



END OF MISSION REPORT

Miami-Dade County Exploratory Mission

To

Incredible India

September 30th – October 7th, 2007

Organized By

The Jay Malina International Trade Consortium

Prepared By ITC Staff

November, 2007

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BACKGROUND

The ITC Board of Directors at its April 2006 meeting established four regional Trade Initiatives Ad-Hoc Committees, namely;

- African Trade Initiatives Ad-Hoc Committee
- Asian Trade Initiatives Ad-Hoc Committee
- European and Middle-Eastern Trade Initiatives Ad-Hoc Committee
- Western Hemispheric Trade Initiatives Ad-Hoc Committee

In April 2006, Commissioner Natacha Seijas appointed Mr. Alex Gonzalez to chair the Asian Trade Initiatives Ad-Hoc Committee (ATIAC). The objective of ATIAC, consistent with ITC's overall strategic plan for international trade programs, was to develop and expand trade and cultural linkages with Asia thereby strengthening Miami-Dade County's role as a global gateway community. ATIAC's mandate was to recommend to the ITC Board of Directors programs and projects that would improve and enhance trade, economic and cultural relations between Miami-Dade County and the Asian continent. ITC staff conducted research and worked with committee members as well as with representatives of appropriate stakeholder organizations to garner their input and participation in the planning and selection of what countries in Asia were best suited to either develop or expand trade opportunities with Miami-Dade County.

Additionally, ITC Senior Trade Specialist Desmond Alufohai attended the 20th Annual Asian Pacific Business Outlook (APBO) Conference at the USC Marshall School of Business in Los Angeles, CA, in March 2007. The APBO's conference is North America's premier event for executives and organizations who want to develop and improve trade and investment opportunities in the Asia/Pacific region. Mr. Alufohai met with, and discussed the ITC Asian Trade Initiatives program with visiting U.S. Ambassadors and senior U.S. Commercial Service officials from several Asian countries.

After four meetings, and trade intelligence research conducted by the ITC staff, ATIAC chose the Republic of India as a country for an ITC mission because the Indian market was relatively unknown. The chair of ATIAC Alex Gonzalez, noted that in 2006, Miami-India trade increased by 49 percent to a total of \$277 million as India climbed five spots up the ranking of trading partners to become South Florida's 40th most important partner. The committee recommended that the mission be held from September 30th through October 7th, 2007, and should focus on the cities of Mumbai and New Delhi.

The purpose of the Exploratory Mission to India was to "plant" the flag and brand Miami-Dade County as a platform for global trade. Specifically, the mission to India would achieve the following objectives:

- To highlight for India's burgeoning trade community, Miami-Dade County role as a global gateway
- To highlight Miami-Dade County as an international trade hub of the Americas
- To promote Miami-Dade County's cultural diversity; and,
- To explore ways to increase bilateral trade between Miami-Dade County and India.

The ITC Board of Directors unanimously approved the committee's recommendation at its April 11th, 2007 meeting. On April 13th, 2007, Commissioner Natacha Seijas and ITC Executive Director J. A. Ojeda Jr., visited the Indian Embassy in Washington D.C., and the Embassy officials suggested that ITC develop an exploratory mission to India.

In preparation for the mission ITC Senior Trade Specialist Desmond Alufohai conducted an advanced site inspection visit to Mumbai and New Delhi from June 10th – 19th, 2007. ITC staff also consulted the U.S. Indian Business Council and India-US Chamber of Commerce Inc, located in Aventura, Florida, and met with Mr. Shashishekhar M. Gavai, Consul General of India in Houston, Texas, during his visit to South Florida in September, 2007.

The mission departed for India on September 30th, 2007. A total of 14 persons representing both the private and public sectors participated in the mission.

PRE-MISSION BRIEFING

On September 18th, 2007, ITC staff convened a pre-mission briefing at the Stephen P. Clark Government Center in downtown Miami for all registered participants that signed up for the mission. ITC Executive Director Tony Ojeda welcomed participants to the briefing and explained the purpose of the meeting. Additionally, he reviewed the mission objectives and goals, itinerary and program/agendas, lodging arrangements, and other logistical details. Mr. Ojeda also discussed foreign currency exchange restrictions and controls, reiterated the lines of communication and assignments during the mission and provided counsel on mission protocol. Mission participants received their official agendas and airline tickets.

Mr. Ojeda introduced Ms. Madhu Mehta, president of the India-USA Chamber of Commerce who gave practical advice to the participants. She was accompanied by Mr. Raj Data, a member of the Chamber.



ITC Executive Director Mr. Tony Ojeda (standing) explains a point to mission participants during the pre-mission briefing

THE MISSION: MUMBAI HIGHLIGHTS

The mission started in Mumbai, a city of over 18 million inhabitants and the economic and financial capital of India, where participants received first-hand briefings about India's political and economic activities. The briefing was organized by officials of the U.S. Consulate General and the U.S. Commercial Service. **Mr. Jim Cunningham**, Principal Commercial Consul, Consulate General of the United States in Mumbai welcomed the Miami-Dade County delegation to Mumbai on behalf of Mr. Michael Owens Consul General of the U.S. Consulate General of Mumbai. **Mr. P. Srinivas**, Senior Commercial Specialist, Consulate General of the United States in Mumbai gave an overview of U.S. – India Trade and Opportunities for U.S. Firms in India noting that the total bilateral trade between the United States and India in 2006 was \$32 billion and the U.S. Exports to India in 2006 increased to \$10 billion, a 27% increase over 2005. Mr. Srinivas stated that the best exports prospects for U.S. firms were in the following sectors: Airport & Ground Handling equipment; Computers & Peripherals; Education Services; Electric Power Generation, Transmission & Distribution Equipment and; Food Processing Equipment.

Mr. Anoop Bose, Legal Advisor & International Business Consultant also gave a presentation entitled "Doing Business in India." In his presentation, Mr. Bose advised that foreign companies could set up operations in India through strategic alliances with Indian partners. He also indicated that a joint venture was usually the preferred route for foreign investors intending to invest in any sector that would not permit 100% foreign direct investment. Furthermore, he noted that all imported goods were subjected to domestic laws, rules, orders, regulations, technical specifications, environmental and safety norms applicable to domestically produced goods.

These presentations established the groundwork for U.S. – India bilateral trade relations and oriented the participants on the political, economic and social aspects of doing business in India.



Pictured above from left to right, ITC Executive Director Tony Ojeda, Commissioner Natacha Seijas, and Principal U.S. Commercial Consul, Jim Cunningham

Miami-Dade County Branding Presentations

The Miami-Dade County presentations at the Hilton Hotel Towers in Mumbai, provided an opportunity to brand the County and promote its role as the platform for international trade and the “Gateway to the Americas”™ to more than fifty representatives of the following organizations and agencies who were present at the briefing: U.S. Consulate General and U.S. Commercial Service, Mumbai, All India Manufacturers’ Organization, Bombay Chamber of Commerce & Industry, Federation of Indian Chambers of Commerce and Industries, Federation of Indian Export Organizations, Indo-American Chamber of Commerce, Indian Merchants Chamber, Indian Trade Promotion Organization, Mumbai Port Trust and Tata Consultancy Services Limited.

Commissioner Natacha Seijas opened the meeting with an overview Miami-Dade County and the roles and functions of the Jay Malina International Trade Consortium (ITC). ITC Executive Director Tony Ojeda, Port of Miami Director, Mr. Bill Johnson and Beacon Council’s Program Manager Mr. James Kohnstamm made presentations highlighting Miami-Dade County as the platform for international trade and Gateway to the Americas, stating its superior infrastructure, sophisticated communications nexus, multilingual workforce and its geographic location as some of the reason to considering coming to Miami-Dade to do business. The ITC promotional DVD entitled “Come Trade with us” was shown to all attendees.



Pictures of Miami-Dade County’s Branding Presentation in Mumbai. Top right: Commissioner Natacha Seijas, far left: ITC Executive Director Mr. Tony Ojeda, right: Port of Miami Director Mr. Bill Johnson and bottom, ITC Senior Trade Specialist Desmond Alufohai



Visit to the Office of the Mayor of Mumbai

The Mayor of Mumbai, the Honorable Dr. Shubna Raul received Commissioner Natacha Seijas in her office at the Municipal Head Office, Mahapalika Marg Fort, Mumbai, to discuss potential bilateral relationship between the city of Mumbai and Miami-Dade County. Commissioner Seijas was accompanied by ITC Executive Director Tony Ojeda, Mr. Alex Gonzalez, ITC Asia Trade Initiatives Ad-Hoc Committee chair, Mrs. Mirtha Gonzalez, and ITC Senior Trade Specialist Desmond Alufohai.

Commissioner Seijas introduced her delegation to Mayor Raul and thanked her for the warm welcome to Mumbai. Commissioner Seijas explained to Mayor Shubna Raul the purpose of Miami-Dade County's Exploratory Mission to Mumbai and New Delhi. Mayor Shubna thanked Commissioner Seijas for leading the mission to her city, noting the many similarities between Mumbai and Miami-Dade County as global gateway communities.



Pictured above from left: to right: ITC Senior Trade Specialist Desmond Alufohai, ITC Executive Director Tony Ojeda, Commissioner Natacha Seijas, Mayor Shubna Raul, Mrs. Mirtha Gonzalez, Mr. Alex Gonzalez ITC Asian Trade Initiatives Ad-Hoc Committee Chair, and Mr. Raul



Pictured above Commissioner Natacha Seijas and City of Mumbai Mayor Dr. Shubna Raul

Meeting with Airport and Seaport Officials

Mr. Bill Johnson, Director of the Port of Miami-Dade visited the Jawaharlal Nehru Port Trust (JNPT) where he met with several department heads to discuss bilateral cooperation and the opportunity to enter into a sister-port agreement between the Port of Miami-Dade County and JNPT. Before his departure to JNPT, Mr. Johnson had a meeting with representatives of the Mumbai Port Trust and both parties promised to explore closer collaboration on issues relating to cruise travel.

Mr. Ernesto Rodriguez, Aviation Marketing Specialist for Miami International Airport traveled to the SM Center, Andheri Kurla Road, where he met with officials of Jet Airways Limited. They discussed opportunities for direct air service (passenger and cargo) between India and Miami-Dade County.



Pictured from left to right: Mr. Mohana Chandran, Chief Welfare Officer Mumbai Port Trust, Mr. Bill Johnson, Director Port of Miami, and Mr. Guatam Dey, Deputy Docks Manager Container Terminal Mumbai Port Trust

THE MISSION: NEW DELHI HIGHLIGHTS

From Mumbai, participants traveled to New Delhi the capital of the world's largest democracy with a population of 14 million people. Among the most important highlights of the mission was the meeting with U.S. Ambassador to India Mr. David C. Mulford who was on hand to receive the Miami-Dade County contingent at the U.S. Embassy. Ambassador Mulford was accompanied by Senior Embassy staff - Carmine D'Aloisio, Minister-Counselor for Commercial Affairs, and Dale Tasharski, Deputy Commercial Counselor. In his opening remarks, Ambassador Mulford said that he was pleased to welcome the first-ever County government led mission from the United States to India. He stated that "Miami-Dade County was leading the pack as the first County to visit India.... India could benefit immensely from Miami-Dade County's expertise in tourism and infrastructural development." Ambassador Mulford gave an overview of Indian market and the potential business opportunities in these sectors: logistics management, aviation, seaport development and Maritime, infrastructural development, etc.

Ambassador Mulford and his staff held joint discussions with the Miami-Dade County delegation on the best way to improve bilateral trade and economic opportunities between India and Miami-Dade County. The meeting also provided the forum to review strategies for branding Miami-Dade County as a platform for trade between India and the Americas.



* U.S. Ambassador
David C. Mulford



* Commissioner Natacha Seijas

* The United States Embassy prohibits photographic devices
inside the premises of the Embassy

Visit to the office of the Government of National Capital Territory of Delhi

Another important meeting in New Delhi was the visit to the National Capital Territory (NCT) Secretariat. Mr. V. V. Bhat, Principal Secretary (Finance & Planning), National Capital Territory of Delhi welcomed Commissioner Seijas and the Miami-Dade County delegation to the Secretariat. Mr. Bhat was accompanied by the following NCT government officials:

- Commissioner Archana Arora (Trade & Taxes), Government of NCT of Delhi.
- Commissioner Narendra Kumar, (Secretary Development and Divisional), Government of National Capital Territory of Delhi.
- B. P. Joshi, Government of National Capital Territory of Delhi.
- Mr. Uday Sahay, Director of Information & Publicity Government of NCT of Delhi.
- Commissioner B. K. Sharma, Government of National Capital Territory of Delhi.
- Mr. Ajay Garg, Government of National Capital Territory of Delhi.
- Mr. Gupta, Government of National Capital Territory of Delhi.

Mr. Bhat introduced the programs of the state of Delhi through a video presentation. He explained to the Miami-Dade County delegation that Delhi is amongst the greenest capitals of the world. However, the National Capital City needed improvement and investment in its infrastructure. He suggested that cooperation between Miami-Dade County and the National Capital Territory could be in the areas of infrastructural development such as the Indira Gandhi International Airport and national highways. Commissioner Seijas reiterated the support of the County in exchanging expertise in areas of clean environment, water supply and infrastructure. The ITC promotional DVD entitled "Come Trade with us" was shown to the NCT government officials.



A view of a meeting with representatives of various departments of the National Capital Territory Secretariat of New Delhi



Officials of the National Capital Territory pose with Commissioner Seijas (in red) and ITC Executive Director Mr. Tony Ojeda (far right)

Miami-Dade County Presentation and Business Seminar

The Federation of Indian Chambers of Commerce and Industry (FICCI) hosted the Miami-Dade delegation at their national headquarters. FICCI was created from the freedom struggle in 1927 with the patronage of the Father of the Nation – Mahatma Gandhi, and it is now the largest organization of Indian business and industry. FICCI has direct & indirect representation of 250,000 companies employing more than 20 million people throughout India.

Mr. V. K. Topa, Advisor to the FICCI's Secretary General welcomed attendees to the trade forum. Commissioner Natacha Seijas thanked FICCI for hosting Miami-Dade's delegation and gave an overview of Miami-Dade County and ITC' role and functions. ITC Executive Director, Mr. Tony Ojeda, Port of Miami Director Mr. Bill Johnson, Miami International Airport's Aviation Marketing Specialist Mr. Ernesto Rodriguez and Beacon Council's Program Manager James Kohnstamm all gave presentations highlighting Miami-Dade County's role as the Gateway to the Americas.

Mr Anjan Roy, FICCI's Advisor for Economic Affairs & Research presented a PowerPoint Presentation entitled ***"INDIA: The Next Mega Market."*** He enumerated the untapped areas of India's market and invited participants to consider investments in the following sectors: Infrastructure, Real estate, Retail, IT, Pharmaceuticals, Biotechnology, Entertainment, Auto and auto ancillary. At the end of the forum, Commissioner Seijas invited delegates to bring a trade mission to Miami-Dade County.



Pictured above is a cross-section of participants at the Miami-Dade County Branding presentation hosted by FICCI.

BUSINESS TO BUSINESS MATCHMAKING

Private sector representatives participating in the Mission to India had ample opportunities to meet with local Indian businesses and merchants both in Mumbai and New Delhi. ITC staff in cooperation with the U.S. Embassy Commercial Service and the Federation of Indian Chambers of Commerce and Industry (FICCI) arranged the matchmaking business to business meetings. While ITC cannot report any sales agreements by parties involved, every private sector participant in the delegation had several meetings with their counterparts in India.



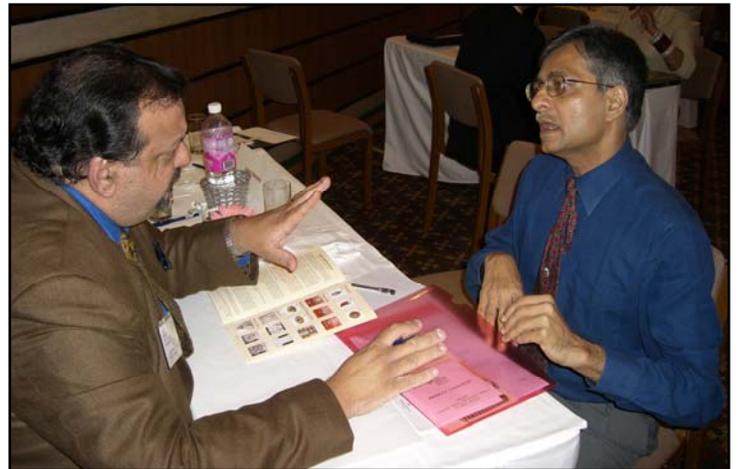
Ms. Silvia Unzueta president of Miami Trading Group (right) gets acquainted with a jeweler from India during the one-to-one matchmaking session



Mr. Ricardo Hellmund of TIS Ventures (right) discusses business opportunity with an Indian businessman



Mr. P. Srinivas (right) Senior Commercial Specialist, U.S Consulate General of Mumbai, meets with Ms. Deborah Wilkinson Global Business Development Manager for Broward County Office of Economic Development



Mr. Lazaro Amores (left) of Vertical Source Pharma Inc., discusses business with his Indian counterpart

CONCLUSIONS AND RECOMMENDATIONS

The historic Miami-Dade County Exploratory Mission to India was successful in meeting its stated objectives:

- Mission participants received a thorough briefing by U.S. and Indian authorities of the social, political, and economic conditions and detailed investment and export prospects in India.
- The ITC Exploratory Mission to India was the first visit ever by a local government to India. US Ambassador to India David Mulford congratulated Miami Dade for its historic visit, the first ever by a local government to India.
- Miami-Dade County officials had opportunities to make presentations that branded the County as a global gateway and a platform for trade with the Americas to key U.S. and Indian officials, economic development agencies, trade organizations, Chambers of Commerce and enterprises, in both Mumbai and New Delhi.
- This was the first mission undertaken by ITC with the participation and involvement of Broward County's Office of Economic Development.
- The Port of Miami had first ever meetings with the Jawaharlal Nehru Port Trust and Mumbai Port Trust to explore potential sister port agreements, new cargo routes, and ways to expand trade between Port of Miami and India.
- Miami International Airport had meetings with Jet Airways to explore new air cargo and passenger routes, and ways to expand trade between India and Miami-Dade County.
- The Beacon Council explored ways to renew a Memorandum of Understanding with the Indian Federation of Chambers of Commerce and Industry.
- Commissioner Natacha Seijas extended an invitation to the Federation of Indian Chambers of Commerce and Industry and to the Indo American Chamber of Commerce to bring a trade delegation to Miami-Dade next year. Targeted areas could include: infrastructure development, bio-tech, film/entertainment, aviation manufacturing, financial services, import/export and trade.
- Private sector participants had numerous meetings with their private sector counterparts and explored new opportunities for increased bilateral trade.

APPENDIX I
MISSION FINANCIAL REPORT

ITC Mission to India - Sept 30 - Oct 7, 2007

REVENUES

Airfare Collected:	8,284.20
Hotel Accommodations & Registration Fees:	
Lodging - Mumbai and New Delhi	28,398.00
Mission Registrations Collected	7,228.00
Optional Agra Tour Registrations Collected	2,400.00
Total Revenues:	<u><u>\$46,310.20</u></u>

EXPENDITURES

Airfare:	8,430.24
Hotel Accommodations - Mumbai and New Delhi:	28,378.01
Other Expenses:	
Business Networking Reception - Mumbai	2,928.81
Transportation - Mumbai	494.38
Equipment Rental - Mumbai	427.04
Transportation - New Delhi *	1,023.54
Optional Agra Tour - Transportation & Admission Fees	1,666.00
Misc. Bank Charges	13.83
	6,553.60
Total Expenses:	<u><u>\$43,361.85</u></u>

Net Gain to the Trade Mission Center of the Americas, Inc. \$2,948.35

* Includes minor exchange fee difference at time of hotel bill settlement.

Additional note: Miami-Dade County check # 117282 paid for J.A. Ojeda and Chair Seijas directly to Express Travel (\$1,600 each), and not reflected in both revenue and expenditure figures above.

APPENDIX II

MISSION PARTICIPANTS

A total of fourteen participants participated in the first-ever Miami-Dade County Exploratory mission to India:

County Commissioner **Natacha Seijas**, Chair ITC Board of Directors;
ITC Executive Director, **Tony Ojeda**;
Port of Miami-Dade Director **Bill Johnson**;
ITC Chair Asian Trade Initiatives Ad-Hoc Committee, **Alexander Gonzalez**;
Planning & Zoning Director City of Hialeah, **Mirtha Gonzalez**;
Aviation Marketing Specialist, Miami International Airport, **Ernesto Rodriguez**;
Global Business Development Manager, Broward County Office of Economic Development, **Deborah Wilkinson**;
President Miami Trading Group, **Sylvia M. Unzueta**;
Chief Physician, Chamah Family Medical Clinic, **Dr. Miguel Chamah**;
Chamah Family Medical Clinic, **Aurora Chamah**;
Operations Manager, Vertical Source Pharma Inc., **Lazaro Amores**;
Managing Director Thomson Imaging Services (TIS) Ventures, **Ricardo Hellmund**;
Manager, Expansion, Retention & Recruitment Programs, the Beacon Council Inc., **James C. Kohnstamm**; and
ITC Senior Trade Specialist, **Desmond Alufohai**.

The cost of the mission paid by each participant was \$4235 including airfare, lodging, and transportation which included airport transfers, ground transportation, and most meals.

APPENDIX III

KEY REPRESENTATIVES OF UNITED STATES AGENCIES PARTICIPATING IN MEETINGS WITH THE MIAMI-DADE COUNTY EXPLORATORY MISSION

MUMBAI AND NEW DELHI

- **Ambassador David C. Mulford**, United States Embassy in New Delhi
- **Carmine D'Aloisio**, Minister-Counselor for Commercial Affairs, Embassy of the United States in New Delhi
- **Dale Tasharski**, Deputy Commercial Counselor, Embassy of the United States in New Delhi
- **Jim Cunningham**, Principal Commercial Consul, Consulate General of the United States in Mumbai
- **P. Srinivas**, Senior Commercial Service, Consulate General of the United States in Mumbai
- **Aliasgar Motiwala**, Commercial Specialist Consulate of the United States in Mumbai

KEY REPRESENTATIVES OF INDIAN GOVERNMENT AGENCIES PARTICIPATING IN MEETINGS WITH THE MIAMI-DADE COUNTY EXPLORATORY MISSION

MUMBAI AND NEW DELHI

- **Honorable Dr. Shubna Raul**, Mayor of Mumbai
- **Mr. V. V. Bhat**, Principal Secretary (Finance & Planning), Government of National Capital Territory (NCT) of Delhi.
- **Commissioner Archana Arora** (Trade & Taxes), Government of NCT of Delhi.
- **Commissioner Narendra Kumar**, (Secretary Development and Divisional), Government of National Capital Territory of Delhi.
- **B. P. Joshi**, Government of National Capital Territory of Delhi.
- **Mr. Uday Sahay**, Director of Information & Publicity Government of NCT of Delhi.
- **Commissioner B. K. Sharma**, Government of National Capital Territory of Delhi.
- **Mr. Ajay Garg**, Government of National Capital Territory of Delhi.
- **Mr. Gupta**, Government of National Capital Territory of Delhi.

APPENDIX IV

KEY REPRESENTATIVES OF INDIAN PUBLIC SERVICE & PRIVATE SECTOR AGENCIES PARTICIPATING IN MEETINGS WITH THE MIAMI-DADE COUNTY DELEGATION

- All India Manufacturers' Organization
- Bombay Chamber of Commerce & Industry
- Federation of Indian Chambers of Commerce and Industries
- Federation of Indian Export Organizations
- Government of National Capital Territory of Delhi
- Indo-American Chamber of Commerce
- Indian Merchants Chamber
- Indian Trade Promotion Organization
- Jawaharlal Nehru Port Trust
- Jet Airways (India) Limited
- Mumbai Port Trust
- Office of the Mayor of Mumbai
- Tata Consultancy Services Limited