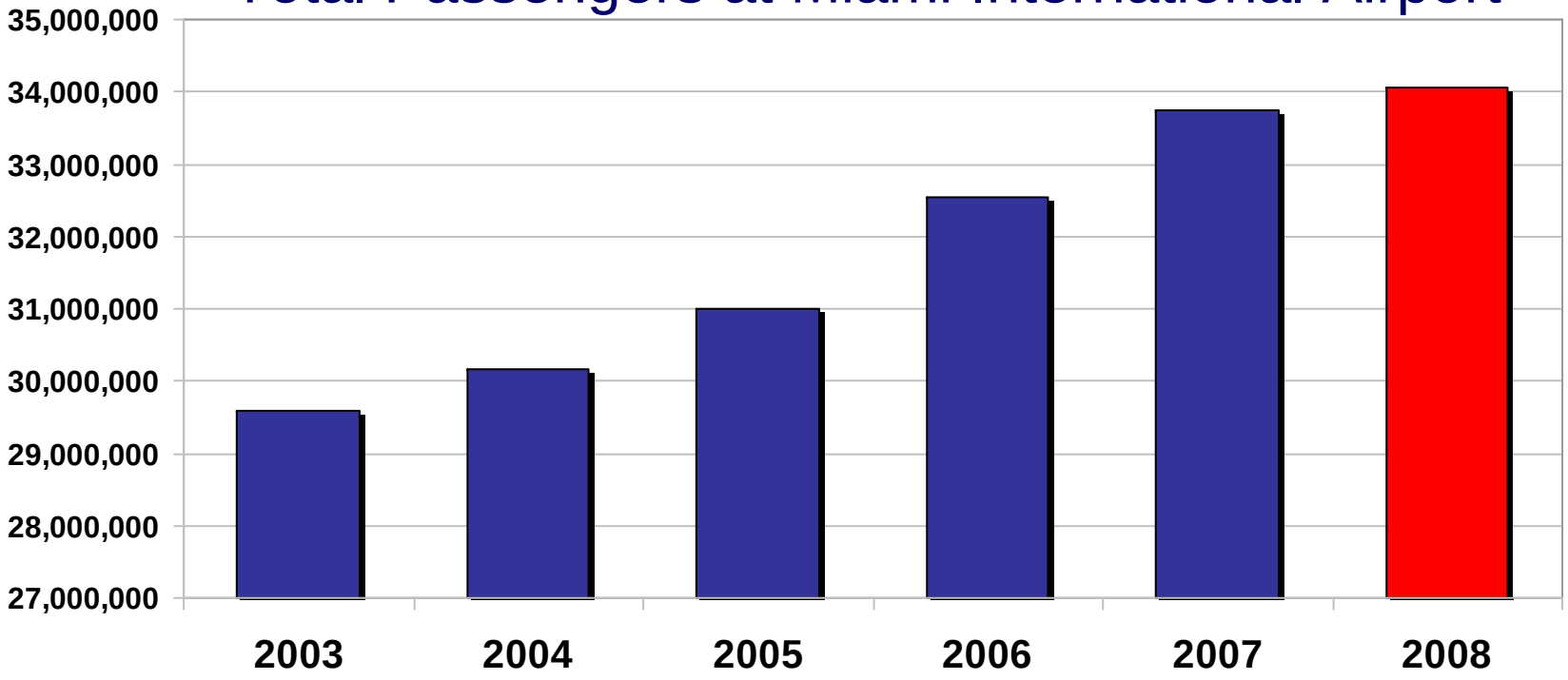
MIA: Served by 16 US and 33 International Passenger Airlines

Avianca
AeroGal
AEROLINEAS ARGENTINAS
Comair Delta Connection
AA American Airlines
AirTran Airways
virgin atlantic
GRUPO TACA
Caribbean Airlines the warmth of the islands
AIR CANADA
LAN LAN PERU
U·S AIRWAYS
LTU INTERNATIONAL AIRWAYS
bahamasair
MEXICANA
SURINAM AIRWAYS
Lufthansa
Lacsa
UNITED
Martinair
nwa
LAN LAN AIRLINES
TAM
AIR FRANCE
IBERIA
Continental Airlines
SKYKING
LAN LAN ARGENTINA
BRITISH AIRWAYS
Copa Airlines
SBA Airlines
Alaska Airlines
Delta
miami air
Alitalia
Avior Airlines
AeroSur
Thomson.co.uk
AEROMEXICO
SHUTTLE AMERICA
swiss
GULFSTREAM International AIRLINES
Skyservice airlines
Insel Air
Sun Country Airlines
LAN LAN ECUADOR
Cayman Airways

Note: Includes Scheduled and Non-Scheduled Carriers

Passenger Growth at MIA

Total Passengers at Miami International Airport



Source: Miami-Dade Aviation Department

MIA: Passenger Facilities

- $6.3 Billion Capital Improvement Program
- Projects: New Access Roads, New 4th Runway, New Terminals
- Construction focused on new South and North Terminals
- New terminals are adding over 372,000 square meters to MIA's existing 325,000 square meters

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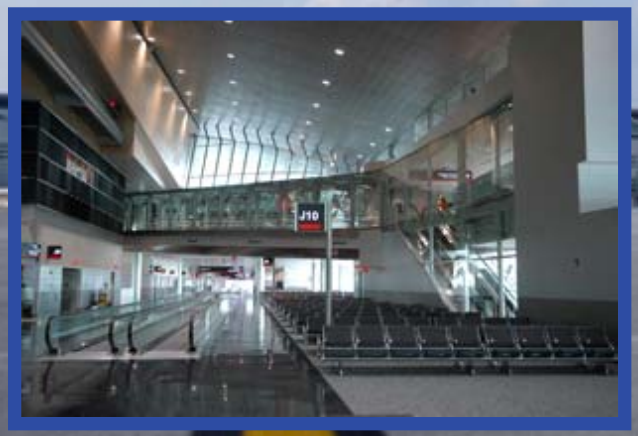

SOUTH TERMINAL

New South Terminal

- Size:158,000 square meters
- Gates: 28
- New Federal Inspection Facility for 2,000 passengers per hour

MIA South Terminal

New Home for 21 Passenger Airlines:

- United Airlines & Star Alliance
- Delta Air Lines & SkyTeam Alliance
- Other Participating Airlines

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North Terminal

- Size: 297,000 Square Meters
- Completion: Through early 2011
- Gates: 48
- Over 1,770 meters long

North Terminal

- Gates opening in phases
- People Mover Trains / 4 stations will handle 9,000 passengers per hour

North Terminal

Flexible gates for domestic and international arrivals

- Designed for connectivity – 50% of passengers will connect
- New Federal Inspection Facility – largest at MIA – will handle 3,600 passengers per hour
- American Airlines & the *Oneworld* Alliance

MIAMI-DADE GLOBAL GATEWAY℠

ITC The Jay Malina International Trade Consortium of Miami-Dade County, Florida

The Jay Malina International Trade Consortium (ITC)

MIAMI-DADE COUNTY

SISTER CITIES INTERNATIONAL

CARGO HUB

MIA: Cargo Overview

The leading ***international*** freight airport in the Americas

- Global Hub for Transshipment: Perishable Products, High Technology Commodities, Textiles, Pharmaceuticals and Commercial / Industrial Machinery
- Of **89** airlines at MIA, **40** offer freighter service to **91**cities
- MIA links the Western Hemisphere to Asian, European & Middle Eastern markets

MIA: Cargo Statistics

MIA Handled 1.77 Million Metric Tons of Airfreight in 2008

- Of this, 1.54 Million, or 87% was International Airfreight

Preliminary Rankings - Major US Airports International Freight – 2008		
Rank	**Airport**	**Millions / Metric Tons**
1	**Miami International (MIA)**	**1.54**
2	New York Kennedy (JFK)	1.05
3	Chicago O'Hare Int'l (ORD)	0.90
4	Los Angeles Int'l (LAX)	0.87
5	Atlanta Hartsfield Int'l (ATL)	0.36
6	Dallas-Ft. Worth Int'l (DFW)	0.27
7	San Francisco Int'l (SFO)	0.25
8	Newark Int'l (EWR)	0.22
9	Washington Dulles Int'l (IAD)	0.18
10	Houston Intercontinental (IAH)	0.16

Source: Airports Council International

Preliminary Rankings - Major World Airports International Freight – 2008		
Rank	**Airport**	**Millions/ Metric Tons**
1	Hong Kong Int'l (HKG)	3.63
2	Seoul Incheon Int'l (ICN)	2.39
3	Tokyo Narita (NRT)	2.06
4	Paris Charles de Gaulle (CDG)	2.01
5	Frankfurt (FRA)	1.96
6	Shanghai Pudong Int'l (PVG)	1.94
7	Singapore Changi (SIN)	1.86
8	Dubai Int'l (DXB)	1.74
9	Amsterdam Schiphol (AMS)	1.57
10	**Miami International (MIA)**	**1.54**

Source: Airports Council International

MIA: Served by 23 US and 17 International All-Cargo Airlines

Source: OAG Cargo Guide

MIA 2008 Trade Analysis

- Over 873,000 metric tons, or 50.5% was origin & destination freight – valued at $40.7 billion
- 49.5% of international freight was transshipped via MIA
- MIA handles 96% dollar value of Florida's total air imports & exports

MIA – Leading Imports: PERISHABLES

- The leading airport for perishable products in the Western Hemisphere
- During 2008, of **all** US air imports of Perishable Products MIA handled over **71%**.

This included:

86% Of All Flower Imports

65% Of All Fish Imports

71% Of All Fruit & Vegetable Imports

MIA – Leading Exports:

HIGH TECHNOLOGY COMMODITIES

- Computers & Peripherals, Computer Chips & IC's, and Telecommunications Equipment.
- Inbound from Asia, Europe and North America
- Outbound to Latin America & the Caribbean
- Value of shipments: USD $ 978 million per month

Cargo Facilities

- 17 Warehouse Facilities
- Over 251,000 square meters of space
- 60 Freighter (wide-body) aircraft positions
- Ramp space amounting to 353,000 square meters
- Designed for Air-to-Land & Multi-modal Transport
- Over 74,000 square meters of new facilities now in planning

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MIA TOP 10 ASIAN TRADE PARTNERS

Origin/Destination Freight for 2008

Top 10 Trade Partners by Weight		Top 10 Trade Partners by Value	
CHINA	8,648	CHINA	$804,225,698
INDIA	2,617	JAPAN	$412,779,749
JAPAN	2,420	SINGAPORE	$280,469,616
HONG KONG	1,737	HONG KONG	$207,045,261
SOUTH KOREA	1,566	SOUTH KOREA	$195,557,176
TAIWAN	**1,169**	INDIA	$190,835,308
THAILAND	1,083	MALAYSIA	$116,676,228
SINGAPORE	945	**TAIWAN**	**$116,023,162**
MALAYSIA	918	THAILAND	$52,205,190
INDONESIA	746	INDONESIA	$44,049,552
Total Trade - Top 10	21,851	Total Trade - Top 10	$2,419,866,940
Total Asia Trade	23,748	Total Asia Trade	$2,498,423,510

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TAIWAN - MIA AIR TRADE - 2008

Exports to Taiwan	*Imports from Taiwan*
1. Industrial Machinery / Parts	1. Telecommunications Equipment
2. Metals & Metal Products	2. Flowers
3. Beauty Products	3. Fish & Crustaceans
4. Medicines / Drugs / Vitamins	4. Computer Chips / IC's
5. Computer Chips / IC's	5. Computers / Peripherals

Thank You!

CHRIS MANGOS
Director of Marketing
Miami-Dade Aviation Department

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The Jay Malina International Trade Consortium (ITC)

Port of Miami

Taiwan Presentation

Presented By:

Richard R. de Villiers

Business Development

Growing the Business

- New cargo and cruise agreements have increased guaranteed revenues to the Port from just under **$40M in 2007 to $60M in 2008**.
- Approximately **55%** of our annual revenues are now contractually guaranteed compared to under **40%** just a year ago.

Cruise Industry Leader

- More than **4.1 Million Passengers - up 9.2%**
- Host to 24 of the world's finest cruise ships representing 10 cruise lines

The Jay Malina International Trade Consortium (ITC)

Port of Miami Cruise Partners

Carnival. The Fun Ships.

NCL NORWEGIAN CRUISE LINE FREESTYLE CRUISING

Royal Caribbean INTERNATIONAL

ResidenSea

SEADREAM YACHT CLUB

AZAMARA CRUISES

Celebrity Cruises

CRYSTAL CRUISES The difference is Crystal clear.

OCEANIA CRUISES Your World. Your Way

Fred. Olsen Cruise Lines

Cargo Gateway to the Americas

- Latin America and the Caribbean **52%** of our Cargo Business
- Asia represents **27%**

The Jay Malina International Trade Consortium (ITC)

World's Leading Cargo Lines

SEABOARD MARINE
www.seaboardmarine.com

Hapag-Lloyd

POMTOC

MAERSK LINE

NYK LINE
NIPPON YUSEN KAISHA

CMA CGM

HMM

MARUBA
www.maruba.com.ar

APL
Moving Business Forward

MOL Mitsui O.S.K. Lines

ZIM

HANJIN SHIPPING

CSAV

EL

OOCL
We take it personally

EVERGREEN

中国海运（集团）总公司
CHINA SHIPPING (GROUP) COMPANY

Top 15 Trading Partners

Focusing on emerging new markets such as Brazil, and seeking to strengthen our ties with established partners in Asia

1. China
2. Honduras
3. Germany
4. Dominican Republic
5. Guatemala
6. Hong Kong
7. Jamaica
8. Panama
9. Italy
10. Colombia
11. Venezuela
12. Costa Rica
13. France
14. Netherlands
15. Korea

Leader in Safety & Security

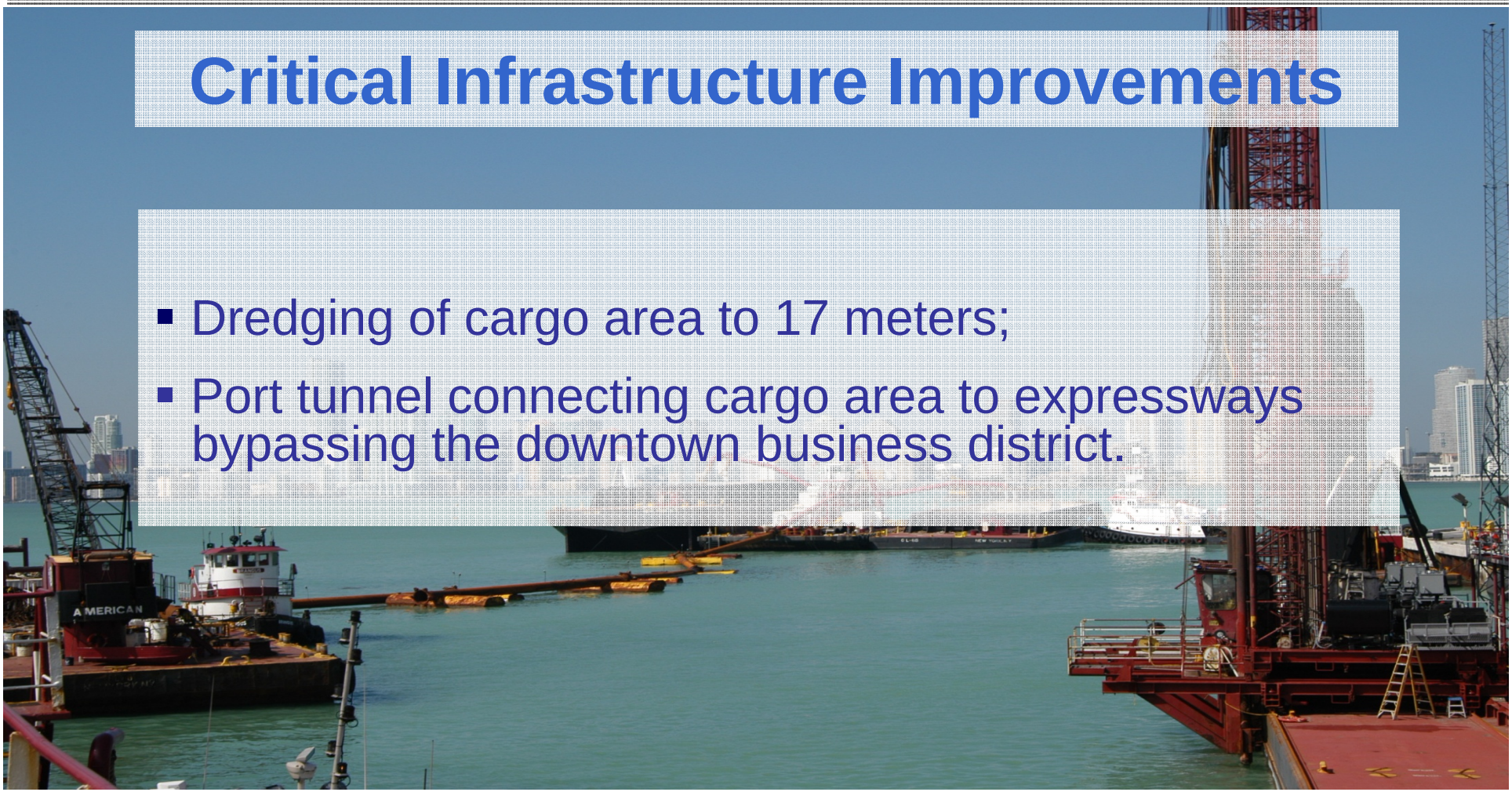
- Named by the State of Florida as one of the top Seaports for Safety and Security

New Cargo Gate Security Facility

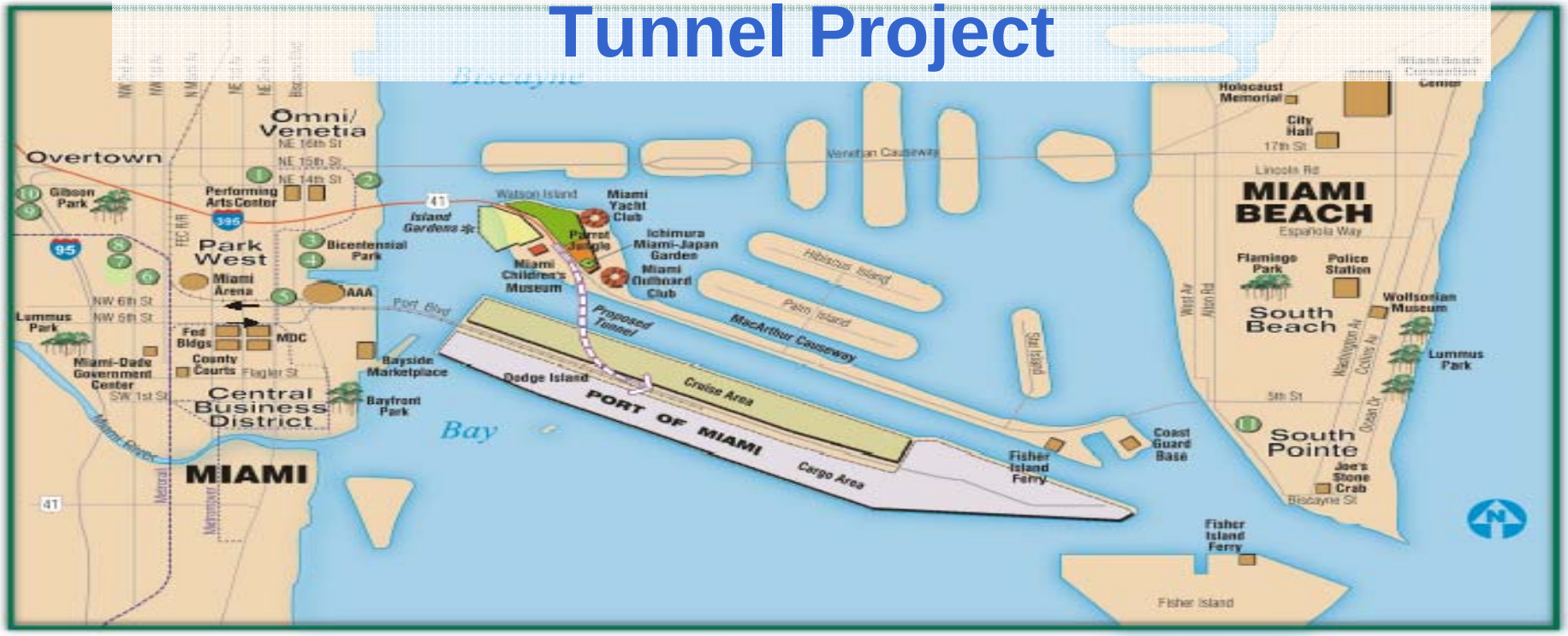
- 16-Lane complex integrates business and security functions for efficient processing

Critical Infrastructure Improvements

- Dredging of cargo area to 17 meters;
- Port tunnel connecting cargo area to expressways bypassing the downtown business district.



Tunnel Project



Port of Miami Tunnel Study
Public Affairs Program

LEGEND

1. Miami-Dade School Board
2. The Miami Herald
3. *Miami Museum of Science* ✻
4. *Miami Art Museum* ✻
5. Freedom Tower
6. Lyric Theatre
7. Dorsey House
8. Dr. Davis Dental Office
9. Booker T. Washington School
10. Chapman House
11. South Pointe Elementary School

Historic Overtown Folklife Village
A Florida Main Street Community

✻ Proposed Site

The Jay Malina International Trade Consortium (ITC)

"Everything we do at the Port of Miami begins with our goal to be even more than we are today."

Thank You!

Richard R. de Villiers
Business Development
Port of Miami

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www.miamidade.gov/portofmiami