

ITC and the Greater Miami Chamber Take a Historic Mission to Peru and Chile



Message from J. David Peña
ITC Board of Directors Member,
Chair, Western Hemisphere
Trade Initiatives Ad Hoc
Committee

As Chairman of the ITC Western Hemisphere Committee, I was honored to participate in Miami-Dade County's historic mission to Peru and Chile. With the globalization of international trade that we have experienced in recent decades, Miami-Dade County can no longer rely on its geographic location to maintain its prominence as the preferred point of entry of goods bound for the United States. We are in a fierce competition with other U.S. cities that are aggressively marketing their air and sea ports in South and Central America, potentially taking away much needed tax revenues and jobs from our community.

This trade mission marked the first combined effort of elected officials, county government executives and the private sector working together to not only maintain, but also to expand trade relations with our largest trading partners. Furthermore, we must not overlook the selection of the two countries visited on this trade mission. Chile was one of the first countries to enter into a bilateral free trade agreement with the U.S. and Peru is the newest country to enter into a trade agreement with the U.S. This program allowed us to start with a country beginning its trade relation with the U.S. and ending with one that has benefited from years of equal, fair trade.

I want to extend my sincere thanks to the leadership of Commissioner Natacha Seijas, Chair of ITC, and of Executive Director Tony Ojeda and his staff.



Left: The Miami-Dade official delegation meets with Peruvian Deputy Foreign Affairs Minister, Gonzalo Gutierrez Reinel (second from the right) at the historic Torre Tagle in Lima.

The ITC and the Greater Miami Chamber of Commerce took a historic business development mission to Peru and Chile. It was the first time that these organizations collaborated on a joint mission to two of Miami-Dade's top trading partners, which had also negotiated or implemented Free Trade Agreements with the United States. The mission's objective was to help build business relationships in these two key Latin American countries.

The mission took place from September 21st - 28th, 2008 with a total of 34 participants. Seven delegates were from the government and the rest from the private sector, including representatives from two chambers of commerce.



Below: Mission participants attend a briefing at the U.S. Embassy in Santiago, Chile

In place of ITC Chair, Miami-Dade County Commissioner **Natacha Seijas**, who could not travel on the mission, Judge **Margarita Esquiroz**, also an elected government official, led the mission. **Carolina Rendeiro**, a member of the Board of Directors of the Chamber led the mission for the private sector participants. ITC's Executive Director, **Tony Ojeda**, and ITC Trade Development Specialist, **Maria**

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ITC Asia Mission



Scheduled for Next May

The ITC will return to the Asia-Pacific region next year when it leads a mission to Osaka, Japan and Taipei, Taiwan from May 24th to June 4th, 2009.

With two of the most dynamic and thriving economies in the world, Osaka and Taipei were recommended by the Asian Trade Initiatives Ad-Hoc Committee chaired by Alex Gonzalez. Mr. Gonzalez stated that the Committee had met three times to deliberate and select the countries best suited to conduct a branding and business development mission in Asia.

Osaka and neighboring Kobe are among Japan's principal trading centers, with leading ports and manufacturing areas.

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Did You Know?

- That \$1,372,000,000 (and counting) are the estimated tariffs imposed on U.S. exports to Colombia since U.S. - Colombia Free Trade Agreement (FTA) was signed (723 days). Signed FTA would eliminate tariffs, but is pending Congressional approval. Source: U.S. Department of Commerce.
- That since the inception of the African Growth and Opportunity Act (AGOA) in 2000, U.S. imports from Sub-Saharan Africa more than tripled. Source: AGOA 2008 Report, U.S. Trade Representative.



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Dreyfus-Ulvert staffed this mission on behalf of Miami-Dade County. **Liane Ventura**, Senior Vice President, Leadership Programs and International Business Development, and **Juan Pablo Gonzalez**, Director, International Business Development, staffed the mission on behalf of the Chamber.

As a result of the mission:

- The governments of Peru and Chile expressed strong interest in bringing official trade missions to Miami-Dade next year;
- Peru's Association of Transportation and Logistics (APACIT) visited Miami October 21, 2008, to explore collaboration with the Florida Customs Brokers and Freight Forwarders Association (FCBF);
- FCBF reviewed with Florida's Congressional Delegation the possible negative implications for trade associated with the Container Security Initiative (CSI);
- Representatives of the Chilean National Chamber of Commerce, Service, and Tourism (CNC) will visit POM and MIA to review and discuss the requirements of CSI;
- Both Peru and Chile will explore cultural exchanges with Miami-Dade County;
- Peru Air International is exploring a direct route between Peru and Miami;
- Private sector representatives had the opportunity to meet and network with their counterparts.



Meeting at the Chamber of Commerce, Service, and Tourism of Chile.



Deputy Trade Minister Eduardo Ferreyros, center, meets with the Miami-Dade official delegation.



Juan Kuryla, Assistant Director, Port of Miami discusses the key role his agency plays in international trade during the branding presentation in Lima.



Meeting at ProChile headquarters in Santiago.



The Honorable Raul Alcaino Lihn, Mayor of Santiago, center, with Tony Ojeda and Judge Margarita Esquiroz in Santiago's City Hall.

Trade Updates in the Americas

Mercosur, India to Lower Tariffs Pending Implementation of Full Trade Agreement

A free trade agreement between India and the Mercosur trade bloc moved closer to reality recently when Brazil and India approved the text of an agreement giving each side preferential tariff treatment to the other's market.

Temporary Subsidies for Mexican Industries Losing Protection from Chinese Imports

Mexico's Secretariat of the Economy has established a "Restructuring Fund" to aid the country's textile, apparel, footwear and toy sectors.

Brazil Increasing Use of Antidumping Measures

Over the last few years Brazilian producers and manufacturers have increasingly been using antidumping measures to fend off unfair trade practices and competition.

ITC Asia Mission Scheduled for Next May

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Japan was Miami-Dade's 22nd trading partner in 2007, with a total trade of \$1.2 billion. That was a growth of 19 per cent over the previous year.

Taipei is part of a major industrial area and the heart of Taiwan's international trade. Most of Taiwan's textile factories are there, and its other products include electronics, electrical machinery and appliances, wires and cables, and refrigeration equipment. Taiwan was Miami-Dade's 31st trading partner, with a total trade of \$532 million. That represented a decrease of 5.2 percent from 2006.

ITC will issue a registration package early in 2009 and will continue to update the Miami-Dade trading community through this newsletter, its website at www.miamidade.gov/itc and through individual invitations. Anyone interested in more information meanwhile can contact Senior Trade Developer Desmond Alufohai at (305) 375-3526 or by writing him at alufoha@miamidade.gov.



Miami-Dade County's
Sister Cities

Asti, Italy
Asuncion, Paraguay
Commonwealth of the
Bahamas
Cayman Islands, B.W.I.
Iquique, Chile
Kingston, Jamaica
Lamentin, Guadeloupe
Maldonado, Uruguay
Mendoza, Argentina
Monagas, Venezuela
Pereira, Colombia
Petit Goave, Haiti
Pucallpa, Peru
St. Kitts & Nevis Islands
San Jose, Costa Rica
Santa Cruz, Bolivia
Santo Domingo,
Dominican Republic
Sao Paulo, Brazil
Stockholm, Sweden
Tenerife, Canary Islands, Spain
Taipei, Taiwan
Turks & Caicos Islands
Veracruz, Mexico

Sister Cities' Sixth Art Exhibit Attracts Hundreds



The Sixth Annual Miami-Dade Celebrates the Art of its Sister Cities took place from September 23rd to October 7th, 2008, at the Tower Theatre in the heart of multicultural Miami. More than 35 artists representing countries from all around the world participated in this year's exhibit, which was titled "Celebrating our Diversity". A painting by local artist George Rodez, "Entering through the Window to Your Soul", was selected by the Sister Cities Art Committee to be featured on this year's Art Exhibit poster and Exhibit Catalog.

All proceeds of the Sixth Annual Miami-Dade Celebrates the Art of its Sister Cities benefit the Miami-Dade County Sister Cities Program.

Above are the local artists who participated in the Sixth Annual Miami-Dade Celebrates the Art of its Sister Cities Exhibit on the stage of the Tower Theatre Auditorium. Below are members of the Sister Cities Art Exhibit Committee. From left to right: Emma Tibaldeo; Laurice Hunter-Scott; Sister Cities Chair, Shelly Smith-Fano; Eva Swift; Art Committee Chair, Norma Amaro, and Malou Harrison.



Lufthansa Launches Dusseldorf to Miami Route

On October 27, 2008, the German American Business Chamber of Florida, Inc. hosted a Luncheon commemorating Lufthansa Airlines' launching of new non-stop service from Düsseldorf to Miami. Thierry Antinori, Executive Vice President Marketing and Sales of Lufthansa Airlines, and the President of the German American Business Chamber, Mr. Michael Claus, pictured on the left, addressed the audience about the airline industry, its challenges and opportunities, and Miami's important role as a destination.

American Airlines Starts Directs Flights to Pernambuco

On November 3rd, American Airlines started daily flights from Miami to Pernambuco's capital, Recife in Brazil. To celebrate this event and promote trade and tourism between the State of Pernambuco and Miami-Dade, Mr. Silvio Costa Filho, Pernambuco's Secretary of Tourism hosted a luncheon on Nov. 4th at the Biltmore Hotel where he spoke about "Doing business in Pernambuco". During his presentation Mr. Filho highlighted that Brazil Tourism Board (EMBRATUR) will invest \$15 million dollars in promoting Brazil in the US Market. The event was supported by the American Chamber of Commerce of Recife, the Greater Miami Convention and Visitors Bureau, American Airlines, and the Brazilian-American Chamber of Commerce. More than 80 people participated in this event.



ITC Welcomes Mission from Cordoba



The ITC participated in an event that welcomed a mission from Cordoba, Spain, which included 17 private sector participants from various industries, among them food production, agriculture, and decorative ceramics. They met with their counterparts in South Florida and expressed that Miami-Dade would be a good platform from which to launch marketing and trade initiatives in Latin America as well as the rest of the U.S. The ITC made a presentation to the delegation. Other economic development agents such as the Beacon Council, the Port of Miami also participated.

Chinese Vice Minister Visits Miami-Dade



The China Latin America Trade Center hosted a reception on November 8th for Xu Yousheng, Vice President of China's State Council and his delegation. Pictured from left to right, are Dr. Denis Rod, member, ITC Board of Directors; one of the hosts of the event, Shelley Smith-Fano, Chair of the Sister Cities Coordinating Council; and Lei (Harry) Huang, a visiting Fulbright Scholar from China at Miami Dade College. Also attending the reception was Miami-Dade County Commissioner Jose Pepe Diaz. On Behalf of the China Latin America Trade Center, Joe Chi welcomed the visiting Vice President.

MIAMI-DADE TRADE UPDATE

- **The Florida China Chamber of Commerce (FCCC)** hosted a delegation from Shenzhen, China on October 28th. Mr. Wang Xuewei, Director-General of Shenzhen Bureau of Trade and Industry (BTI) was among the visiting delegation. Shenzhen is the fastest growing city in China, and one of the most prosperous trade centers in the world.
- **ITC made a presentation** to an inbound mission from Colombia on Nov. 4. The Colombian-US Chamber of Commerce hosted the event held at the Miami Free Trade Zone. A delegation of 13 Colombian companies interested in exporting to the U.S. made up the delegation. The Consul General of Colombia, the Hon. Luis Ignacio Guzman was a speaker.
- **The Gateway Florida Board of Trustees** held a meeting last October 16 in which its Chairman, Ambassador Charles Cobb, explained that the organization will be fully engaged in supporting the recently announced initiative Pathways to Prosperity in the Americas (PPA), a multilateral effort to promote cooperation on trade and related issues in the Americas comprised of the eleven countries with which the U.S. enjoys bilateral free trade agreements.
- **The Florida Foreign Trade Association (FTAA)** held a Business Networking event last October 20th to meet a delegation of Costa Rican businessmen visiting Miami on an FTAA sponsored inbound mission. The Hon. Lorena Sanchez-Urpi, Cónsul General of Costa Rica was the keynote speaker.

Events

11/19-21/2008
America's Linkage Inbound Conference
Miami, FL
Greater Miami Chamber of Commerce
Juan Gonzalez 305-350-7700
jgonzalez@miamichamber

11/21/2008
Latin America 2009: Economic,
Business and Trade Forecast
JW Marriott Hotel, Miami
Center for Hemispheric - Univ. of Miami
Isabel Artime at (305) 284-9918
chp-rsvp@miami.edu

12/01-03/2008
32nd Miami Conference on the Caribbean
and Central America
Inter-Continental Hotel, Miami
Caribbean and Central American Action
202-466-7464 Ext. 28 - www.c-caa.org

12/03/2008
Inbound Trade Mission from Milan, Italy
Biltmore Hotel, Coral Gables
Jay Malina International Trade Consortium
Maria Dreyfus-Ulvert 305-374-3885
dreyfus@miamidade.gov

12/04/2008
Overview of the Global Payment Infrastructure
and the Supply Chain Connection
Regions Bank 7th Floor Media Room,
Coral Gables, FL
Florida International Bankers Association
305-579-0086 - fiba@fiba.net



Carlos Alvarez, Mayor
Board of County Commissioners:
Bruno Barreiro, *Chairman*
Barbara J. Jordan, *Vice Chairwoman*
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. Gimenez, *District 7*
Katy Sorenson, *District 8*
Dennis C. Moss, *District 9*
Sen. Javier D. Souto, *District 10*
Joe A. Martinez, *District 11*
José "Pepe" Diaz, *District 12*
Natacha Seijas, *District 13*
Harvey Ruvín, *Clerk of Courts*
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Robert A. Cuevas, Jr., *County Attorney*

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Stephen P. Clark Center
111 N.W. 1st Street, Suite 2560
Miami, Florida 33128
Phone: 305-375-5808
Fax: 305-679-7895
www.miamidade.gov/itc

Roberto Fabricio, *Editor*

