Memorandum

MIAMI-DADE COUNTY

Date: September 1, 2015

To: Honorable Chairman Jean Monestime
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor

Subject: International Trade Consortium Trade Missions Program – Directive 151581

This memorandum is in response to Commissioner Rebeca Sosa's request for the sources of funding and benefits to the County resulting from Business Development Missions conducted by International Trade Consortium (ITC) in FY 2013-14 and FY 2014-15 during the July 9, 2015 Trade and Tourism Committee meeting.

Background

The Board of County Commissioners (Board) created the International Trade Consortium (ITC) by ordinance in November 2002 and, since that time the Board has amended the ordinance a number of times to reflect changes in its structure, functions, and board membership. In 2010, the ITC became the Office of Economic Development and International Trade (EDIT) by County Ordinance. It was also authorized by County Ordinance to:

- promote Miami-Dade County as a global gateway, both locally and abroad, by developing and expanding trade opportunities with Africa, Asia, Europe, and the Western Hemisphere;
- represent and advocate Miami-Dade County's economic development and international trade interests at the local, state, and federal levels; and
- accept, receive, and expend public and private monies, gifts, fees, revenues, and donations in addition to County funds.

The ITC Board consists of volunteer representatives appointed by the County Mayor, the Chair of the Board of County Commissioners, the Board of County Commissioners, the ITC Chair, and the members appointed by the key economic development agencies in Miami-Dade County. ITC, unlike some other local economic development agencies, is not membership driven; it is a public entity composed of citizen volunteers representing both the private and public sectors on its governing board.

The agency does not engage in trade, but it facilitates meetings for businesses and trade agencies. ITC does not seek to produce contracts or generate sales since it does not manufacture products or provide legal, financial, or professional services to any group. Rather, it promotes Miami-Dade County and its airport, seaport, and superior infrastructure, as well as its cultural diversity, attributes, and unique assets, such as its geographic proximity to South America, Central America, and the Caribbean as a logical center for triangular trade. ITC also acts as facilitator for private sector representatives participating in outbound and inbound missions when meeting with their counterparts.

Outbound Business Development Missions/Goodwill Missions:

The ITC process for the selection of missions consists of consultations with the appropriate ITC Board Trade Initiatives Ad Hoc Committee and community stakeholders, including foreign consulates and trade offices, foreign embassies, and local economic development agencies. The appropriate Ad Hoc Committee then recommends a country or countries to the ITC Board of Directors, which approves or modifies the final mission destination. The selection process is consistent with the agency's Strategic Plan and its approved budget.

During the Business Development Missions, ITC promotes Miami-Dade County as a global gateway for trade, culture and tourism. The missions also provide private sector participants an opportunity to meet with their counterparts abroad through business to business matchmaking meetings. A major highlight of its mission is the branding of Miami-Dade County during private and public meetings with officials in countries visited. The purpose of the branding workshop is to highlight Miami-Dade County's role as the "Gateway to the Americas" and platform for international trade to government officials, economic development agencies, the international trade community, and media in the host cities. During the branding presentations, ITC provides an overview of the County, and ITC's mission and function; highlights the uniqueness of Miami-Dade County, such as its superior infrastructure, multilingual workforce; and its geographic location, a transshipment point for products destined to and from Latin America and the Caribbean. In addition, ITC also analyzes trade figures between Miami-Dade County and the country being visited, and provides information on the economic impact of trade to the South Florida region.

The ITC invites representatives of Miami International Airport, PortMiami, the Beacon Council, Greater Miami Convention and Visitors Bureau, and other relevant economic development agencies to join the mission, and to make its presentations about their respective agencies during the mission. In addition, the ITC recruits small to medium-sized businesses to join its missions, providing access to foreign markets for their products and services. Recruitment is open for individuals or organizations that register and pay for all related mission expenses. Participating businesses engage in Business-to-Business (B2B) Matchmaking Meetings with their business counterparts abroad during the mission. Other mission highlights include: Government-to-Government (G2G) bilateral meetings between Miami-Dade County officials and officials of foreign governments.

It is common practice and consistent with international standards for missions to have an elected or high level government official leading the missions abroad. In fact, mayors, governors, ministers of trade, or other foreign government officials routinely lead incoming delegations or missions visiting Miami-Dade County.

The mission leader and EDIT staff members' travel costs, including airfare and lodging, are paid by funds obtained from the delegates' participation fees and sponsors. No County funds are used for mission travels per Resolution R-1169-06. This resolution establishes the Jay Malina International Trade Consortium (ITC) Trust Fund independent of the County Budget. By transferring funds from the Trade Mission Center (TMC) of the Americas, Inc. The ITC administers the TMC for the purpose of accepting and expending these and other funds, and for the use of these funds for the following ITC related activities: marketing and promotion, including special protocol gifts; conferences, workshops, and events; receiving and hosting visiting dignitaries and trade missions; ITC led missions abroad; and for ITC Board of Directors' retreats.

In addition, TMC currently has two (2) accounts, an unrestricted account where monies from non-County Vendors can be used for travel-related expenses such as lodging, airfare, and taxi, and a restricted account, which uses funds from County vendors and lobbyists, for administrative expenses, such as translation, equipment rental, and/or receptions, limited to the percentage of attendees that are non-County staff. According to Section 211-1(w) of the County Code of Ethics, funds to both of these accounts are replenished with sponsorship and registration fees from missions.

Business Development Missions conducted by the ITC in FY 2013-14 and FY 2014-15

FY 2013-14

South Africa/Joint Trade Mission with Enterprise Florida Inc. (EFI)

Cities Visited: Johannesburg, Durban and Cape Town

Mission Dates: March 1-9, 2014

Mission Leader: Commissioner Audrey Edmonson

Sources of Funding: Mission participants' registration fees

Sponsors: Innovair Company, PortMiami, and Greater Miami Convention and Visitors Bureau

Mission Highlights:

- A total of 83 private sector one-to-one business meetings/contacts occurred during the mission and participants reported the following:
- 43 - Sales leads and/or prospects.
- $100,000.00 - direct sales reported by business participants to EFI.
- $4.6 million - estimated future export sales.
- Meetings with South African Government officials and Tourism Officials were held to discuss re-opening direct air service between Johannesburg/Cape Town and Miami International Airport, and how to increase tourism from South Africa to South Florida.
- The creation of a South African diplomatic post or trade office in Miami-Dade County was discussed.
- Meetings with representatives of the South African Boat Builders Export Council (SABBEX) and the Marine Industry Association of South Africa (MIASA) took place to initiate a permanent warehouse in Miami-Dade County to provide boat sales and services before, during, and after the annual Miami International Boat Show.
- The Sister Seaport Agreement between the Transnet National Port Authority of South Africa and PortMiami was signed.

Republic of Korea

Cities Visited: Seoul and Busan

Mission Dates: May 10-16, 2014

Mission Leader: Commissioner Jose "Pepe" Diaz

Sources of Funding: Mission participant's registration fees

Mission Highlights:

- A meeting was held with officials of Korea International Trade Association (KITA)/Korea-US Economic Council (KUSEC), an organization with more than 70,000 members, at the World Trade Tower to discuss fostering bilateral trade and collaborating on economic programs. Mr. Ho Keun Jang, Executive Managing Director of KITA, accepted Commissioner Jose "Pepe" Diaz's invitation to bring a reverse trade mission to Miami-Dade County.
- Participants attended the Seoul Food 2014 International Exhibition Show, the third largest food industry exhibition show in Asia, with more than 1,200 qualified exhibitors and 5,100 visitors from more than 50 countries.
- A meeting took place with Ms. Jee Eun Lee, Deputy Director of the Marketing and Planning Team for the Korea Tourism Organization (KTO), to discuss strengthening tourism and cultural ties between Miami-Dade County and the Republic of Korea.

- The Miami-Dade County delegation hosted a Branding Presentation and Workshop to highlight the business, trade, culture, tourism, and investment opportunities in Miami-Dade County for invited guests from the Korean Economic Development Agencies and International Trade Organizations.
- A meeting was held with Mr. Lim Ki-tack, President of Busan Port Authority (BPA), during which participants toured the Port of Busan. The Busan Port Authority and PortMiami has been engaged in an International Sister Seaport Agreement since 2009.

FY 2014-15

Brazil

Cities Visited: Sao Paulo and Rio de Janeiro

Mission Dates: November 11-19, 2014

Mission Leader: Commissioner Jose "Pepe" Diaz

Sources of Funding: Mission participant's registration fees

Sponsors: Miami Downtown Development Authority, Fowler Rodriguez, Enterprise Florida Inc., (EFI) Trade Partner Grant.

Mission Highlights:

- A Branding Presentation and Workshop was hosted in Sao Paulo and Rio de Janeiro to highlight the business, trade, culture, tourism, and investment opportunities in Miami-Dade County. A total of 139 businesses and Economic Development Agencies attended the presentations, which generated a lot of interest from the Brazilian business community.
- ITC's Chair Commissioner Jose "Pepe" Diaz met with five (5) active and new prospect Brazilian businesses as reported by The Beacon Council.
- A total of 69 private sector one-to-one business meetings occurred during the mission which resulted in potential business/clients for the Miami-Dade County businesses.
- Commercial ties were strengthened with Sao Paulo, which has had a Sister City affiliation with Miami-Dade County since 1988. The delegation met with Sao Paulo Negocios Executive Director Ms. Beatriz Gusmao Sanchez Pereira, who accepted an invitation to visit Miami-Dade County. Sao Paulo Negocios is the City of Sao Paulo's investment promotion agency. Ms. Pereira visited the County in December 2014, and met with DDA and EDIT to discuss best practices and benchmark for future collaborations.
- ITC Chair and mission leader Commissioner Jose "Pepe" Diaz extended an invitation to AMCHAM Brazil's, Rio de Janeiro Chamber of Commerce (ACRJ) and Sao Paulo Negocios to bring a reciprocal incoming mission. Gabriel Rico, CEO of AMCHAM Brazil, confirmed his organization will visit Miami-Dade County in 2015.
- ACRJ representatives recently visited EDIT to discuss a possible mission/seminar during the last quarter of 2015.

- The mission provided media coverage to our #1 International Tourism Market (Brazil). ITC Chair and mission leader Commissioner Jose "Pepe" Diaz participated in Greater Miami Convention and Visitors Bureau's annual media event in Brazil which generated significant media coverage, with 36 journalist and 26 media outlets participating in the event. As a result, "Universo Online" wrote an article about Miami-Dade County which Greater Miami Convention and Visitors Bureau reported had an estimated value of $26,000.
- ITC Chair and mission leader Commissioner Jose "Pepe" Diaz visited "Porto Maravilha," the largest Public Private Partnership (PPP) project in Brazil and the headquarters of "Rio 2016" to explore how Miami-Dade County could benefit from the passenger traffic flow attending the summer Olympics in Brazil during the summer of 2016.

France

Cities Visited: Paris and Marseille

Mission Dates: June 12-20, 2015

Mission Leaders: Mayor Carlos Gimenez, Chairman Jean Monestime, Commissioner Jose "Pepe" Diaz

Sources of Funding: Mission participant's registration fees

Sponsors: LSN Partners, PortMiami, Nova Consulting, Genovese, Joblove & Battista, SIFA, CMA-CGM, David S. Willig Chartered, and EFI Trade Partner Grant.

Mission Highlights:

- The Miami-Dade County delegation hosted a Branding Presentation and Workshop in Paris and Marseille. This was a multifaceted collaborative effort to highlight the business, trade, tourism, and investment opportunities in Miami-Dade County. A total of 190 businesses attended the presentations in both cities.
- Mayor Carlos A. Gimenez, Chairman Jean Monestime, and Commissioner Jose "Pepe" Diaz participated in a branding/networking lunch at Mouvement des entreprises de France (MEDEF), with 30 CEO's or top executives of key French companies interested in business opportunities in Miami-Dade County. MEDEF or the "Movement of the Enterprises of France", is the largest employer federation in France.
- The mission leaders attended the 51st International Paris Airshow in Le Bourget to explore the level of interest for a similar show in Miami, and promote Miami-Dade County as the "Aerospace Hub of the Americas." As reported by The Beacon Council, a total of 15 meetings with business prospects from the aviation industry were held at Le Bourget. Mission leaders also met with Sylvain Bosc, Chief Commercial Officer for South African Airways.
- A total of 19 private sector one-to-one business meetings occurred during the mission, which resulted in potential clients for Miami-Dade County Businesses.
- A renewed Sister Seaport Agreement was signed with Marseille Fos Port Authority.
- Chairman Jean Monestime and Commissioner Jose "Pepe" Diaz met with the Honorable Jean-Claude Gaudin, Vice-President of the French Senate and Mayor of Marseille, to discuss

a possible Sister City Agreement with the City of Marseille. The City of Marseille is considered a Gateway to the Mediterranean and Northern Africa.

- The mission leaders also extended an invitation for the City of Marseille to bring a trade mission to Miami-Dade County. Mayor Gaudin confirmed that the City of Marseille will bring a reciprocal mission during the first half of 2016.
- The mission leaders met with Ms. Daniel Milon, Vice-President of the Departamental Council of Bouches-du-Rhone and Mayor of Cassis, to explore collaboration in commerce and tourism.
- Chairman Jean Monestime and Commissioner Jose "Pepe" Diaz extended an invitation to the Chamber of Commerce and Industry of Marseille Provence (CCIMP) to bring a reciprocal incoming mission to Miami-Dade County. CCIMP is the oldest chamber of commerce in the world, representing 80,000 small to medium sized companies from Southern France.
- Three (3) media coverage events were generated during this mission.
- Mission leaders conducted exploratory meetings regarding municipal services in the areas of waste and water management and public transportation.

Pursuant to Ordinance 14-65, this item will be placed on the next available committee meeting agenda.

Should you have any questions concerning the above, please contact Manny Gonzalez, Chief of Economic Development and International Trade, Department of Regulatory and Economic Resources, at (305) 375-1879 or mjgz@miamidade.gov.

c: R.A. Cuevas, Jr., County Attorney
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