Memorandum

MIAMI-DADE COUNTY

Date: November 13, 2013

To: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor

Subject: End of Mission Report: Business Development Mission to Madrid and Barcelona, Spain

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I am pleased to enclose the End of Mission Report for the Business Development Mission to Madrid and Barcelona, Spain which I led together with Commissioner Javier D. Souto, and which was organized by RER's Economic Development and International Trade (EDIT) in June.

In both cities, Miami-Dade County fulfilled its objectives which were to:

1. Reinforce and further strengthen foreign investment between Miami-Dade County and Spain;
2. Promote Miami-Dade County as a global gateway and platform for trade;
3. Provide business and trade opportunities for Miami-Dade County enterprises participating in the mission;
4. Collaborate with and explore best practices of the host local government for possible adaptation to Miami-Dade County.

The mission included the participation of a total of twenty-six (26) delegates from Miami-Dade County. Fourteen (14) were from the private sector, and twelve (12) were representatives of government/ economic development agencies including The Beacon Council, The Greater Miami Convention and Visitors Bureau, and the Miami Downtown Development Authority.

Among other highlights, the number of new prospects developed by private sector business participants during business to business meetings and other networking events and by The Beacon Council totaled 132. Additionally, Miami-Dade County extensively promoted itself as a global gateway and premier business center during networking events where representatives of over 450 Spanish businesses and local business organizations attended, and during the over 17 media events generated while in Spain.

The Report will also be placed on RER's webpage.

Should you have any questions, please do not hesitate to contact me.

Attachment

c: Honorable Jose "Pepe" Diaz, County Commissioner and Chairman ITC
Members of ITC Board of Directors
Jack Osterholt, Deputy Mayor/Director, RER
Josh Gelfman, Deputy Director, Economic Development, RER
Dimitrios Nares, Economic Development/ITC, RER

MIAMI-DADE COUNTY FLORIDA
BUSINESS DEVELOPMENT MISSION TO

MADRID & BARCELONA, SPAIN
June 8th - 15th, 2013

END OF MISSION REPORT

Mission Leaders:

Carlos A. Gimenez, Mayor
Miami-Dade County

And

Javier D. Souto
Miami-Dade County Commissioner, District 10

Organized by:

Economic Development and International Trade Unit (EDIT)
Department of Regulatory and Economic Resources (RER) of Miami-Dade County, Florida

Dimitrios "Jimmy" Nares
Chief, EDIT RER
&
Maria Dreyfus-Ulvert
Trade Development Specialist, EDIT RER