Miami-Dade County, Florida

Business Development Mission to Turkey

May 28th – 31st, 2008

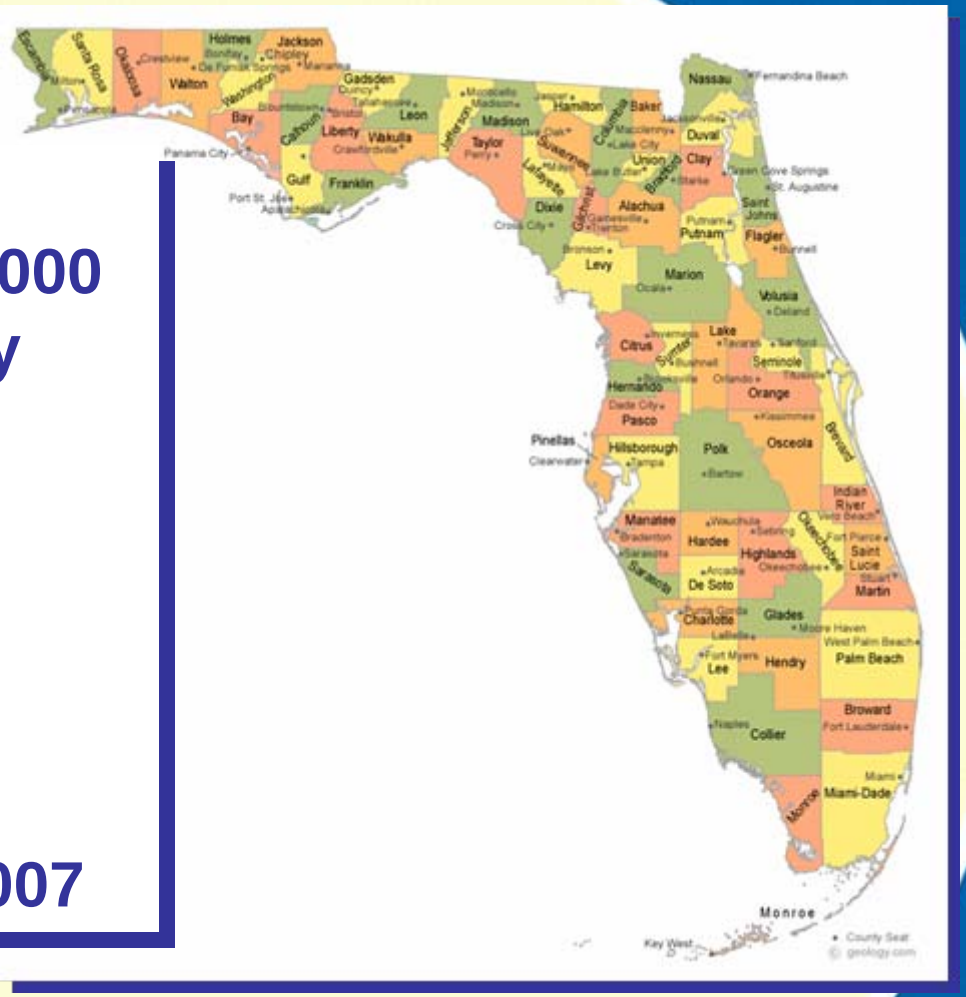
Presented By:

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**



MIAMI-DADE COUNTY

MIAMI-DADE ITC The Jay Malina International Trade Consortium of Miami-Dade County, Florida GLOBAL GATEWAY

SISTER CITIES INTERNATIONAL

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.

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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

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MIAMI-DADE GLOBAL GATEWAY

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

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Miami-Dade County is the

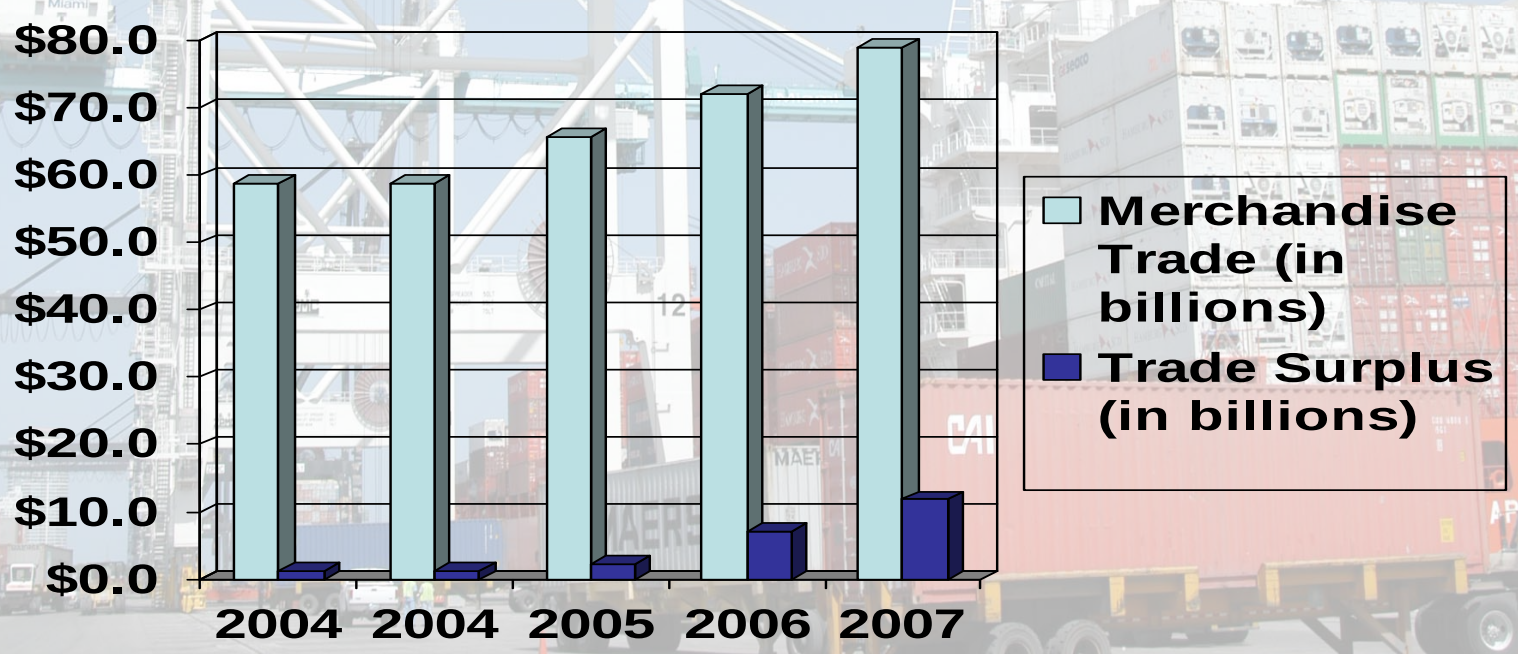
"Gateway of the Americas" ™

&

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

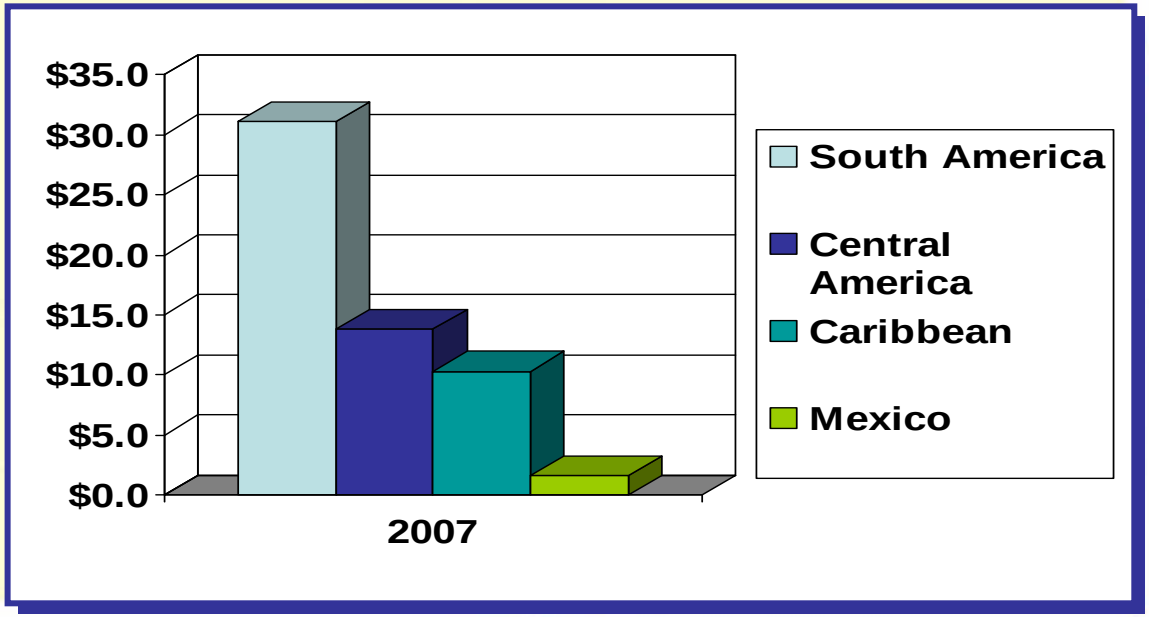
Trans-shipment point for products to & from LAC

In 2007, Total Trade Between Miami and LAC was $55.2 billion:

- **South America:$31.1billion (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



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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

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Miami-Dade & Europe

- Europe is South Florida's 2nd largest regional trading partner. In 2007, Miami Dade's total trade with Europe was $11.8 billion.
- 24 European Consulates and Foreign Trade Offices & 13 Bi-national Chambers of Commerce promote trade and cultural exchange.
- In 2007, Miami Dade had 1.3 million visitors from Europe.

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Miami-Dade's Top Twelve European Trade Partners - 2007

World Rank	Country	Trade Value
10th	France	$2.0 bn
12th	UK	$1.8 bn
17th	Italy	$1.5 bn
18th	Germany	$1.3 bn
20th	Netherlands	$1.2 bn
25th	Switzerland	$901 m
26th	Spain	$801 m
43rd	Russia	$250 m
46th	Sweden	$229 m
47th	Belgium	$208 m
48th	**Turkey**	$207 m
51st	Austria	$162 m

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Miami-Dade & Turkey

- In 2007, Turkey was Miami-Dade's 48th largest trading partner with total trade of $207 million.
- Miami exports $20 million & imports $186 million (deficit = $165 million).
- Florida is one of six targeted U.S. states for Turkey's foreign trade policy.

Total Trade Between Turkey and Latin America: $3.9 Billion

Source: Undersecretariat of the Prime Ministry for Foreign Trade

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Top Miami Exports to Turkey

- Medicines, Drugs, & Vitamins
- Scientific Instruments
- Telecommunications Equipment
- Air & Spacecraft
- Commercial & Industrial Machinery & Parts
- Medical Equipment
- Beauty Preps
- Travertine

***Source**: US Census Bureau, WorldCity*

Top Miami Imports from Turkey

- **Jewelry & Gems**
- **Textile & Clothing**
- **Art & Antiques**
- **Underwear & Socks**
- **Carpet**

***Source*: US Census Bureau, WorldCity**

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**

- **2nd largest financial capital in the U.S.**

- **Connectivity:**
  Network Access Point (NAP) of the Americas

The Jay Malina
International Trade Consortium

MIAMI-DADE GLOBAL GATEWAY℠

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

Creating Opportunities for
International Trade and
Cultural Understanding

Come Trade With Us!

www.miamidade.gov/itc

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

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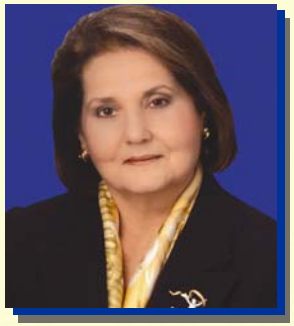

Commissioner Natacha Seijas
Miami-Dade County Commissioner
Chair - ITC Board of Directors

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