



ANNUAL REPORT

FY 2019-20



Miami-Dade County
Board of County Commissioners
International Trade Consortium



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FROM THE EXECUTIVE DIRECTOR



The past year (FY 20: October 1, 2019 to September 30, 2020) was a year of great transition for the International Trade Consortium (ITC), both planned and unplanned. The year started with the transfer of the ITC to the Board of County Commissioners (BCC). While our county staff, the Office of the ITC, continued to coordinate support for inbound delegations, the ITC did not organize any outbound missions in the first months of the fiscal year. In March 2020, the COVID pandemic caused the cancellation of a mission to Morocco and all other in-person events for the balance of the fiscal year.

The staff pivoted and began organizing virtual events. I was privileged to join the International Trade Consortium staff on July 1, 2020. We immediately prioritized meetings with our County Commissioners, ITC Board members, foreign government representatives present in Miami-Dade County (and beyond), and leadership of our consortium members and other partner organizations, all set up by our staff. Several organizations invited me to address their executive committees and membership in a variety of virtual settings.

We were invited to join the County's Economic Recovery Task Force, to help craft specific strategies to support economic development in the county. We also began the process of re-connecting with our Sister Cities, setting the stage for revitalization of several relationships in FY21, and expanded trade relations with several cities. At the end of the year, we established our first social media presence on LinkedIn, with plans for other platforms.

While organizational changes and the pandemic have presented challenges, we also found opportunity to build new relationships, setting the stage to build back better.

Thank you!

Jonathan Ward

Executive Director

WHO WE ARE

The Office of the International Trade Consortium (ITC), reporting to the Miami-Dade Board of County Commissioners (BCC) and the ITC Board, promotes #OurCounty as a Global Gateway for trade in goods and services. Established in November of 2002, our office is the lead County liaison to foreign governments and serves as one-stop information and referral resource for Miami-Dade County businesses and other organizations requiring assistance in international trade and investment.

Our consortium is made up of (14) member organizations which along with our other partners provide a broad selection of services to the Miami-Dade County business community. We work with a wide range of partners, to include foreign diplomatic and trade offices, bi-national chambers of commerce, and County, State and Federal government agencies. With our partners, our office plans and supports outbound and inbound trade missions and administer the Sister Cities program of Miami-Dade County.

This Office of ITC was authorized by County Ordinance to exercise such powers and to perform such duties as are hereinafter provided:

- Advocate and support the development of Miami-Dade County as a premier hemispheric platform for two-way trade
- 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
- Establish and maintain database of local businesses involved in international trade to foster import and export opportunities
- Recommend trade policies to the Board of County Commissioners
- Administer and cultivate relations with Miami-Dade County's Sister Cities
- Represent and advocate Miami-Dade County's economic development and international trade interests at the local, state and federal level
- Coordinate and act as a proactive liaison between the County and the Consular Corps of Miami, Trade Offices, and Chambers of Commerce
- Submit an annual report to the County Commission detailing the ITC office activities, goals, outcomes and statement in all its accounts
- Perform any other such functions reasonably related to ITC Office responsibilities

FY 2019-20 HIGHLIGHTS

VISITING DELEGATIONS (pre-COVID)

- October 2019:** Delegation from Curacao
- December 2019:** Delegation from Mozambique, including Enease Comiche, Mayor of Maputo City
- January 2020:** Delegation from the Democratic Republic of Congo
- February 2020:** Women Business Leaders from Kenya

EVENTS

- October 2019:** Going Global International Women Business Forum
- October 2019:** Curacao business delegation
- November 2019:** ITC briefing to Canadian Trade Mission
- December 2019:** FrenchTech launch
- February 2020:** South African Embassy Economic Minister Malose Letsoalo
- February 2020:** St. Lucia Independence Day Luncheon
- March 2020:** Protocol and Diplomacy Intl. with Protocol Officers Association
- May 2020:** COVID Impact on International Trade with Consuls General (Virtual)
- July 2020:** Minority Business Development Agency Presentation (Virtual)
- July 2020:** Global Ties Miami Tuesday Talk Presentation (Virtual)
- July 2020:** Going Global Workshop - Enterprise Florida (Virtual)
- August 2020:** Mask Donation by Taiwan Economic and Cultural Office (TECO)
- August 2020:** Venture Café Warsaw (virtual)
- August 2020:** Going Global Workshop - U.S. Small Business Administration (Virtual)
- September 2020:** Central Asian Commercial Attaché Training Program (Virtual)
- September 2020:** Study Florida Consortium Presentation (Virtual)
- September 2020:** ITC LinkedIn Page Launched

The staff in the office of ITC for FY 2019-20 included:

- **Jonathan Ward**, Executive Director
- **Nusly Barahona-Alea**, Intergovernmental Affairs
- **Maria Dreyfus-Ulvert**, Trade Missions & Latin America Affairs
- **Adam Peters**, Sister Cities and Europe and Northern Africa Affairs
- **Elizabeth A. Moss**, Marketing & Outreach, North & Central America Affairs, and Caribbean Affairs

OUR GLOBAL PARTNERS

The office of International Trade Consortium promotes Miami-Dade County as a “Global Gateway” both locally and abroad by developing and expanding trade opportunities throughout the world. Consortium members and other partners coordinate to maximize the impact of our activities on developing international trade and investment. As the county’s lead liaison to the Consular Corps, the ITC works closely with the 80 nations represented in Miami-Dade County and many more through the consulates and embassies in other cities and in Washington, DC.

GOING GLOBAL INTERNATIONAL WOMEN BUSINESS FORUM

Participants discussed best practices to access the U.S. market, import regulations, capacity building, and empowerment tools with local African women business owners.



Inbound delegation of women business leaders from Nairobi, Kenya.

19TH ANNUAL OWIT INTERNATIONAL CONFERENCE

The ITC exhibited at the Organization of Women in International Trade’s 19th Annual Conference (OWITCon) in Tampa Bay in October 2019. Members from twenty OWIT chapters from around the globe shared best practices to strengthen the role of women in international trade and business.



OWITCon panelists discussing market trends and the role of women in international trade.



OWITCon attendees tour SOFWERX.

DELEGATION OF THE EUROPEAN UNION

Members of the European Union Working Group on Transatlantic Relations (COTRA) participated in the “European Perspectives on the State of the Transatlantic Relationship” Panel Discussion in December 2019.



FRENCH AMERICAN CHAMBER OF COMMERCE IN FLORIDA (FACC)

ITC staff Maria Dreyfus-Ulvert helped organize a roundtable event, hosted by FACC and the French Consulate in Miami, to promote the launch of French Tech in Miami-Dade County. This initiative promoted the emergence of French startups in France and abroad. Event participants included French entrepreneurs and Miami-based businesses, The Beacon Council, and the Honorable Philippe Etienne, Ambassador of France to the United States.

TAIPEI ECONOMIC AND CULTURAL OFFICE IN MIAMI (TECO)

We received a donation of 20,000 masks from David K.S. Chien, Director General of the Taipei Economic and Cultural Office.



INBOUND MISSIONS

To highlight Miami-Dade County as a Global Gateway and create opportunities for our businesses, our office helps inbound delegations to secure meetings. We supported the following inbound missions in FY 2019-20:

CURACAO INVESTMENT AND EXPORT PROMOTION AGENCY (CINEX)

ITC hosted a trade delegation, organized by CINEX, in October 2019. The objective of the visit was to strengthen government-to-government ties and explore business opportunities Miami-Dade County companies with the seven visiting companies from Curacao. We briefed the delegation about Miami-Dade and provided contacts for food and IT sector companies.



REPUBLIC OF MOZAMBIQUE

We hosted the Honorable Eneas Comiche, Mayor of Maputo, Republic of Mozambique and Ambassador Carlos dos Santos, Ambassador of Mozambique to the United States in December 2019, with the objective to strengthen ties between Maputo and #OurCounty. We organized meetings for the delegation with Lindsey Hopkins Technical College, Jackson Memorial Hospital, and PortMiami.



On December 5, 2019, Miami-Dade County signed a Memorandum of Understanding with Maputo to promote collaboration in trade, tourism, culture, education, and health.



DEMOCRATIC REPUBLIC OF CONGO

We hosted a delegation from the Democratic Republic of the Congo in January 2020, setting up briefings with the Florida Export Finance Corporation, Greater Miami Convention and Visitors Bureau Multicultural Tourism and Development Department, and the Miami-Dade Aviation Department.



WOMEN BUSINESS OWNERS FROM KENYA

We supported an inbound delegation of women business owners from Kenya in February 2020. The delegates participated or exhibited in the Coral Gables Festival of the Arts, 8th Annual Gospel Fest, Stephen P. Clark Center Marketplace, 4Ward Americas Business Expo, and Magic City Little Haiti (Basecamp), as had business-to-business meetings with local business owners.



SOUTH AFRICAN EMBASSY

In February 2020, we set up a meeting between Deputy Mayor Jack Osterholt and Minister (Economic) Malose Letsoalo of the Embassy of South Africa, with a focus on business opportunities tied to the Miami International Boat Show.



Minister (Economic) Malose Letsoalo, Embassy of South Africa with Deputy Mayor Jack Osterholt and ITC staff.

ITC BOARD MEMBERS

Audrey M. Edmonson
Chairperson

Jose “Pepe” Diaz
Vice-Chairperson

Alexander Heckler
Appointee of the Mayor

Craig Smith
Appointee of the ITC Chairperson

Andrew Osolase
Appointee of Board of County Commissioners
District 1

Jeff Lozama
Appointee of Board of County Commissioners
District 2

Jose Villalobos
Appointee of Board of County Commissioners
District 6

Dr. Denis Rod
Appointee of Board of County Commissioners
District 7

Gerald Zadikoff
Appointee of Board of County Commissioners
District 8

Ernest Thomas
Appointee of Board of County Commissioners
District 10

Jacqueline Del Cristo Berens, Esq.
Appointee of Board of County Commissioners
District 12

Manuel Huerta

Appointee of Board of County Commissioners
District 13

Lenny P. Feldman, Esq.

Appointee of Florida Custom Brokers & Forwarders Association

Alice E. Ancona

Appointee of World Trade Center Miami

Jose "Joe" L. Chi

Appointee of CAMACOL

Daniel Jacobson

Appointee of District Export Council of Florida

Drew McKinney

Appointee of The Foundation for Democracy in Africa

Carlos Guerra

Appointee of Enterprise Florida, Inc.

Richard de Villiers

Appointee of PortMiami

Chris Mangos

Appointee of Miami International Airport

Andrew J. Markus, Esq.

Appointee of The Beacon Council

Gisela Marti

Appointee of the Greater Miami Convention & Visitors Bureau

Alejandra Collarte

Appointee of the Greater Miami Chamber of Commerce

Wayne Shah

Appointee of Florida International Bankers Association

Preeya Disyanan

Appointee of the Miami-Dade County Asian American Advisory Board

ITC BOARD COMMITTEES

The Miami-Dade County International Trade Consortium (ITC)'s committees support of the ITC's mission of promoting Miami-Dade County as a global gateway. The committees work with the Consular Corps, bi-national chambers of commerce, and other partners.

EXECUTIVE COMMITTEE

To maintain operational continuity, the ITC Board has an Executive Committee that acts on behalf of the ITC board when the full board cannot meet. This committee is responsible for implementing ITC policies and certifying incoming and outgoing trade missions.

In FY 2019-20, the Executive Committee included:

- Audrey M. Edmonson, ITC Board Chair
- Dr. Denis Rod, ITC Board Secretary (Elected)
- Manuel Huerta, ITC Board Treasurer (Elected)

TRADE, PROMOTION AND MARKETING COMMITTEE

This committee focuses on increasing our brand awareness. Committee members recommend marketing programs to support ITC outreach initiatives and trade promotion.

In FY 2019-20, the Trade, Promotion and Marketing Committee included:

- Lenny Feldman, Chair
- Manuel Huerta, Vice-Chair
- Josh Markus
- Preeya Disyanan
- Ernest Thomas

MISSIONS COMMITTEE

This committee recommends countries inbound or outbound missions and coordinated with consortium members and other partners. Committee members participate directly in missions which drive economic growth in #OurCounty.

In FY 2019-20, the Missions Committee included:

- | | |
|-------------------------------------|----------------------|
| • Craig Smith, Chair | • Carlos Guerra |
| • Jacqueline del Cristo, Vice-Chair | • Alejandra Collarte |
| • Alex Heckler | • Daniel Jacobson |
| • Jeff Lozama | • Gisela Marti |

SISTER CITIES, CONSULAR CORPS AND PROTOCOL COMMITTEE

This committee provides direction to the Miami-Dade County Sister Cities program and guides our relations with foreign governments. It is the official county liaison to the forty Consulates General and thirty-five Honorary Consuls in #OurCounty.

In FY 2019-20, the Sister Cities, Consular Corps and Protocol Committee included:

- Jacqueline del Cristo, Chair
- Craig Smith, Vice-Chair
- Alejandra Collarte
- Gerald Zadikoff
- Joe Chi

MIAMI-DADE COUNTY SISTER CITIES PROGRAM

The Sister Cities Program create global relationships based on cultural, educational, information and trade exchanges, creating economic opportunity for county residents.

ACTIVE SISTER CITIES

- Asti Province, Italy
- Asuncion, Paraguay
- Cape Town, South Africa
- Cabildo of Tenerife, Canary Islands, Spain
- Commonwealth of the Bahamas
- County Cork, Ireland
- Dakar, Senegal
- Kingston, Jamaica
- Maldonado, Uruguay
- Metropolis of Aix-Marseille-Provence, France
- New Taipei City, Taiwan
- Paramaribo, Suriname
- Pereira, Colombia
- Petit Goave, Haiti
- Prague, Czech Republic
- Province of Mendoza, Argentina
- San Jose, Costa Rica
- Santo Domingo Distrito Nacional, Dominican Republic
- Sao Paulo, Brazil
- State of Monagas, Venezuela
- Stockholm County, Sweden
- Veracruz, Mexico

FRIENDSHIP CITIES

- Barcelona, Spain
- Southampton, UK

EMERITUS STATUS

- Cayman Islands, UK
- City of Grand Turk, Turks & Caicos Islands
- Departamento Santa Cruz, Bolivia
- Federation of St. Kitts & Nevis Islands
- Iquique, Chile
- Lamentin, Guadeloupe
- Pucallpa, Peru



FY 2019-20 ACCOUNT BALANCES

TRUST FUNDS

Jay Malina International Trade Consortium	\$ 127,791.94
Sister Cities 42 nd Annual International Conference	\$ 1,961.44
Miami-Dade Sister Cities Scholarship	\$ 6,018.36
Miami-Dade Sister Cities Program	\$ 6,101.54

TRADE MISSION CENTER OF THE AMERICAS

Unrestricted	\$ 8,259.27
Restricted	\$ 19,003.37



Carlos A. Gimenez
Mayor



Audrey M. Edmonson
*Chairwoman
District 3*



Rebeca Sosa
*Vice Chairwoman
District 6*

MIAMI-DADE COUNTY ELECTED OFFICIALS



Barbara J. Jordan
District 1



Jean Monestime
District 2



Sally A. Heyman
District 4



Eileen Higgins
District 5



Xavier L. Suarez
District 7



Daniella Levine Cava
District 8



Dennis C. Moss
District 9



Sen. Javier D. Souto
District 10



Joe A. Martinez
District 11



José "Pepe" Díaz
District 12



Esteban L. Bovo, Jr.
District 13



Harvey Ruvin
Clerk of Courts



Pedro J. Garcia
Property Appraiser