



# GlobalTrader

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## Third ITC/Sister Cities Annual Retreat Paves Way for Agency's Future

The ITC and Sister Cities Boards perform the important function of setting the general direction for the agency to follow, and each year these advisory boards engage in a strategic planning process that forms the basis for the agency's Strategic Plan.



(L) Commissioner Natacha Seijas, ITC Chair, opens Retreat. (R) ITC Executive Director J.A. Ojeda, Jr. reports on accomplishments



Board members interacting at ITC Retreat

On Saturday, November 15th, the two boards met for their 3rd Annual Joint ITC/ Sister Cities Retreat. During this planning session, they reviewed planned versus achieved goals and objectives for the past fiscal year as well as planned goals and objectives for the current fiscal year. Then, after breaking out into four random groups, board members engaged in strategic brain-

*continued on page 7*

## ITC and Beacon Council Collaborate to Make Miami-Dade County A Fashion-Lifestyle Hub

Miami-Dade County has taken a giant step towards becoming a premier industry hub for the fashion and lifestyle sectors. The Beacon Council, which launched the Fashion-Lifestyle Initiative and took a mission to Italy in May 2008, coordinated an inbound trade and cultural mission from the Lombardy Region of Milan, Italy, December 1st - 4th. The Fashion-Lifestyle Initiative was created to raise Miami-Dade's profile as a fashion industry business destination by attracting high-end brands that would ultimately establish showrooms, marketing and sales offices, warehouses, and distribution centers in Miami.

The ITC used its trade database and other marketing methods to arrange a total of 42 business-to-business matchmaking meetings between 20 Miami companies involved in the fashion industry and Italian fashion companies on December 3rd.

*continued on page 3*



Members of the Italian fashion delegation from Milan and South Florida businesspersons exploring business opportunities during matchmaking sessions arranged by ITC at the Biltmore Hotel.

## Message from the Vice-Chair

I am deeply honored that former Miami-Dade Board of County Commissioners Chairman Bruno Barreiro has appointed me as the new Vice Chair of the ITC Board of Directors.

I am grateful for the leadership and support I have received from ITC Chair Commissioner Seijas, and I look forward to working with the full Board as together we advance the mission of the agency.

The ITC plays a very important role in promoting Miami-Dade County as a Global Gateway for trade, and it is



Jose Luis Castillo

involved in many exciting trade initiatives. As a Board member since 2003, I have been involved in various capacities.

I have served as the Chair of the ITC's Internal Management Committee and have worked on programmatic and administrative projects with the goal of strengthening the agency's operations. More recently, I have served as the Chair of the ITC Ad Hoc Seaport Committee, which has been charged with exploring ways for the Miami Seaport to retain and expand its market share with respect to the movement of cargo.

I am very proud to have been a part of this organization, and I look forward to the exciting work that lies ahead under my new role as the agency's Vice Chair.

Jose Luis Castillo  
ITC Board of Directors Vice Chair

## ITC Board Welcomes New Members, Says Farewell to Retiring Members

Seven ITC Board members concluded their six year tenure on the Board and are retiring. At the ITC/Sister Cities Retreat on November 15, ITC Chair Natacha Seijas presented retiring Board members with an appreciation plaque for their services. Commissioner Seijas said: "Their contributions as founding members of ITC are immeasurable, and their support has been invaluable. They will be missed."

### Retiring Board members are:

**William Alexander**

**Willie Gort**

**Marlon Hill**, who served as Treasurer of the ITC

**Jill Press Klaskin-Press**

**Fernando Melo**

**J. David Peña**, who was the Chairman of the Western Hemisphere Trade Initiatives Ad Hoc Committee

### Miguel Southwell

**Dwayne Wynn**, who was the Board's Secretary and Chairman of the Global Affairs Committee

Also retiring from the Sister Cities Coordinating Council after 15 years of service is FIU Professor **Allan Rosenbaum** who represented Iquique, Chile; Asunción, Paraguay, and Pucalpa, Peru.

Commissioner Seijas announced that County Commissioners Dorrin Rolle, Barbara Jordan, and Dennis Moss had appointed Bernice Fidelia, Andrew Osolase; and Joseph Rhoden. County Manager George Burgess appointed Ana Sotorrio and Enterprise Florida appointed Ivan Barrios. Commissioner Seijas said she was certain these new members would add their experience to support the goals and objectives of ITC.



Commissioner Seijas presents a plaque to David Peña



Plaque presented to Dwayne Wynn



Plaque presented to Miguel Southwell



Plaque presented to Captain William Alexander



Commissioner Seijas and Sister Cities Chair, Shelly Smith Fano, present plaque to Allan Rosenbaum

# ITC and Beacon Council Collaborate to Make Miami-Dade County A Fashion-Lifestyle Hub

*continued from page 1*

The Italian delegation was primarily comprised of manufacturers of high-end women's and children's designer apparel as well as high-end accessories such as leather belts, bags, shoes, ties, and cufflinks.

One of the Miami participants, Gabriella Sweet of World Class Footwear "Battaglia", met with one of the Italian manufacturers of leather goods. She said the proposal by the Italian company was excellent and that they were an attractive option as suppliers for her company, not only because of their interesting sales prices, but also for the quality level of their merchandise.



*Some of the 42 matchmaking sessions between the six Italian fashion industry delegates and 20 representatives of Miami companies interested in developing new business opportunities. The productive sessions in some instances resulted in new business relationships.*



## SISTERCITIES

### Sister Cities Program Increasing Affiliations Around the World

The Sister Cities Program of Miami-Dade County is quickly moving to consolidate affiliations with new additions to its roster of Sister Cities.

For the first time Miami-Dade County will have affiliations with cities in Africa. Both Dakar and Cape Town, have agreed to enter into Sister Cities agreements with Miami-Dade.

The Miami-Dade Board of County Commissioners (BCC) has already adopted resolutions recommending these affiliations. Dakar is a major city on Africa's west coast and the capital of Senegal, and Cape Town is the most populous city in South Africa and a major tourist destination like Miami. A visit to both cities to sign the agreements may be planned in the future.

Prague and Miami-Dade began discussing an affiliation during the Miami-Dade branding and trade development mission to that city last May. The BCC has approved a resolution recommending an affiliation with this capital city of the Czech Republic. Like Miami, Prague bases its economy largely on trade and tourism and has a large population of over 2 million. This would be the first agreement with a city in Central Europe.

And finally an affiliation with the Department of Guatemala, Republic of Guatemala is nearly finalized and the arrangements for the signing are being worked out by officials on both sides.

### BCC Chairman Barreiro Awards Sister Cities Scholarship to Nursing Student

Former Board of County Commissioners Chairman Bruno Barreiro presented a \$1,500 scholarship sponsored by the Miami-Dade County Sister Cities Program to Inatha Lorfils, a Nursing Student at Miami Dade College on December 18, 2008 at the County Commission Chambers.

The funds were raised through the sale of art at the Sister Cities Art Exhibit held last September at the Tower Theater.

The basis for the selection of Ms. Lorfils was academic achievement, financial need and community service. The Sister Cities Scholarship Ad Hoc Committee selected her out of a field of 12 applicants and four finalists.



From left to right: Miami-Dade County Board of County Commissioners Chair Bruno Barreiro, Commissioner Audrey Edmonson, scholarship winner Inatha Lorfils, Commissioner Dorrin Rolle, Miami Dade College North Campus President Dr. Jose Vicente, Sister Cities Coordinating Council Chair Shelley Smith-Fano, Coordinating Council Member Malou Harrison and Commissioner Barbara Jordan.



### Director of the Taipei Economic and Cultural Office Visits Miami

ITC Chair, Commissioner Natacha Seijas, and ITC Executive Director J.A. Ojeda, Jr., met with Miguel L.J. Tsao, the newly appointed Director of the Taipei Economic and Cultural Office in Miami on December 4. The three are pictured at left with Commissioner Seijas receiving a commemorative gift from Mr. Tsao.

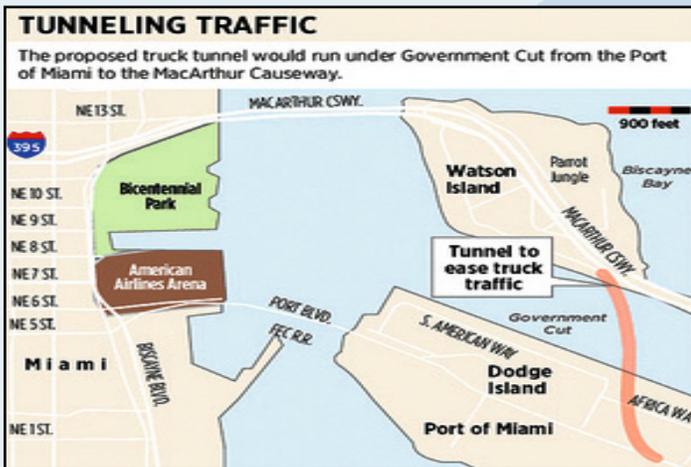
# Miami-Dade County's Efforts Gives Port Tunnel Project New Hope

The plan to build the Port of Miami Tunnel, which would improve access to the Seaport while relieving congested downtown Miami traffic, has received an encouraging second chance of funding from the State. Intense efforts by Miami-Dade County officials, among them Mayor Carlos Alvarez's fervent appeals to Gov. Charlie Crist – including a trip to Tallahassee – brought about renewed hope in mid-January when Gov. Crist called the Mayor after the trip to assure him the tunnel project is not dead. The governor added that the State would work towards solving the challenges to the funding. As it stands now, the project is on hold. On December 13, the Florida Department of Transportation (FDOT) pulled its support for the \$1 billion project, citing problems that equity partners had in securing private funding. Soon after, the Mayors of both Miami-Dade County and the City of Miami, which together have

pledged \$457 million towards the tunnel project, held a joint news conference in which they fervently asked the governor to reconsider FDOT's decision and to reinstate the project.

The Port of Miami is the largest container port in Florida handling almost 8 million tons of cargo last year, and generating about 180,000 jobs and over \$17 billion for our local economy. It faces the challenge of increasing capacity for anticipated growth in cargo operations to remain a globally competitive cargo destination, and without FDOT funding the project hangs in the balance along with the future viability and competitiveness of the Seaport.

At the December press conference Miami-Dade Mayor Carlos Alvarez said, "The Port Tunnel project will keep our port competitive and our community moving forward. If we stand still, we will lose business".



A map of the tunnel connecting Watson Island to the Port of Miami



A computer rendering of what the entrance to the tunnel would look like.



Standing by the podium at the emergency press conference on December 14th are Miami-Dade County Mayor Carlos Alvarez and City of Miami Mayor Manny Diaz. They are surrounded by other county and city officials who attended the press conference.

# Challenges to Trade in the Hemisphere Surface at 32nd Miami Conference on the Caribbean and Central America

The global economic crisis, the energy crisis, security threats to the region and the change in the U.S. administration were among the main themes of the 32nd Miami Conference on the Caribbean and Central America held Dec. 1st to the 3rd at the Inter Continental Hotel.

While there was no specific session on trade, the cross currents and controversy on trade issues in the hemisphere were evident in the following sessions:



*Assistant Secretary of State Thomas Shannon delivering the keynote address*

## **CARIBBEAN**

As countries in the Caribbean grapple with the crisis in the global economy, the vulnerability of the region is ever mounting as it remains heavily dependent on imports.

## **CENTRAL AMERICA**

CAFTA-DR is at best only providing 50 per cent of its intended benefits to the participating countries.

## **A HEMISPHERIC PERSPECTIVE**

Albert Ramdin, assistant secretary general Organization of American States, said that the region still has the highest income disparity in the world and a very high level of poverty.

## **SUMMIT OF THE AMERICAS**

Trade will be a very low priority item at the Summit of the Americas to be held in Trinidad next April.

## **CHALLENGES TO SHIPPING IN THE CARIBBEAN**

Most of the region's ports are facing a major crisis as they attempt to comply with U.S. Homeland Security requirements for 100 per cent scanning of containers by 2010.



*Business executives, government officials and academics from the Caribbean and Central America exchange views at a large exhibition area.*



*The audience at one of the Conference's receptions*



*Addressing the attendees at a Conference reception.*



*Conference panel addresses the issues.*

# ITC/Sister Cities Annual Retreat

*continued from page 1*

storming sessions which focused on the next fiscal year.

Among the top issues discussed at the Retreat were:

- Increase awareness of ITC;
- Increase trade with current trade partners; and,
- Identify new trade partners.

The boards also suggested a new initiative: for the agency to organize an annual "ITC Trade Summit" to educate the community on Miami-Dade County's trade potential. The recommendations of the Retreat participants were included in a proposed Strategic Plan, which both boards reviewed and adopted.

In her closing remarks, Commissioner Seijas thanked the members for attending, and stated that she would be giving \$20,000 from her discretionary budget to the ITC to support the agency's various trade initiatives.



*Board members at the ITC Retreat*



*Board members at the ITC Retreat*



*Board members interacting at the ITC Retreat*

## TRADE UPDATES

### Miami-Dade Trade

On November 5, 2008, ITC Board members joined Executive Director J.A. Ojeda, Jr. and several members of staff at the Greater Miami Chamber of Commerce Trustee Luncheon at Jungle Island. Keynote speaker John A. Adams, Jr., Ph.D., President and CEO of Enterprise Florida, said that all economic indicators point to Florida coming out of the current recession ahead of other states because Florida's robust international trade has diversified the state's economy.

*The Florida-China Association (FCA) held a 2008 Florida-China Business Forum Networking and Business Matchmaking Breakfast on Thursday, November 20, 2008. The Business Matchmaking sessions brought together South Florida companies with visiting Chinese business representatives. ITC was a co-sponsor of the event along with Enterprise Florida, The Beacon Council, The Doral Business Council, the Broward Alliance and Broward County.*

On November 21st, 2008, the Center for Hemispheric Policy at the University of Miami hosted the Latin America 2009 Economic, Business and Trade Forecast. Ernest Brown, Head of Economic Research at Santander Investment Securities in New York highlighted that the Latin American region will experience lower economic growth for 2009, but added that the region is better prepared today to deal with this crisis. International Monetary Fund predicts Latin America will grow 2.5% next year.

### Latin Trade

#### CITA Amends 12-Month Cap on Duty/Quota-Free Benefits for Andean Apparel

The Committee for the Implementation of Textile Agreements has issued a notice extending through Sept. 30, 2009, the quantitative limitation on imports of qualifying apparel articles eligible for preferential tariff treatment under the regional fabric provision of the Andean Trade Promotion and Drug Eradication Act.

#### New Requirements for Using Special Export Clearance Facilities at Port of Santos

Brazil's Internal Revenue Department recently issued new eligibility rules for the use of Redex facilities, which are special facilities for customs clearance of export shipments.

#### Brazilian Auto Parts Industry Continues Rapid Growth

The Brazilian auto parts industry is operating at the limit of its capacity to keep up with the increasing domestic production of automobiles.

#### Supreme Court Won't Hear Case on NAFTA Duty Deferral Regulation

The U.S. Supreme Court has decided not to review a lower court decision upholding the constitutionality of the NAFTA duty deferral regulation.

**EVENTS**

**January 27—28, 2009**

**How to Develop an Export Management and Compliance Program**

*U.S. Commercial Service  
Hyatt Regency, Miami  
Stephanie Heckel • 954-356-6640 ext. 19  
Stephanie.Heckel@mail.doc.gov*

**January 30, 2009**

**Customs Compliance Seminar:  
Protecting Your Brand**

*Becker & Poliackoff  
Coral Gables, Fl.  
Peter Quinter • 954-985-4101  
pquinter@becker-poliakoff.com*

**January 31—February 7, 2009**

**Inbound Trade Mission From Russia**

*The Jay Malina International Trade Consortium  
Miami, Fl  
Maria Dreyfus-Ulvert • 305-375-3885  
dreyfus@miamidade.gov*

**March 27, 2009**

**Inbound Trade Mission From India**

*The Jay Malina International Trade Consortium  
Miami, Fl.  
Desmond Alufohai • 305-375-3526  
Alufohai@miamidade.gov*

**March 30—April 1, 2009**

**Inbound Trade Mission from Poland  
Undersecretary of the Economy,  
Marcin Koroles**

*The Jay Malina International Trade Consortium  
Miami, Fl  
Maria Dreyfus-Ulvert • 305-375-3885  
dreyfus@miamidade.gov*

**DID YOU KNOW...**

**Exports account for essentially all the growth in our economy so far this year?**

*Source: U.S. International Trade Administration.*

**The Port of Miami serves more than 20 shipping lines that call on more than 100 countries and 250 ports across the world?**

*Source: Port of Miami.*



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