



Cathay Pacific Begins Air Freight Service with MIA

On March 6th, Cathay Pacific flew its inaugural cargo flight from Hong Kong to Miami, beginning a three-times-a-week service from the world's busiest cargo hub to Miami International Airport (MIA).

The annual trade volume between MIA and Asia is valued at more than \$2 billion, and the new Hong Kong route will greatly enhance trade between MIA, Latin America, the Caribbean and all of Asia.



Inaugural Cathay Pacific cargo flight

Cathay Pacific ranks fifth in the world among air cargo carriers, and was named Best Asian Pacific Cargo Airline by Air Cargo News magazine in 2008.

The ITC is particularly pleased that Cathay Pacific has established this freight route. In 2004, during its MIA Air Cargo/ITC Business Development Mission to Hong Kong, the ITC headed by former ITC Chair, Commissioner Jose "Pepe" Diaz, along with airport staff, met with senior representatives of the Hong Kong Aviation Authority and with senior officials of Cathay Pacific to discuss the establishment of an air cargo and passenger route with MIA.

Miami Sets New Trade Records in 2008

The Miami Customs District in 2008 reached an **all time high of \$90.2 billion in trade** with the rest of the world, according to recently released trade data from the U.S. Census. This level of trade represents a record-setting **14.2% increase from the previous year**. At the same time, the Customs District also outperformed all other U.S. Customs Districts by posting the **largest trade surplus in U.S. history - \$19.6 billion!** Perhaps most impressively, these achievements come amid a general global economic downturn and while international trade business is weakening faster than ever seen before.

Exports from the Miami Customs District increased over 20% in 2008 to over \$54 billion and included the shipment of more computer products and phones than any other Customs District. Imports for the District increased 5% from the previous year, and totaled over \$35 billion in 2008.

Brazil is still Miami's #1 trading partner with over \$13 billion in trade for 2008, with Venezuela taking the #2 spot at \$6.3 billion, and Colombia #3 at \$5.6 billion. China has passed the Dominican Republic to become Miami's 4th largest trading partner with over \$4.6 billion in trade for 2008.

Miami International Airport and the Port of Miami continue to play a key role in expanding our international trade efforts.



Miami International Airport



Port of Miami

Message from Albert Osés Chair, Internal Management and Marketing Committee

It has been a privilege for me to serve on the ITC Board of Directors as a representative of the Florida Customs Brokers and Forwarders Association (FCBF) since 2007.

Recently, Commissioner Seijas appointed me to chair the new ITC Internal Management and Marketing Committee. This committee is charged with providing innovative ideas, guidance, recommendations, and resources to the ITC's marketing and outreach efforts, and with reviewing internal control management and processes.

I am excited to be a part of this committee, because I know that the ITC plays a very important role in promoting



Albert Osés

Miami-Dade County as a Global Gateway for trade, and it is involved in many exciting trade initiatives. In my new capacity,

I want to devote my efforts to ensuring that many more people in this community and abroad are also aware of the ITC's programs and activities.

While the ITC has developed a fairly comprehensive marketing campaign, and it has made significant strides with its website and promotional video, there are always opportunities for improving our message to our trade constituents. I don't think that it is necessary to reinvent the wheel, but, I feel confident that the committee will be able to positively contribute by looking at things from a fresh perspective.

I look forward to working with the Committee and advancing the mission of the ITC.

ITC Board Welcomes New Members, Says Farewell to Retiring Member

New Board members:

Commissioner Natacha Seijas, ITC Chair welcomes newly appointed member, Gerald K. Schwartz, representing Commissioner Sally Heyman (District 4)

ITC also welcomes, Rene Alvarez, representing Commissioner Joe A. Martinez (District 11)

Retiring Board members:

Jacqueline Del Cristo, representing Commissioner Jose "Pepe" Diaz (District 12)



Commissioner Seijas with new ITC Board member, Gerald Schwartz.

Ana Sotorrio Receives Award

ITC Board member, Ana Sotorrio, was honored at the 2009 International Women's Day Conference and Awards Luncheon hosted by World Trade Center Miami on March 6th, 2009. The annual event honors women in the community who have made significant contributions in advancing international trade and business in South Florida.

Ana Sotorrio is the Associate Director of Governmental Affairs for Miami-Dade Aviation Department, and a member of the ITC Board of Directors. She directs the Department's legislative and regulatory affairs at the local, state, and federal levels. At the local level, she serves as liaison to the Miami-Dade Board of County Commissioners and is responsible for obtaining Board approval of Aviation Department contracts, leases, and other legislative or fiscal proposals.



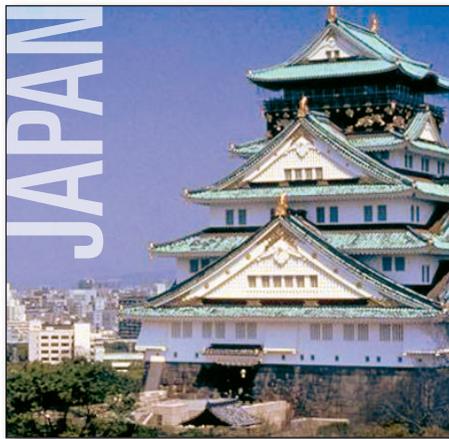
Jose Perez-Jones, Chairman of World Trade Center Miami & Sr. Vice-President of Seaboard Marine (right) and Charlotte Gallogly, World Trade Center Miami President (left) present award to Ana Sotorrio on March 6th, 2009 at the Biltmore Hotel in Coral Gables.

ITC Leading Buying Mission to Japan and Taiwan

 The ITC is organizing a Business Buying Mission to Asia May 26 to June 5, 2009, to access two of the most dynamic markets in the world – Osaka, Japan and Taipei, Taiwan.

Japan is our 20th largest trading partner with \$1.5 billion of trade a year and Taiwan is 31st with \$597 million.

Osaka is the second most populous city



in Japan behind Tokyo, and its top three economies are commerce, services, and manufacturing. These sectors represent 18.9% of Japan's gross domestic product. Taiwan is one of the “Four Tigers of Asia”, and Taiwanese firms are the world’s largest suppliers of computer monitors and leaders in the manufacturing of personal computers.

The ITC is seeking participants from the private sector in the following areas:

- Apparel, Textiles, and Designs
- Appliances, Computers, and Electronics
- Biotechnology and Life Sciences
- Environmental “Green” Industries
- Pharmaceuticals
- Import & Export (General Merchandise)
- IT and Telecommunications

Mission participants will meet with high level government officials, receive trade briefings, attend one of the largest IT trade shows (Computex Taipei), participate in business-to-business matchmak-



ing meetings, and network with businesses and chambers of commerce in both cities. The cost of the 10-day mission is \$4,050 per person.

Interested parties should contact Desmond Alufohai, ITC Senior Trade Specialist before the registration deadline of April 2, 2009, for more information at 305-3526 or at alufoha@miamidade.gov

South African Consul General Visits Miami-Dade

 The close relationship with South Africa that resulted from the ITC Mission to that country in 2007 continues to grow. The South African Consul General in New York, the Honorable Fikile Mugabane, visited Miami-Dade in February.

The Consul General was in town to celebrate the fourth year that South African boat builders have participated in the **Strictly Sail** part of the Miami International Boat Show. South Africa has a thriving boat-building industry and their representatives were in force at the Boat Show. The Consul General hosted an event where ITC Executive Director, J.A. Ojeda, Jr., had a chance to meet with her and with Lonnie Lawrence, Assistant to Congressman Kendrick Meek (picture at



The Honorable Fikile Mugabane and Mayor Carlos Alvarez.

right). A day earlier, Consul General Mugabane was also a guest of the ITC at the XXII Annual State-of-the-Ports briefing, where she had the opportunity to meet with Mayor Carlos Alvarez.



ITC Executive Director, J.A. Ojeda, Jr., Lonnie Lawrence, Assistant to Congressman Kendrick Meek, and The Honorable Fikile Mugabane.

Miami-Dade’s Economic Development Organizations Work Together to Bring Spanish Businesses to South Florida



ITC Chair, Commissioner Natacha Seijas, joined The Beacon Council, The Greater Miami Convention and Visitors Bureau, Becker & Poliakoff, CAMACOL, and the Spain-U.S. Chamber of Commerce in an economic development mission to Spain to promote Miami-Dade County as a global business center January 26th – 30th, 2009. The combined efforts of various economic development organizations showed solidarity as well as offered Spanish companies a platform to do business in the U.S. and Latin America.

During the mission, the delegation met with government agencies, industry associations, and companies across various industries including Financial Services, Renewable Energy, International Commerce, Professional Services, and Fashion-Lifestyle. The overall sentiment conveyed from Spanish companies is that they are committed to investing in the U.S. because they believe that it will be the first market to recover from the global recession. Therefore, Spain will continue expanding operations in the U.S. and currently has 23 active projects in the South Florida market through the Beacon Council.

“I was very pleased to have participated in this important mission” said Commissioner Seijas, “because Spain continues to be one of our top markets in Europe, has many investments in Miami-Dade, and enjoys close cultural ties in our community.”



Frank Nero, President of the Beacon Council, Natacha Seijas, Miami-Dade County Commissioner, and Larissa Valero, Director of Sales for Latin America and Spain for the Greater Miami Convention & Visitors Bureau.



Commissioner Seijas and Frank Nero participate in a panel discussion.

Miami-Edison Senior High School Student Explores Career Choices in International Trade

Marjorie Charles, a Miami-Edison Senior High student spent the better part of the day on February 2nd visiting the ITC offices as part of a “job shadowing” program that offers the opportunity to explore different career choices. Ms. Charles, a senior, was able to visit with ITC Executive Director J.A. Ojeda, Jr., and with four other members of the ITC staff.



Marjorie Charles and ITC Executive Director, J.A. “Tony” Ojeda.

Elizabeth Moss Receives Recognition

ITC Executive Director, J.A. “Tony” Ojeda presented Elizabeth Moss with the award from the American Diabetes Association. Elizabeth Moss, ITC’s Senior Executive Secretary, received an award for the 2008 Step Out Walk to Fight Diabetes campaign from the American Diabetes Association for being one of the top fundraisers in 2008. As a testament to her achievement, she proudly displays the American Diabetes Association “Most Valuable Corporate Team” plaque for one year at ITC’s Miami-Dade County office.



Elizabeth Moss and J.A. “Tony” Ojeda.

Commissioner Natacha Seijas Keynote Speaker at FIU

The Florida International University School of Business invited ITC Chair, Commissioner Natacha Seijas to be a keynote speaker as part of their Wertheim Lecture Series. Commissioner Seijas addressed 50 FIU students majoring in marketing and international business on February 26, 2009. FIU President Modesto ‘Mitch’ Maidique and Joyce Elam, Dean of the



ITC Chair, Commissioner Natacha Seijas addresses FIU students.

“I was extremely pleased to have participated and particularly enjoyed addressing so many young students with an interest in international trade and marketing.”

— Commissioner Seijas

School of Business, welcomed the Commissioner to the campus and introduced her to the students.

During her keynote remarks, Commissioner Seijas discussed the important role that international trade plays in our local

economy. She highlighted the fact that the two engines of our trade industry are the Port of Miami and the Miami International Airport, both of which grew in trade related activity in the past year contributing to a trade growth of 14% over last year for the Miami Customs District, and a record breaking trade surplus of \$19.6 million.

At the conclusion of her remarks she participated in a spirited question and answer session with the students present.



Commissioner Seijas and FIU President Modesto ‘Mitch’ Maidique.

Seventh Annual Sister Cities Art Exhibit — “The Universal Language of Art”

A Call to Artists will soon be issued for the Seventh Annual Miami Dade Celebrates the Art of its Sister Cities. The theme for this year’s Exhibit, which is sponsored by the Miami-Dade County Sister Cities Program and Miami Dade College, is “The Universal Language of Art”, and will take place from September 17th through October 8th at the Tower Theatre, 1508 SW 8th Street in Miami. Last year’s Exhibit drew hundreds of visitors to the events and seminars throughout the exhibition, and proceeds were used to provide a scholarship to a Miami Dade College student who demonstrated academic achievement and civic responsibility.



Visit from City of Buenos Aires



ITC Executive Director, J.A. "Tony" Ojeda, and Trade Development Specialist, Maria Dreyfus-Ulvert, briefed Mr. Carlos Pirovano and Mr. Gabriel Zinny from the Ministry of Economic Development-Government of the City of Buenos Aires on ITC's programs and activities, and discussed possible joint programs to promote trade. The meeting took place at ITC offices on February 3rd, 2009.



Trade Development Specialist, Maria Dreyfus-Ulvert, ITC Executive Director, J.A. "Tony" Ojeda, Mr. Carlos Pirovano, and Mr. Gabriel Zinny from the Ministry of Economic Development, Government of the City of Buenos Aires.

Visit from Consulate of Belgium in Atlanta Representing Flanders



ITC Executive Director, J.A. "Tony" Ojeda met with Mr. Ludwig Van den Bossche, Investment and Trade Commissioner from the Consulate of Belgium in Atlanta February 17th, 2009 at the ITC offices. Mr Van den Bossche is the Economic and Commercial Representative for Flanders and Brussels, and his visit was to discuss increased trade opportunities between Miami-Dade and Flanders.



J.A. "Tony" Ojeda with Mr. Ludwig Van den Bossche.

Commissioner Rolle Welcomes the Vice President of Sierra Leone to Miami-Dade



Miami-Dade County Commissioner Dorrin Rolle welcomed the Vice President of Sierra Leone, the Honorable Samuel Sam Sumana, two ministers of his cabinet, and other high level officials to Miami-Dade on January 21, 2009.



Commissioner Rolle and the Honorable Samuel Sam Sumana, Vice President of Sierra Leone.

Vice President Sumana indicated that his delegation was visiting Miami-Dade County to promote increased trade, economic and cultural relations, and travel between his African nation of 6.2 million citizens and South Florida. The Vice President said that Sierra Leone would like to open a Consulate in Miami-Dade. He also expressed an interest in establishing a

Sister Cities relationship between Freetown, Sierra Leone and Miami-Dade County.

Commissioner Rolle told the delegation, "We are very happy



Commissioner Rolle and the Sierra Leone Delegation.

that you are here because our countries have many ties and we are certain that both Sierra Leone and Miami-Dade County can benefit from closer economic and cultural relations."

The Vice President and his party also had an opportunity to meet with members of the County Commission where they were officially welcomed by Commission Chairman, the Honorable Dennis Moss.

TRADE UPDATES

Miami-Dade Trade

The Greater Miami Chamber of Commerce held its January Trustee Luncheon on January 7th at Jungle Island. The speakers were Frank Nero, president of the Beacon Council, who spoke of his organization's Fashion-Lifestyle Initiative and Tony Villamil, of the Washington Economics Group, who analyzed the 2009 national and global outlook.

The Florida Foreign Trade Association hosted a seminar on "Innovative Ideas in Challenging Economic Times" on February 26th at the Miami Free Trade Zone. Presentations were made by Manny Mencia of Enterprise Florida; J. Eduardo Torres of the U.S. Commercial Service; and Michael McGee, Regional Senior Commercial Officer for Central America of the U.S. Commercial Service.

The Honorary Consul of Poland in Miami-Dade, Ms. Blanka Rosentiel, and the Honorary Vice Consul, Beata M. Pasczy, recently visited ITC offices to discuss logistics of the upcoming Inbound Trade Mission from Warsaw to Miami-Dade, which is scheduled for March 28th through April 1st. Several ranking Polish officials as well as representatives of 12 Polish companies will be part of the mission, and the ITC is arranging business-to-business matchmaking meetings on March 31st. To participate in this session, please contact Maria Dreyfus-Ulvert at the ITC at 305-375-3885 or at mdreyfu@miamidade.gov.

The Greater Miami Chamber of Commerce (GMCC) has released their 2009 AmericasLinkage Program. In partnership with American Airlines and Enterprise Florida, the GMCC will be taking several business development trade missions to Latin America during the several upcoming months. The mission to Colombia will be taking place in April, and then to Lima, Peru in May. A mission to Argentina is also scheduled to take place in May, with a visit to Canada in June, and Brazil in September. The AmericasLinkage Program includes country briefings, seminars, and networking opportunities.

The Beacon Council and Italy-America Chamber of Commerce hosted a delegation from the Friuli region of Italy on March 16th, 2009. The delegation was led by Giorgio Santuz, President of Ente Friuli nel Mondo, and several business leaders from the region including unique wines and high-end furniture. The delegation was here to learn about Miami-Dade County, and to create business linkages in hopes to expand their businesses.

Latin Trade

The Peru-Chile FTA took effect March 1

A free trade agreement between Peru and Chile entered into force March 1. International Trade Daily reports that the FTA provides for nearly all remaining tariffs on two-way trade to be eliminated by 2016 and includes provisions on immigration, services and investment.

More Brazilian Companies Eligible for Government Export Financing

Brazil's Trade Ministry is allowing more companies to use the government's Proex export financing program. According to International Trade Daily, Proex "provides loans to primarily small and mid-sized Brazilian exporting firms at subsidized interest rates compatible with the rates available to competitors on international markets".

Brazil Drastically Expands Import License Requirements

In a move that caught Brazilian importers by surprise, Brazil's foreign trade department last week drastically expanded the list of products subject to import license requirements.

Ex-Im Bank Considers Support for Exports of Mining Equipment to DR

The Export-Import Bank has received an application for a \$453 million direct loan to support the export of approximately \$372 million worth of mining equipment and services to the Dominican Republic.

Latin American Countries React to Global Downturn

Latin American and Caribbean countries are reacting to the decreasing demand for exports and international monetary crises. The policy focus has shifted towards fiscal responsibility as access to external financing has become more difficult to acquire. Policies designed to raise spending levels have more potential than those based on tax cuts, and the spending raised by increasing direct transfers will have a greater effect if focused on targeted sectors that have a higher propensity to consume.

Mexico Places More Tariffs on US Goods

90 U.S. industrial and agricultural products will incur tariffs after the United States cancelled a program that allowed some trucks from Mexico to operate across the border. The new tariffs will affect products from 40 U.S. states which amounted to \$2.4 billion in trade in 2007.

EVENTS

March 20th – 22nd, 2009

Miami International Agriculture & Cattle Show

Miami-Dade County
Tropical Park, Miami
Kelvin Moreno 305-218-1238
Kelvin@morenofirms.com

March 24th, 2009

Sister Cities Summit

Miami-Dade County Sister Cities Program
Port of Miami
Adam Peters 305-375-5280
apeters@miamidade.gov

March 30th – April 1st, 2009

Inbound Trade Mission from Poland

The Jay Malina International
Trade Consortium
Miami, FL
Maria Dreyfus-Ulvert 305-375-3885
mdreyfu@miamidade.gov

April 19th – 23rd, 2009

Inbound Trade Mission from the Dominican Republic

Florida Foreign Trade Association
Miami-Free Zone
Ralph Puga 305-471-0737
info@ffta.com

April 20th – 25th, 2009

Business Development Mission to Colombia

The Greater Miami Chamber
of Commerce
Bogota, Barranquilla & Cartagena
Liane Ventura 305-577-5445
lventura@miamichamber.com

For a complete listing of events,
please link to: [www.miamidade.gov/
itc/sf_activity_calendar.asp](http://www.miamidade.gov/itc/sf_activity_calendar.asp)

DID YOU KNOW...

Miami International Airport has more scheduled non-stop cargo flights to Latin America and the Caribbean than Orlando, Houston, New Orleans, Atlanta, Tampa, and New York's Kennedy airports combined

Source: Miami-Dade Aviation Department

There are at least 72 multinational media and communications companies in South Florida

Source: WorldCity



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Delivering Excellence Every Day

