



Trends

Volume 7, Issue 1 / November 2010



Commissioner Natacha Seijas



It has been a pleasure serving as the Chair of the Jay Malina International Trade Consortium (ITC) Board for the

past two years. I am equally pleased and honored to have recently been appointed by Mayor Carlos Alvarez as the new Chair of the International Trade Advisory Board (ITAB) that replaces the ITC Board. We will be responsible for advising the Mayor and my colleagues on the Board of County Commissioners on issues relating to international trade policies and the County's Sister Cities program. As I began my new term effective October 1st, 2010, I look forward to working with the members of our Board and everyone at OEDIT to further expand business and trade opportunities for the citizens of our community.

Welcome to The Office of Economic Development and International Trade (OEDIT)

Mission Statement: To promote Miami-Dade County as a Global Gateway and enhance access to economic development opportunities.

Vision Statement: We see Miami-Dade County utilizing its unique assets to become a world-class business and trade center.

We want to introduce you to the members of this new office!

"We have an enormous challenge ahead, but I am certain that with the support of the Mayor and the Board of County Commissioners, our two boards, and the full cooperation of the staff, we will succeed in creating a credible organization in economic development and international trade," Tony Ojeda said.



Members of the Office of Economic Development and International Trade (Front row L to R): Marketing and Outreach Manager, Jeanie Lisenby; Administrative Services Coordinator, Elizabeth Moss; Communications Specialist, Martha Hoffmann; Assistant Director, Jimmy Nares; Executive Director, Tony Ojeda; Fiscal Officer, Mayda Rescendi; Chief Economist, Robert Cruz; Senior Executive Secretary, Hardai Junor; Trade Development Specialist, Maria Dreyfus-Ulvert; (Back row L to R): Assistant to the Executive Director, Ricardo Bran; Trade Development Specialist, Adam Peters; International Trade Coordinator, Desmond Alufohai; Senior Economic Analyst, Robert Hesler; Business Development Specialist, Freenette Williams

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MESSAGE FROM

Dr. Antonio Jorge

Chair, Social and Economic Development Council

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I am honored to serve as the Chair of the Social and Economic Development Council (SEDC). In general, we identify strategies and recommend policies that will help stimulate economic growth in Miami-Dade County in the short and long run. We also make recommendations that strive to improve the socio-economic



conditions of the most needy in our community. I am particularly pleased with the creation of the new Office of Economic Development and International Trade (OEDIT). With the effects of the global recession still entrenched in our community, I feel that the County has taken a very positive step forward in addressing the present difficult economic conditions that many in Miami-Dade County are facing. Having a more unified and cooperative approach towards the promotion of international trade and economic development further establishes the County's commitment to the future prosperity of Miami-Dade.

First Meeting of the International Trade Advisory Board (ITAB)

On October 21st, 2010 the International Trade Advisory Board met for the first time since its creation and the creation of the Office of Economic Development and International Trade (OEDIT). ITAB Chair, Commissioner Natacha Seijas reported on the new board, introduced newly appointed board members, and recognized outgoing members. OEDIT Executive Director, Tony Ojeda reported on the creation of the new office and the agency's recent trade and Sister Cities activities. Trade Promotion Committee Chair, Alex Gonzalez announced that after careful consideration of the agency's policies on foreign travel and country assessment reports for best country prospects, the committee recommended Panama for the agency's outbound trade development mission in FY 10-11. The Board approved the recommendation which is contingent on funding.



Alex Gonzalez, Chair of the Trade Promotion Committee makes the announcement



ITAB Chair, Commissioner Natacha Seijas discusses the creation of the new International Trade Advisory Board

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Social and Economic Development Council

On October 15th, 2010, OEDIT Executive Director, Tony Ojeda participated in the first Social and Economic Development Council (SEDC) meeting since the formation of the Office of Economic Development and International Trade (OEDIT). SEDC's role is to suggest and recommend to the Mayor and the Board of County Commissioners of Miami-Dade the appropriate short and long-term policies and measures to reactivate the County's economy, with special attention to the needs of low income segments of population in an effort to reduce socio-economic disparities.



OEDIT Executive Director, Tony Ojeda explains the role and functions of the new Office of Economic Development and International Trade (OEDIT)

Brazilian Electronics Trade Mission Comes to Miami-Dade



The Office of Economic Development and International Trade (OEDIT) in conjunction with Apex Brasil, the export promotion agency of Brazil, hosted an inbound trade mission from Minas Gerais, Brazil from September 27th-29th, 2010. SINDVEL, the Association of Manufacturers of Electrical Appliances and Electronics of Electronic Valley in Minas Gerais, organized the mission in cooperation with the Industry Federation of the State of Minas Gerais (FIEMG). The mission came to Miami as a direct result of an invitation extended by Commissioner Natacha Seijas to FIEMG during ITC's (now OEDIT) trade mission to Brazil in September 2009. Through the use of its extensive database, OEDIT organized **96 pre-screened business-to-business meetings** with the visiting delegation on Tuesday, September 28th at the Intercontinental Hotel in Doral. A total of 11 Brazilian companies participated in the business meetings with 35 Miami-Dade companies representing 8 of the County's districts. These meetings provided Miami-Dade County businesses with increased opportunities to trade with Brazilian companies in the electronics field. Brazil is South Florida's number one trading partner with total trade of over \$11 billion in 2009.



OEDIT International Trade Coordinator, Desmond Alufohai gives a presentation outlining Miami-Dade County's position as a Global Gateway for trade during the September 27th morning seminar "How to do Business in the U.S." at the Miami Free Zone



L to R: Fernando Spohr from Apex Brasil, OEDIT Trade Development Specialist, Maria Dreyfus-Ulvert, Deputy Consul General of Brazil in Miami, Luis Fernando Abbot Galvão, OEDIT International Trade Coordinator, Desmond Alufohai, SINDVEL President, Roberto de Souza Pinto, SINDVEL Vice-President, Carlos Henrique Ferreira, and FIEMG Manager, Rebecca Macedo



OEDIT Executive Director, Tony Ojeda (far right) greets mission leader and SINDVEL President, Roberto de Souza Pinto during the evening welcome reception on September 27th

"The meetings were excellent...our participation in this event will make it more likely that our business will be able to export products to Brazil."

Marily Beckmann of Trendsetters International LLC

OEDIT staff members Jeanie Lisenby and Maria Dreyfus-Ulvert organized the business-to-business meetings for the incoming delegation from Minas Gerais, Brazil



Business meetings with Miami-Dade companies and members of the visiting electronics delegation from Minas Gerais, Brazil on September 28th



Vice-Chairman Jose “Pepe” Diaz Hosts Roundtable for U.S. Trade Representative Ron Kirk



On September 23, 2010, Vice-Chairman Jose “Pepe” Diaz met with U.S. Trade Representative, Ambassador Ron Kirk during his two day visit to South Florida. Vice-Chairman Diaz hosted a roundtable discussion with local small and medium sized business owners to discuss President Obama’s goal of doubling U.S. exports over the next five years, as well as the benefits of the Colombia, Panama, and Korea free trade agreements. Ambassador Kirk’s visit is part of a nation-wide push to create jobs through exports. Vice-Chairman Diaz was appointed by Ambassador Kirk to the Intergovernmental Policy Advisory Committee on Trade (IGPAC) earlier this year. OEDIT Executive Director, Tony Ojeda and members of his staff also participated in the roundtable event.



Commissioner Diaz (right) presents Ambassador Kirk with the Key to the County during a Greater Miami Chamber of Commerce luncheon



Left: Ambassador Kirk discusses U.S. export initiatives with Commissioner Diaz, Florida Representative Juan Zapata (far right), and Miami Beach Mayor Matti Herrera Bower

“Whether it’s Germany, Korea, Japan, Singapore, or India, everyone is looking to exports to get their economies growing,” Ambassador Kirk said.

“Miami-Dade is certainly honored by Ambassador Kirk’s visit, and I hope to work with him to promote trade policies that would economically benefit local businesses and stimulate growth,” Vice-Chairman Diaz said

OEDIT Announces its Fall 2010 Import Export Workshop Series

The Office of Economic Development and International Trade (OEDIT) launched its new and improved fall Import/Export Workshop Series on October 7th, 2010 at the Miami Free Zone. Once again, OEDIT is teaming up with Peter A. Quinter of Becker and Poliakoff to present a series of three workshops designed to help Miami-Dade County small and medium sized enterprises succeed in international trade. The first workshop in this new series focused on exporting and included presentations by representatives from the U.S. Small Business Administration (SBA) and the Export-Import Bank of the U.S. (EXIM Bank). Twenty-seven professionals registered for the workshop. The next workshop in the series will focus on importing food products and will be held on November 4th, 2010, also at the Miami Free Zone. For more information and to register go to: www.miamidade.gov/itc



Above: Sharyn H. Koenig of EXIM Bank gives a presentation about financing exports to international markets

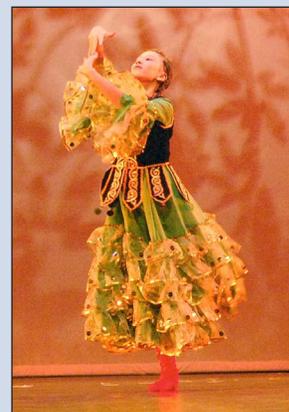


Above: Peter Quinter gives participants real life scenarios regarding exporting compliance in international trade

Left: Mary E. Hernandez of SBA discusses export finance programs for small and medium sized enterprises

Sister Cities Cultural Event

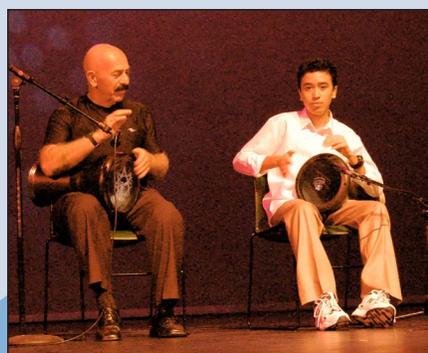
The Miami-Dade Sister Cities program in conjunction with the Guatemala Trade Office Miami, Yasmanth, Inc., and other sponsors, presented “Rhythms of Culture Children Helping Children;” an artistic presentation consisting of live performances from underprivileged children representing the culture and heritage of various countries from around the world. The event was held at the Julius Littman Theater in North Miami Beach on September 24th, 2010 and was part of a dancing tour that included other cities in Florida. Yasmanth Inc., an all volunteer non-profit organization and organizer of the event, was founded in 2008 by Yasmine and Anthony, two young performers and siblings with a mission to preserve the world’s culture, dance, music, and heritage especially in areas where its existence is threatened. The presentations included dances from the Silk Road in Xinjiang, China, Mayan culture from Quetzaltenango, Guatemala, Garifuna culture from Livingston, Guatemala, Yasmine and Anthony, and several special local guest artists. This event was a fundraiser and all proceeds from tickets sales were used to fund a trip for the Rhythms of Culture children to enjoy a first time trip to Walt Disney World.



Yasmin, one of the founders of Yasmanth, Inc., performs a dance of the Xinjiang region in China



Miami dance group “Dancing in XS” mini team made up of girls seven to nine years old perform a Bollywood dance combined with modern steps



Anthony, one of the young founders of Yasmanth, Inc., and brother of Yasmin, performs the Middle Eastern Darbuka drum with Joe Zeytoonian

Sister Cities Mendoza Governor Visits Miami-Dade



Governor Celso Jaque of the Province of Mendoza, Argentina, a Sister City with Miami-Dade County since 2005, visited the County on October 16th, 2010 as part of his visit to the U.S. The Office of Economic Development and International Trade (OEDIT) provided assistance to Fundacion ProMendoza in the U.S. (a public/private entity that promotes Mendoza abroad) that coordinated the Governor’s visit. Governor Jaque led a group of wineries from Mendoza to Miami-Dade for the 9th Annual Miami International Wine Fair. The Governor also hosted a business breakfast at the Biltmore Hotel. Commissioner Carlos A. Gimenez, Honorary Chair of the Miami-Dade County Mendoza Sister City affiliation was the Governor’s distinguished guest, as well as Coral Gables Mayor Don Slesnick, and Raquel Regalado, Miami Dade County School Board Member District 6. Mendoza is one of the largest exporters of wine and fresh fruit in Argentina. Fresh fruit is the number two Miami import from Argentina and wine is number four. In 2009, trade between Argentina and South Florida amounted to \$2.03 billion.



L to R: Commissioner Carlos A. Gimenez, Governor of Mendoza province, Honorable Celso Jaque, and Coral Gables Mayor Don Slesnick

Tony Ojeda Honored at AfrICANDO



The Foundation for Democracy in Africa (FDA) held its 13th annual AfrICANDO Trade and Investment Symposium on September 28th, 2010 at the Doubletree Grand Hotel Biscayne Bay. OEDIT Executive Director, Tony Ojeda received the Foundation's **US-Africa Trade Development Award** for the agency's efforts in promoting Miami-Dade County as a Global Gateway to Africa. Under Mr. Ojeda's leadership, ITC (now OEDIT) has actively engaged in building trade, economic, and cultural linkages between countries in Africa and Miami-Dade County. Over the years, the agency has organized several outbound trade missions to key countries in Africa such as Kenya, Uganda, Senegal, and South Africa. OEDIT has also hosted numerous inbound missions from countries in Africa; many of which have come as a result of its trade missions to the continent. It was during the agency's trade mission to Dakar, Senegal in 2009 that Miami-Dade County realized its first Sister Cities affiliation with any African City.



Director for the Institute for Democracy in Africa, Dr. Gerhswyn Blyden (left), and CFO for The Foundation for Democracy in Africa, Anthony Chinye (right) present OEDIT Executive Director, Tony Ojeda (center) with the US-Africa Trade Development Award



L to R: Walter Loy, Chair of the Sister Cities and Consular Corps Committee, OEDIT Trade Development Specialist, Adam Peters, Dwayne Wynn, OEDIT International Trade Coordinator, Desmond Alufohai, Honorable Chairman Dennis C. Moss, OEDIT Executive Director, Tony Ojeda, OEDIT Assistant Director, Jimmy Nares, OEDIT Fiscal Officer, Mayda Rescendi, and Evelina Lowenthal

Taiwan



The Taipei Economic and Cultural Office in Miami hosted a reception in celebration of the National Day of The Republic of China (Taiwan) on October 7th, 2010 at the Hilton Miami Airport. OEDIT participated in the event also known as the *Double Ten Day*; the start of the Wuchang Uprising of October 10th, 1911 which led to the establishment of the Republic of China. After World War II the government fled mainland China and established its presence in Taiwan.



L to R: OEDIT International Trade Coordinator, Desmond Alufohai, Director General Taipei Economic and Cultural Office, Ray Mou, Deputy Director General, Taipei Economic and Cultural Office, Ken Hu, and Sandy Li

Chinese Inbound Mission



On October 20th, 2010, the Office of Economic Development and International Trade (OEDIT) hosted an inbound government mission from the Shandong Province, Peoples Republic of China. OEDIT briefed the delegation and arranged for presentations by Miami-Dade County department representatives in Human Resources and Audit and Management Services. OEDIT assisted the mission through coordination with ITA board members Dr. Denis Rod and Jose "Joe" L. Chi.



Consular News



Colombia



Carmenza Jaramillo, President of the Colombian American Chamber of Commerce in Miami will become the new Director of ProExport Colombia in Miami on November 23rd, 2010. Ms. Jaramillo has a Doctorate in Law from the University of Los Andes Bogota, and speaks Spanish, English, and French. She joined Colombia's Ministry of Foreign Affairs in 1982 and served in the Embassy of Colombia in Paris for several years. In addition, she has served as the Consul General of Colombia in Miami and Hong Kong, and as the Ambassador of Colombia in India. ProExport Colombia is responsible for promoting Colombian non-traditional exports, international tourism, and foreign investment to Colombia.



TRADE UPDATES

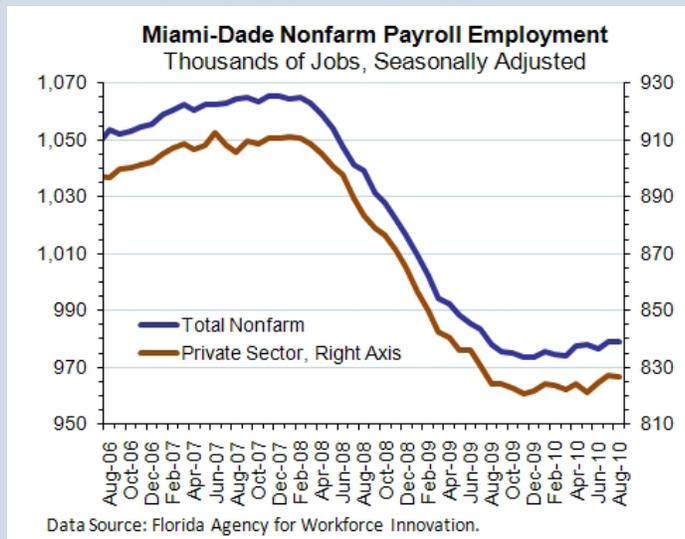
Miami-Dade Trade

According to recent data released by the Office of Economic Development and International Trade (OEDIT), trade through the County's two economic engines, Miami International Airport and the Port of Miami, continued to grow at a rapid pace in August. Compared to August 2009, imports at the Seaport grew by 17.4% while exports were up 12.6%. Imports through the Airport grew an impressive 47.7% and exports increased by 26.7%. Total exports for Miami-Dade County grew by 23.4% in August 2010, while imports grew a whopping 33.6% when compared to August 2009 figures. The largest regional source of imports came from Central America which grew 47% year over year. South America dominated Miami-Dade exports, accounting for 55% of total exports, an increase of 24.6% compared to 2009.

ECONOMIC INDICATORS

The unemployment rate in Miami-Dade County went up from 12.4% in July to 12.7% in August, and saw a net decrease of about 800 jobs from August 2009. The one key private sector industry that defied the downtrend was retail trade which grew by 1,200 jobs. However, since the highest point of unemployment in November 2009, the County has seen a net growth of 5,500 jobs occurring in the private sector. The industries leading the creation of these jobs were wholesale trade, education and health services, and leisure and hospitality. Home sales rose to 637 in August from 593 in July. The median sales price of single family homes dropped to \$183,900; a 5.6% decrease from August 2009. Consumer bankruptcies continued their dramatic upward spiral in August up 79% when compared to August 2009.

To see the complete report or to sign-up to receive the monthly Economic Indicators reports visit: www.miamidade.gov/itc



In Memoriam

Dennis Carter



Dennis Carter served in Miami-Dade County for 37 years. He was instrumental in laying the foundation for development projects and departments that helped shape the County's future; many of which are still evident today. He joined the County as a budget analyst in 1959 and later became the Budget Director and Assistant County Manager under seven County Managers until he retired in 1996. Mr. Carter was one of the key organizers of the countywide water and sewer system which required acquiring 37 privately owned systems. Carter also managed a great deal of the Decade of Progress bond which included the construction of parks, libraries, water and sewer, road projects, and Metrorail just to name a few. Carter is survived by his wife and four adult children.

Bill Bird



Bill Bird began working with the County in 1960 and was Director of Park and Recreation from 1977-1993. He was known as a "champion of parks," earning several national awards for his work and dedication. He received the National Arts and Humanities Award and was presented the Bronze Everly Award in 1965 by then-First Lady Claudia "Lady Bird" Johnson. He inherited a department surrounded by controversy and quickly turned it around by restoring the then rundown Vizcaya museum and working with the philosophy that County parks should pay for themselves. Bird was also instrumental in the development of Zoo Miami, his best-known project. Bird is survived by his wife and two adult children.

EVENTS

November 7th Diwali Gala 2010

India-U.S. Chamber of Commerce
Madhu Mehta 305-931-8257
indousa@bellsouth.net

November 18th 4th Annual International Business Leadership Awards & Conference

Greater Miami
Chamber of Commerce
Juan Gonzalez 305-577-5477
jgonzalez@miamichamber.com

December 1st-3rd 2010 Annual Miami Conference on the Caribbean & Central America

Enterprise Florida
Ivan Barrios 305-808-3390
ibarrios@eflorida.com

December 2nd-5th Art Basel Miami

MCH Group Ltd.
Robert Goodman 305-674-1292
miamibeach@artbasel.com

December 9th OEDIT Import/Export Workshop Series with Peter Quinter "Understanding U.S. Customs Fines, Penalties, and Seizures Process"

OEDIT
Desmond Alufohai 305-375-3526
alufoha@miamidade.gov

December 15th Trade Connections

WorldCity
Alison Klapper Leon 305-441-2244
aklapper@worldcityweb.com



Carlos Alvarez, Mayor

Board of County Commissioners

Dennis C. Moss, Chairman; José "Pepe" Díaz, Vice-Chairman;
Barbara J. Jordan, District 1; Dorrin D. Rolle, District 2;
Audrey M. Edmonson, District 3; Sally A. Heyman, District 4;
Bruno A. Barreiro, District 5; Rebeca Sosa, District 6;
Carlos A. Giménez, District 7; Katy Sorenson, District 8;
Dennis C. Moss, District 9; Sen. Javier D. Souto, District 10;
Joe A. Martínez, District 11; José "Pepe" Díaz, District 12;
Natacha Seijas, District 13
Harvey Ruvin, Clerk of Courts; Pedro J. Garcia, Property
Appraiser; George M. Burgess, County Manager; Robert A.
Cuevas Jr., County Attorney

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