



Trends

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ITC is Now OEDIT The Office of Economic Development and International Trade



On September 24th, 2010, the Board of County Commissioners formally created the Office of Economic Development and International Trade (OEDIT). The purpose of this new office is to promote Miami-Dade County as a Global Gateway for trade and to enhance access to economic development opportunities. This new office combines the functions of the International Trade Consortium with the County's Qualified Targeted Industry (QTI) and Targeted Jobs Incentive Funds (TGIF) programs and the functions of the Office of Economic Development Coordination.

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Miami-Dade County Signs Sister Cities Agreement with the City of Prague, Czech Republic



As a direct result of an ITC (now OEDIT) Business Development Mission to Prague in May 2008, a high-level government delegation from the Prague City Assembly Foreign Affairs Committee came to Miami-Dade to enter into a Sister Cities affiliation with the County. Commissioner Natacha Seijas led the mission to Prague to explore ways in which to increase bilateral trade, and strengthen cultural and economic ties between Prague and Miami-Dade County. One of the principal objectives of that mission, which has now come to fruition, was to realize a Sister Cities affiliation with the City of Prague; our first Sister Cities association with an Eastern European city. The Honorable Tomas Chalupa, City of Prague Commissioner, Chair of the Prague Foreign Affairs Committee, and Mayor of Prague District 6 led the delegation from August 15th-18th, 2010 which also included the Honorable Martina Sandova, City of Prague Commissioner and Prague Foreign Affairs Committee member, and Ms. Jana Vobornikova of the International Affairs Department. On August 18th, 2010, Commissioner Seijas participated in the signing ceremony to finalize the Sister Cities affiliation between Miami-Dade County and the City of Prague, Czech Republic.

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Commissioner Natacha Seijas signs the Sister Cities agreement with City of Prague Commissioner, Tomas Chalupa

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MESSAGE FROM

J.A. Ojeda Jr.

Executive Director, Office of Economic Development and International Trade

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Since the creation of the Jay Malina International Trade Consortium of Miami-Dade County (ITC) in 2002, and even prior to that time, I have directed an organization dedicated to advancing Miami-Dade County's position as an international trade center. Through the efforts of many, I have seen the ITC successfully increase international awareness of Miami-Dade County as a Global



Gateway for trade and culture. In addition, our efforts have also raised the ITC's profile to become the premier agency in Miami-Dade County for trade promotion and international relations. As we undergo the transformation to become the new Office of Economic Development and International Trade (OEDIT), I am thrilled to be at the forefront of this new office which by its creation alone further substantiates the importance economic development coordination and international trade and commerce have for the financial well being of Miami-Dade County and its citizens. I want to thank the Mayor and the Board of County Commissioners for their continued support.

ITC is Now OEDIT The Office of Economic Development and International Trade

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OEDIT will also coordinate Miami-Dade County's economic development agenda with the County's key economic development partners. The former International Trade Consortium Board will become the International Trade Advisory Board responsible for making recommendations to the Mayor and Board of County Commissioners on issues relating to international trade and the Miami-Dade Sister Cities program. OEDIT will staff this new board, as well as the County's Social Economic Development Council. To highlight the importance to our County government of this new function, Mr. Ojeda will be reporting directly to the County Manager. The Miami-Dade Global Trader newsletter will now become the Office of Economic and Development and International Trade's *Trends* newsletter. "With the continued support and leadership of the Mayor and Board of County Commissioners, our new agency will be a catalyst for increased coordination of economic development initiatives that will secure for our community its status as a Global Gateway," Tony Ojeda said.



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The New Advisory Board Welcomes New Members

We welcome Olga Ramudo representing the Greater Miami Chamber of Commerce, Jose "Joe" L. Chi representing the Latin Chamber of Commerce of the United States (CAMACOL), Lenny Feldman representing the Florida Customs Brokers & Forwarders Association, and Dr. Erhabor Ighodaro (photo not available) representing the Foundation for Democracy in Africa to our Board of Directors.



Olga Ramudo



Jose "Joe" L. Chi



Lenny Feldman

Miami-Dade County Signs Sister Cities Agreement with the City of Prague, Czech Republic

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Commissioner Seijas represented Mayor Carlos Alvarez at the signing ceremony. “Both our communities share similar values and there is already a strong bond between the people of Miami-Dade County and the Czech Republic. I look forward to a fruitful and valuable relationship that will be of benefit to our communities. And, I am honored to be taking part in the signing of this historic agreement on behalf of Miami-Dade County,” Commissioner Seijas said. Commissioner Seijas reassured the delegation that Miami-Dade County will work to ensure that the completion of this Sister Cities affiliation will bring both communities an opportunity to expand bilateral relations and develop new economic and cultural exchanges. As a first step, Commissioner Seijas invited the delegation to lead a business and cultural mission to Miami-Dade County in the near future. ITC (now OEDIT) also organized a series of meetings for the delegation with representatives from Miami International Airport, Greater Miami Convention and Visitors Bureau (that provided the delegation with a tour of the County), Miami-Dade County Police, Emergency Operations Center, and Miami-Dade County Public Schools Superintendent Alberto Carvalho. The delegation also met with the Adrienne Arsht Center for the Performing Arts to begin exploring avenues for future cultural cooperation.



Above: Executive Director, Tony Ojeda and staff after briefing the delegation



Above L to R: Roddy Gomez, Claudio Riedi, Executive Director, Tony Ojeda, Prague Commissioner Martina Sandova, Commissioner Natacha Seijas, Prague Commissioner Tomas Chalupa, Jana Vobornikova, Walter Loy, Chair of the Sister Cities and Consular Corps Committee, Emma Tilbadeo, and Evelina Lowenthal after the signing ceremony

Right: Commissioner Seijas presents Commissioner Chalupa with the key to the County following the signing of the Sister Cities affiliation agreement



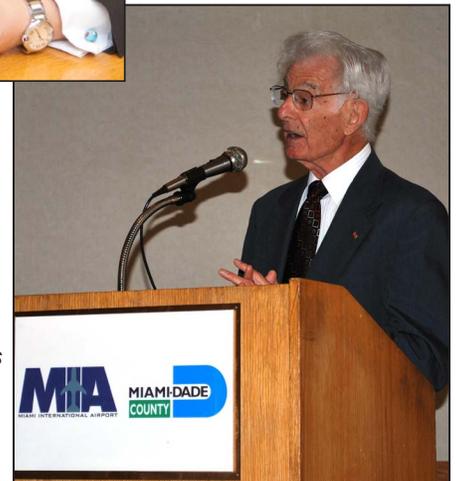
Below Commissioner Chalupa speaks with Alan Becker, Honorary Consul General of the Czech Republic



Above: Executive Director, Tony Ojeda speaks at the Sister Cities celebratory luncheon



Right: Walter Loy, Chair of the Sister Cities and Consular Corps Committee provides opening remarks at the celebratory luncheon event



Taiwanese Trade Delegation Visits Miami-Dade County



ITC (now OEDIT) assisted the Taipei Economic and Cultural Office in Miami (TECO) and the Taiwan Trade Center Miami (TAITRA) to host a business development mission from Taiwan September 19th-22nd, 2010. This mission made up of 31 Taiwanese businesses came to Miami as a direct result of a trade mission to Taiwan in June 2009 led by Commissioner Natacha Seijas. The delegation's visit to Miami was part of the "2010 Central & South America Trade Expo" which included stops in Guatemala, Ecuador, and Brazil. ITC supported the mission by participating in a seminar about trade opportunities in Florida and Miami-Dade County and sponsored a networking reception, at the Intercontinental Hotel Doral September 20th. Taipei County and Miami-Dade County have enjoyed a Sister Cities affiliation since 1989.



Above: (L to R) Walter Loy, Sister Cities and Consular Corps Committee Chair, the new Director General of Taipei Economic and Cultural Office, Ray Mou, delegation leader Yeon-Jon Guan, and Executive Director, Tony Ojeda

Right: Executive Director, Tony Ojeda gave a presentation during the morning seminar detailing Miami-Dade County's position as a Global Gateway and platform for international trade



Right: Participants during the September 20th morning seminar which featured presentations by local economic development agencies and a panel discussion with local Taiwanese businesses



New President of Colombia



ITC (now OEDIT) was a co-sponsor at a luncheon at the Biltmore Hotel on July 15th, 2010, hosted by the Colombian American Chamber of Commerce in honor of the President elect of Colombia, Dr. Juan Manuel Santos. Commissioners Natacha Seijas, Jose "Pepe" Diaz, and Joe Martinez, were special guests of the Chamber and officially welcomed President-elect Santos to Miami-Dade County. During his hour long speech,

Dr. Santos spoke about a number of topics including improving Colombia's relationships with its neighboring countries Venezuela and Ecuador, his desire to confront the issues of poverty and unemployment, and called upon the U.S. government to approve the long overdue Colombia Free Trade agreement. Dr. Santos was inaugurated as Colombia's President on August 7th, 2010.



Executive Director, Tony Ojeda (2nd from right) with Board members (L to R) Andrew Osolase, Denis Rod, Andrew J. Markus, Richard de Villiers, and Juvenal Piña



Commissioners Seijas, Diaz, Martinez, and Carolina Sivoli from the Mayor's Office present President elect Santos with the key to the County.

West African Cosmetics Buying Mission Comes to Miami

In coordination with the U.S. Commercial Service, over 40 companies from Senegal and Ghana came to Miami in search of new cosmetics lines to import into their respective countries. ITC (now OEDIT) provided 690 trade leads for business-to-business meetings, and helped recruit Miami-Dade cosmetic companies for a mini-expo which took place at the Miami Free Zone on July 23rd, 2010. Miami-Dade businesses had the opportunity to display their products and schedule one-on-one business meetings with the visiting companies.



Business meetings with Miami-Dade cosmetic companies and buyers from West Africa



Miami-Dade cosmetic companies display their products

Above: (L to R) Eduardo Torres, U.S. Export Assistance Center Director, Lesa Forbes, International Trade Specialist Miami U.S. Export Assistance Center, and Desmond Alufohai, Senior Trade Development Specialist



Miami-Dade County recently established a Sister Cities affiliation with Dakar, Senegal during a trade mission (now OEDIT) to Senegal and South Africa in October 2009.

Kenya Businesses Visit Miami-Dade County Ready to Buy

 ITC (now OEDIT) provided assistance for an inbound trade mission from Kenya that visited Miami August 11th-13th, 2010 organized by the U.S. Commercial Service and Enterprise Florida. Through the use of its database and outreach program, ITC provided mission organizers with 425 trade leads which were utilized to organize the pre-arranged business-to-business meetings with approximately 60 Kenyan companies interested in buying construction equipment to import to Kenya.



Pre-arranged business-to-business meetings



Another 60 companies or so attended the Federation of International Medical Equipment (FIME) medical expo at the Miami Beach Convention Center. ITC led a Business Development Mission to Kenya and Uganda in April 2005. Kenya is Miami's No. 2 trading partner in Africa with bilateral trade of over \$64 million in 2009.

Left to Right: Bryant Salter, Director of Enterprise Florida's Africa Trade Expansion Program, Camille Richardson, Commercial Attache U.S. Commercial Service Nairobi, and Lesa Forbes, International Trade Specialist Miami U.S. Export Assistance Center

Japanese Ambassador



On August 30th, 2010, ITC (now OEDIT) participated in a reception in honor of His Excellency Ichiro Fujisaki, Ambassador of Japan to the United States, hosted by the Consul General of Japan in Miami, Hon. Yoshiharu Namiki. This was Ambassador Fujisaki's first visit to Miami since assuming his duties in June 2008. Japan is Miami-Dade's 2nd top trading partner in Asia with bilateral trade totaling over \$769 million in 2009.



Ambassador Fujisaki (2nd from the left), with (L to R) Executive Director, Tony Ojeda, Senior Trade Development Specialist, Desmond Alufohai, and Sister Cities and Consular Corps Committee Chair, Walter Loy

China Sourcing Center



The China Sourcing Center opened its doors on August 10th, 2010 at the Miami Free Zone, and ITC (now OEDIT) was there to take part in the VIP opening reception. Commissioner Jose "Pepe" Diaz, a long time supporter of international partnerships and advocate for trade, was a distinguished guest at the center's opening event located in his district 12. With the creation of this new center, Chinese manufacturers have an opportunity to showcase their goods to Latin American buyers, place orders, and have their merchandise transhipped through the Miami Free Zone quicker and duty free.



Ribbon Cutting Ceremony L to R: Frank Cao, head of China Sourcing Center, Jacob Citrin, Miami Free Zone CEO, Commissioner Jose "Pepe" Diaz, Yaozong Gao, Deputy Director General of the Foreign Economic and Trade Bureau of Guangzhou, Juan Carlos Bermudez, Mayor of Doral, and Soloman Cai, Globelink China Logistics CEO

Consul General of India



ITC (now OEDIT) Executive Director, Tony Ojeda met with the Hon. Sanjiv Arora, Consul General of India in Houston on July 23rd, 2010 during his visit to Miami. They discussed ways to increase business opportunities between Miami-Dade County and India, and Consul General Arora indicated his government's interest in pursuing closer ties with Miami-Dade as a result our OEDIT's mission to India in September 2007.



L to R: President of The India-U.S. Chamber, Madhu Mehta, Hon. Sanjiv Arora, Consul General of India in Houston, Executive Director, Tony Ojeda, and Trade Development Specialist, Maria Dreyfus-Ulvert

University of Miami



Business School Event

Executive Director, Tony Ojeda was invited to give a presentation at the University of Miami School of Business on August 12th, 2010. Mr. Ojeda addressed a group of about 60 professional students comprised of Colombian and Guatemalan exchange students from the Global MBA program at the Catholic University of Peru, and students from the Master's of Science in Professional Management program at the University of Miami.



Mr. Ojeda speaks about Miami-Dade County's position as a Global Gateway and the importance of Latin America to South Florida trade

Consular News



Consul General of the Czech Republic



On August 13th, 2010, the Honorary Consul General of the Czech Republic, Alan Becker and Executive Director, Tony Ojeda met with the Deputy Consul General of the Czech Republic in New York, Tomas Hart to discuss ways in which Miami-Dade can further collaborate with the Czech Republic on economic, trade, and cultural issues, particularly in light of the new Sister Cities affiliation between the County and the City of Prague. Mr. Hart was in Miami for the FIME medical convention; the third year Czech Trade and Czech Invest have participated in this trade show.



L to R: Trade Development Specialist, Maria Dreyfus-Ulvert, Executive Director, Tony Ojeda, Honorary Consul General of the Czech Republic Alan Becker, Deputy Consul General of the Czech Republic Tomas Hart, and CzechTrade International Office Director USA Zuzana Pittnerova

Consul General of Germany



The Honorable Eva Alexandra Countess Kendeffy assumed

her post as Consul General of the Federal Republic of Germany in Miami on August 23rd, 2010. She is replacing former Consul General Klaus Ranner. Coincidentally, Countess Kendeffy is already quite familiar with this appointment as she served as the German Consul General in Miami once before from 2004 to 2007. Consul General Kendeffy is coming to Miami from Berlin as Head of the Protocol Department, State and Official Visits of the Federal Foreign Office. She joined the foreign service in 1982 and has a degree in Law, English and romance languages, as well as literature.



TRADEUPDATES

Miami-Dade Trade

July 2010 Year to Date Trade Statistics

According to U.S. Census data analyzed by WorldCity, South Florida trade is not only experiencing a solid recovery from a dismal year in 2009, but it looks like trade figures might even surpass 2008 statistics when the Miami Customs district reached its highest trade volume ever. Year to date trade in July totaled almost \$53 billion surpassing 2009 figures by almost \$9 billion and 2008 numbers by \$1 billion. Miami is one of only 4 other customs districts that has surpassed 2008 trade statistics thus far.

The 2010 Import/Export Fall Workshop Series

ITC (now OEDIT) in collaboration with Peter A. Quinter, of Becker and Poliakoff Legal and Business Strategists, presents the fall 2010 Import/Export Workshop Series. The workshops are designed to help Miami-Dade County small and medium sized enterprises (SME's) by providing useful information and practical tools that they can use to meet the challenges involved in the business of international trade. As a result of the successful summer workshop series, the new and improved fall program was created incorporating feedback received by participants who attended the earlier workshops. Space is limited and participation is on a first-come-first served, so register today to reserve your seat.

For more information and to register go to: www.miamidade.gov/itc

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Mayor of Addis Ababa Visits Miami-Dade County



ITC (now OEDIT), in conjunction with the Office of Strategic Business Management (OSMB) organized an inbound government mission from Addis Ababa, Ethiopia led by the Honorable Ato Kuma Demeksa Tokon, Mayor of the City of Addis Ababa from August 14th-19th, 2010. The purpose of Mayor Demeksa's visit was to learn more about how County government operates. The program included briefings by representatives of Miami International Airport and the Port of Miami, as well as a tour of each facility. In addition, the delegation toured the County courtesy of the Greater Miami Convention and Visitors Bureau, and ITC facilitated meetings with members of the County's Government Information Center, the Office of Sustainability, and the Department of Environmental Resources Management.



L to R: Trade Development Specialist, Maria Dreyfus-Ulvert, Executive Director, Tony Ojeda, Mayor of Addis Ababa, Ato Kuma Demeksa Tokon, and Mr. Daba Debele Hunde, Director Capacity Building Bureau



Mayor of Addis Ababa, Ato Kuma Demeksa Tokon (3rd from right) meets with Coral Gables Vice Mayor William Kerdyk (center red tie) and his staff at Coral Gables City Hall - Senior Trade Development Specialist, Desmond Alufohai (far left)

EVENTS

October 7th

OEDIT Import/Export Workshop Series with Peter Quinter "Exporting Compliance for Int'l Trade Professionals"

OEDIT

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

October 15th-22nd

Outbound Mission: Spain

Greater Miami

Chamber of Commerce

Juan Gonzalez 305-577-5477
jgonzalez@miamichamber.com

October 18th-20th

Cargo Facts 2010 Sixteenth Annual Aircraft Symposium

Royal Media Group

Molly Devine 212-532-4612
conference@cargofacts.com

October 25th-28th

The Americas Business Trade Mission to Mexico

U.S. Commercial Service

Delia Valdivia 310-235-7203
delia.valdivia@trade.gov

November 4th

OEDIT Import/Export Workshop Series with Peter Quinter

"Importing Food into the U.S. for Int'l Trade Professionals"

OEDIT

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alufoha@miamidade.gov

November 5th-14th

South Florida International Auto Show

941-366-2554

www.sfliautoshow.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. García, Property Appraiser; George M. Burgess, County Manager; Robert A. Cuevas Jr., County Attorney

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www.miamidade.gov/itc/itc_registration_form.asp



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