



## End of Mission Report

ITC Business Development Mission to Brazil  
(Sao Paulo & Belo Horizonte)

September 19<sup>th</sup> – 26<sup>th</sup>, 2009

Organized By

The Jay Malina International Trade Consortium (ITC)

November, 2009

J. A. Ojeda  
ITC Executive Director

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## EXECUTIVE SUMMARY



Mission participants attend branding presentation in Belo Horizonte

The Miami Dade County Business Development Mission to Sao Paulo and Belo Horizonte in Brazil (November 3<sup>rd</sup>- 6<sup>th</sup>, 2009) was unique in that it was the first time several chambers of commerce and economic development organizations from Miami-Dade County joined forces to plan and organize a business mission to Miami-Dade's top trading partner, Brazil.

Consistent with ITC's Strategic Plan, the Chair of the Western Hemisphere Trade Initiatives Ad-Hoc Committee (Committee) recommended to the ITC Board of Directors to undertake a mission to Brazil during Fiscal Year 08-09. The ITC Board of Directors unanimously approved the recommendations of the Committee Chair at its March 11<sup>th</sup>, 2009 meeting. Following approval by the Board, ITC met with the Brazilian Consulate in Miami to discuss issues related to logistics, as well as, the agenda for the mission. ITC staff carried out a pre-mission trip to Sao Paulo and Belo Horizonte in May 2009. Upon return, ITC released the Save the Date and the registration package with the deadline of July 31<sup>st</sup>, 2009.

The Business Development Mission to Brazil (Sao Paulo and Belo Horizonte) took place from September 19<sup>th</sup> – 26<sup>th</sup>, 2009. A total of 17 persons registered but only 15 participated in the mission. Four delegates were from the government and the rest from the private sector, including a representative from the Coral Gables Chamber of Commerce and two representatives from The Beacon Council. ITC Chair, Commissioner Natacha Seijas led the Miami-Dade County Delegation. ITC Executive Director, Tony Ojeda and ITC Trade Development Specialist, Maria Dreyfus-Ulvert were responsible for coordination, implementation, and logistics.

## EXECUTIVE SUMMARY (continued)

The purpose of the mission was to:

1. Consolidate and further strengthen trade ties between Miami-Dade County and Brazil.
2. Promote Miami-Dade's infrastructure as a global platform for international trade.
3. Strengthen cultural ties between Miami-Dade County and the cities of Sao Paulo and Belo Horizonte.

During the mission, participants received in-country briefings from the U.S. Embassy and the U.S. Commercial Service and attended Miami-Dade County's branding presentations which provided an opportunity to liaise with key local and state government representatives. At the branding presentation, Chair Seijas provided an overview of County government. ITC Executive Director Tony Ojeda highlighted the County's role as a global platform for trade, given its superior infrastructure through the Port of Miami (POM) and Miami International Airport (MIA). The Beacon Council President and CEO, Frank R. Nero highlighted the many investment opportunities available in Miami-Dade and met with Brazilian companies interested in joint-ventures or investments.

Private sector participants had the opportunity to meet and network with their counterparts in Sao Paulo and Belo Horizonte. They also participated in pre-arranged business-to-business meetings with Brazilian companies organized by the Federation of Industries of the State of Sao Paulo (FIESP) and the Federation of Industries of the State of Minas Gerais (FIEMG), as well as, in informal business meetings organized by AMCHAM-Sao Paulo.

As a result of the mission:

- Private sector representatives had a total of 118 business-to-business matchmaking meetings. Forty-five business meetings were held in Sao Paulo and seventy three in Belo Horizonte. These meetings gave private sector delegates an opportunity to meet and establish business contacts with Brazilian counterparts.
- Miami-Dade County and economic development organizations had an opportunity to re-establish contacts with key public and private sector organizations in Sao Paulo and Belo Horizonte.
- Government and private sector organizations in Sao Paulo and Belo Horizonte received invitations for a reciprocal trade mission to Miami-Dade County.
- The Sister Cities relationship between Miami-Dade County and Sao Paulo was further strengthened.
- An incoming delegation from the State of Minas Gerais, led by its Secretary of Development visited Miami-Dade November 3<sup>rd</sup> - 6<sup>th</sup>, 2009

## BACKGROUND

In 2006, the ITC Board of Directors created four regional Ad-Hoc committees to develop and expand trade and cultural linkages with other countries, thereby strengthening Miami-Dade County's role as a Global Gateway. The Jay Malina International Trade Consortium's (ITC) method for the selection of countries to be targeted for an ITC mission consists of a process that involves both staff research, feedback from stakeholders, and consultation and approval by the ITC Board of Directors.

Consistent with ITC's mission and Strategic Plan, the Western Hemisphere Trade Initiatives Ad-Hoc Committee (Committee) recommended countries in Latin America and the Caribbean to be visited during FY08-09. The Committee met on October 20<sup>th</sup>, 2008 under the Chairmanship of David Peña, and recommended ITC to lead a mission to Mexico, Guatemala, and Brazil in Fiscal Year 2008-2009. Mr. Peña's tenure expired, and ITC Chair, Commissioner Natacha Seijas appointed Ralph Gazitua as the new Committee Chair on January 14, 2009.

The Committee met twice on February 4<sup>th</sup> and February 23<sup>rd</sup>. Based on the overwhelming feedback received from over 15 stakeholders, Mr. Gazitua recommended at the March 11, 2009 ITC Board of Directors meeting that ITC lead a trade mission to Sao Paulo, Belo Horizonte, and Fortaleza, Brazil in the latter part of September 2009. The ITC Board, unanimously approved the recommendation of the Committee Chair.

At the ITC Board meeting of May 13<sup>th</sup>, 2009, ITC Executive Director Tony Ojeda reported that the U.S. Commercial Service in Sao Paulo suggested that given current economic conditions and limited resources that ITC's mission to Brazil be limited to Sao Paulo and Belo Horizonte. The ITC Board unanimously approved his recommendations.

The Beacon Council, the Brazilian-American Chamber of Commerce of Florida, the Coral Gables Chamber of Commerce, and the Latin American Chamber of Commerce (CAMACOL) supported the mission.



## BACKGROUND (continued)

In June 2009 these organizations established the following objectives for the mission:

1. To consolidate and further strengthen trade ties between Miami-Dade County and Brazil.
2. To promote Miami-Dade's infrastructure as a global platform for international trade.
3. To strengthen cultural ties between Miami-Dade County and the cities of Sao Paulo and Belo Horizonte.



Coordination meeting at the Jay Malina International Trade Consortium (ITC).

## TRADE OPPORTUNITIES:

Brazil is Miami-Dade's most important trading partner. It is the 10th largest economy in the world with a GDP of \$1.665 trillion, and has the largest economy in Latin America. In 2008, bilateral trade between the U.S. and Brazil totaled \$63.4 billion with a positive trade surplus for the U.S. Brazil is Miami Dade's largest trading partner, and South Florida is the main entry port for Brazilian goods entering the United States. In 2008, total trade between Brazil and the Miami Custom's District totaled \$13.7 billion, an increase of almost 23% from the previous year. In 2005, Brazil's Trade and Investment Promotion Agency (APEX-Brazil) opened the first distribution center of Brazilian products in the Miami Free Trade Zone. Miami was chosen for its prime location and excellent transport and logistics infrastructure.

The potential to further strengthen trade with Brazil is very strong given the increasing presence of Brazilians in Miami-Dade County. According to the Brazilian Consulate in Miami around 300,000 Brazilians reside in Miami-Dade. Furthermore, the Greater Miami Convention and Visitor's Bureau (GMCVB) estimated that approximately 460,000 Brazilians visited Miami in 2008.

## PRE-MISSION ACTIVITIES

### MEETINGS WITH BRAZILIAN OFFICIALS & SITE INSPECTION



Brazil's Deputy Consul General in Miami, Luis Abbott-Galvao speaks at the ITC Board Meeting.

ITC and The Beacon Council staff met with the Brazilian Consulate in Miami to discuss the upcoming Business Development Mission. The Brazilian Deputy Consul General, Luis Abbott-Galvao attended the ITC Board meeting on July the 8<sup>th</sup> to brief the Board on the support the Consulate was providing the mission by promoting, recruiting, and arranging meetings with Brazilian government and private sector organizations. Ambassador Luiz De Araujo Castro, Consul General of Brazil in Miami offered the support of his government during a meeting with Commissioner Seijas on September 2<sup>nd</sup>.

ITC Trade Specialist Maria Dreyfus-Ulvert conducted an advanced site inspection visit to Sao Paulo and Belo Horizonte from May 16<sup>th</sup> - 23<sup>rd</sup>, 2009. The main objectives of the pre-mission trip were to work on the logistics, identify the mission costs, and establish contact with government and private sector organizations to develop an agenda for the mission. ITC sent a Save-the-Date for the mission in May 2009. On June 2009, ITC and the supporting organizations released an invitation for prospective participants to join the Business Development Mission to Brazil with a registration deadline of July 31<sup>st</sup>, 2009. ITC established the cost per mission participant for eight days at \$2,400 including airfare, lodging, transportation to official meetings, networking luncheons and receptions, and the mission registration fee.



Brazil's Consul General in Miami, Ambassador Luiz De Araujo Castro meets with Commissioner Seijas.

Seventeen persons registered for the mission but only fifteen participated. There were four government delegates, two representatives of economic development agencies, and nine delegates from the private sector including: pharmaceutical and medical equipment, commercial and industrial lightning and fixtures, legal services, logistics, mining equipment, and environmental services. (See Attachment II for list of delegates).

## PRE-MISSION ACTIVITIES

### MEETINGS WITH BRAZILIAN OFFICIALS & SITE INSPECTION

#### PRE-MISSION BRIEFING

On September 1<sup>st</sup>, ITC convened a pre-mission briefing for all mission participants at the Stephen P. Clark Center. ITC Executive Director Tony Ojeda welcomed participants and reviewed the mission objectives and logistics. Mr. Ojeda thanked the supporting organizations, particularly the Brazil-American Chamber of Commerce of Florida, for their support during ITC's pre-mission trip to Brazil.

Deputy Consul General Luiz Abbott-Galvao indicated the importance of this mission to his country and brought special greetings from the Consul General. He also offered suggestions on how to best conduct business in Brazil. Mary Arnaud, Executive Director, Brazilian-American Chamber of Commerce of Florida shared her views about doing business in Brazil.



ITC Executive Director Tony Ojeda briefs mission participants.

The pictures below highlight certain aspects of the Pre-Mission Briefing:





## **BRANDING PRESENTATIONS IN SAO PAULO AND BELO HORIZONTE, BRAZIL**

During the mission to Brazil, there were two branding presentations, one in Sao Paulo on September 21 at the Hilton Morumbi Hotel, and the other in Belo Horizonte on September 24 at the Federation of Industries of the State of Minas Gerais (FIEMG). These branding presentations had two purposes: 1) to highlight Miami-Dade County's infrastructure as a global platform for international trade; and 2) to strengthen trade and cultural ties between Miami-Dade County and the cities of Sao Paulo and Belo Horizonte.

ITC Chair, Commissioner Natacha Seijas reviewed the purpose of the mission and provided an overview of Miami-Dade County. She brought greetings from Miami-Dade County's Mayor Carlos Alvarez, the Board of County Commissioners, and the ITC Board.

ITC Executive Director, Tony Ojeda reviewed Miami-Dade County's transportation infrastructure, multilingual workforce, and its geographic location as a transshipment point for products destined to the U.S., Latin America, and the Caribbean. He also explained the role that the ITC, the Port of Miami, and Miami International Airport play in promoting Miami as a Global Gateway. Mr. Ojeda analyzed the trade figures between Miami-Dade and Brazil and highlighted ITC's programs for incoming missions, including business to business matchmaking services.

Frank Nero, President and CEO of The Beacon Council discussed the opportunities Miami-Dade offered as a business center of the Americas. He highlighted the top reasons for doing business in Miami-Dade County. He also mentioned the industries targeted for investment, the incentives available, and the role and assistance provided by The Beacon Council to potential investors.

In Sao Paulo, businesses and representatives of the following organizations attended the branding presentation: the U.S. Consulate and U.S. Commercial Service in Sao Paulo, the Government of the State of Sao Paulo, the City of Sao Paulo, the Federation of Industries of the State of Sao Paulo (FIESP), the Sao Paulo Committee of the Brazilian-American Chamber of Commerce of Florida, the Brazilian Export Promotion and Investment Agency (APEX), the Greater Miami Convention and Visitor's Bureau (GMCVB), and local businesses.

In Belo Horizonte, businesses and representatives of the following organizations attended the Miami-Dade presentation: the U.S. Commercial Service in Belo Horizonte, the Federation of Industries of the State of Minas Gerais, the Secretariat of International Relations of the City of Belo Horizonte, the Secretariat of Planning of the City of Belo Horizonte, the Secretariat of Economic Development of the State of Minas Gerais, the Industry Development Institute of Minas Gerais (INDI), the World Trade Center of Belo Horizonte, the Office of the Mayor of Belo Horizonte, and the U.S. Consulate in Sao Paulo.

## BRANDING PRESENTATIONS IN SAO PAULO AND BELO HORIZONTE, BRAZIL (continued)

The pictures below provide a highlight of Miami-Dade County's branding presentations:



## MEETINGS WITH U. S. GOVERNMENT AGENCIES

### Briefing by the U.S. Consulate and the U.S. Commercial Service in Sao Paulo

The U.S. Consul General in Sao Paulo, the Honorable Thomas J. White, addressed the delegation on September 21<sup>st</sup> at the Hilton Morumbi Hotel. He indicated Brazil was experiencing a period of stability, and that a 4% to 5% economic growth was expected for 2010. He shared his views that U.S. – Brazil relations were at its peak and commented that for every \$4 dollars of the Brazil/U.S. trade, \$1 dollar went thru Miami-Dade. Consul White commended the delegation for having selected Brazil and the cities of Sao Paulo and Belo Horizonte.



U.S Consul General in Sao Paulo, Honorable Thomas J. White briefs mission participants.

Following the Consul General's remarks, William Popp, the Deputy Consul General provided an overview of the political and economic environment for doing business in Brazil. Sean Kelley of the U.S. Commercial Service reviewed the Brazilian economy, including challenges and opportunities of the Brazilian market. He highlighted the leading sectors for U.S. business and investment and noted the increased number of incoming missions from the U.S. As the top U.S. Commercial Officer responsible for the State of Minas Gerais, he also shared his views on the State of Minas Gerais.

## MEETINGS WITH GOVERNMENT AGENCIES IN SAO PAULO AND BELO HORIZONTE

### SAO PAULO:

#### Secretariat of Development of the State of Sao Paulo:

On September 22<sup>nd</sup>, Miami-Dade County's official delegation visited the Honorable Geraldo Alckmin, Secretary of Development for the State of Sao Paulo.

Mr. Alckmin highlighted the economic activity and key economic sectors of the State and indicated the state's economy represented 33% of Brazil's total Gross Domestic Product (GDP). Mario Mugnaini, President of the Investment and Competitiveness Promotion Agency (INVEST) presented the key on-going investment projects in the state, including the planned expansion of the Port of Santos, the largest in Latin America. He also noted that many joint-venture opportunities would emerge as a result of the recent oil discovery off the coast of the state.



State Secretary of Development of the State of Sao Paulo, Geraldo Alckmin with Commissioner Natacha Seijas

Commissioner Seijas extended an invitation to bring a reciprocal trade mission. During the meeting Frank Nero reviewed the role of The Beacon Council and the assistance his organization provides to companies wishing to relocate or expand operations in the Miami area. Tony Ojeda reviewed the County's role as a Global Gateway and offered ITC's assistance for an incoming trade mission from Sao Paulo.

Commissioner Seijas extended an invitation to bring a reciprocal trade mission. During the meeting Frank Nero reviewed the role of The Beacon Council and the assistance his organization provides to companies wishing to relocate or expand operations in the Miami area. Tony Ojeda reviewed the County's role as a Global Gateway and offered ITC's assistance for an incoming trade mission from Sao Paulo.



## MEETINGS WITH GOVERNMENT AGENCIES IN SAO PAULO AND BELO HORIZONTE (continued)

### SAO PAULO:

#### Municipality of City of Sao Paulo

On September 22<sup>nd</sup>, Alfredo Cotait-Neto, Secretary of International Relations at the City of Sao Paulo received the delegation on behalf of Mayor Gilberto Kassab. Also present at this meeting was his Chief of Staff, Guilherme F. Mattar and officials from the Sao Paulo City Hall.

At this meeting, Commissioner Seijas and Mr. Cotait-Neto discussed ways in which the two communities could strengthen their Sister Cities affiliation which was signed in 1988, and reviewed possible future cultural exchanges and other opportunities for increasing bilateral relations. The ITC Chair extended an invitation for Mr. Cotait-Neto to bring a delegation to Miami-Dade County and offered ITC's assistance.



Alfredo Cotait-Neto, Secretary of International Relations of the City of Sao Paulo with ITC Chair, Commissioner Natacha Seijas.

ITC Executive Director, Tony Ojeda noted that Brazil was Miami-Dade's top trading partner with a total trade of \$13 billion, and that Miami-Dade was Brazil's main U.S. entry port for all Brazilian goods. Mr. Ojeda explained that ITC administered the Miami-Dade Sister Cities Program and reassured the Secretary of the County's commitment to work closely with the City of Sao Paulo in the future.

## MEETINGS WITH GOVERNMENT AGENCIES IN SAO PAULO AND BELO HORIZONTE (continued)

### BELO HORIZONTE:

#### Speaker of the House of Representatives of the State of Minas Gerais

The Honorable Alberto Pinto Coelho, Speaker of the House of Representatives of the State Assembly of Minas Gerais received the Miami-Dade official delegation on September 24<sup>th</sup>, 2009 on behalf of Governor Aécio Neves in the Speaker's Reception Hall. Present at this meeting were Luiz Antonio Athayde, Under Secretary of the Secretariat of Economic Development of the State of Minas Gerais, and Danilo Colares.

During the meeting Speaker Pinto Coelho and Commissioner Seijas discussed the many opportunities for increased bilateral trade and cultural exchanges between Miami-Dade and Minas Gerais, and reviewed ways in which the County could assist in securing a trade mission from that State. Frank Nero reviewed investment opportunities in Miami and offered the assistance of The Beacon Council. Speaker Pinto Coelho reaffirmed the importance that Miami had to the economic development of Minas Gerais and Belo Horizonte and reassured the group of his continued support.



Commissioner Seijas with the Speaker of the House of Representatives of the State Assembly of Minas Gerais, Alberto Pinto Coelho.



From left to right: Tony Ojeda, Frank Nero, Commissioner Natacha Seijas, and Speaker Alberto Pinto Coelho.

## MEETINGS WITH GOVERNMENT AGENCIES IN SAO PAULO AND BELO HORIZONTE (continued)

### BELO HORIZONTE:

#### Secretary of Development of the State of Minas Gerais

Sergio Barroso, Secretary of Development of the State of Minas Gerais received the delegation at FIEMG Trade Center on September 25<sup>th</sup>. During this meeting he discussed his plans to make his state the next logistic hub for Brazil. He expressed an interest in developing closer economic ties with Miami Dade County because of the County's role as an international trade destination center.



Sergio Barroso, Secretary of Development of the State of Minas Gerais with Commissioner Natacha Seijas.

Luiz Antonio Athayde, Under Secretary of Development reviewed Belo Horizonte's plans for a high tech corridor along with the proposed expansion of the Tancredo Neves International Airport for increased passenger and trade capacity. These projects would represent a

multibillion dollar investment in the infrastructure of the region and would provide opportunities for expanding the economic base of the area. Plans for the airport expansion were underway in light of Brazil's role as host for the 2014 World Cup. At the time of the mission, the Olympic Committee had not yet selected Brazil as site for the 2016 Summer Olympic Games. Secretary Barroso expressed his interest in linking Tancredo Neves International Airport with Miami International Airport (MIA) in light of their plans for expansion and the already existing direct flights between Miami and Belo Horizonte.

Commissioner Seijas congratulated Secretary Barroso for his vision and that of his government in expanding economic opportunities for the citizens of Minas Gerais and indicated Miami-Dade County would be pleased to work with the government of Minas Gerais in cooperating with their efforts to expand their economic base. Frank Nero reviewed the many multinational corporations located in Miami with access to Latin American and Caribbean market that could benefit from the economic development in Minas. Commissioner Seijas extended an invitation for Mr. Barroso to visit Miami during the forthcoming Air/Sea Cargo Show, and Mr. Ojeda offered ITC's support in organizing agency coordination meetings during the visit to Miami.

## MEETINGS WITH GOVERNMENT AGENCIES IN SAO PAULO AND BELO HORIZONTE (continued)

### BELO HORIZONTE:

#### Secretary of Development of the State of Minas Gerais



The Miami-Dade official delegation meets with officials from the Secretariat for Economic Development of the State of Minas Gerais, Brazil.



## MEETINGS WITH GOVERNMENT AGENCIES IN SAO PAULO AND BELO HORIZONTE (continued)

### BELO HORIZONTE:

#### City of Belo Horizonte

On September 25, 2009 Josue Costa Valadao, Municipal Secretary welcomed Commissioner Seijas on behalf of Belo Horizonte's Mayor, Marcio A. de LaCerde at City Hall. This was a courtesy call to discuss how the two cities could increase bilateral relations, enhance cultural ties, and explore areas of mutual collaboration. During the meeting, Juliano Alves Pinto of the Department of International Relations indicated that the City of Belo Horizonte was using the ITC as a model for its international relations and trade program. The City's urban planning staff reviewed the expansion projects being developed in conjunction with the State of Minas Gerais for the expansion of the Tancredo Neves International Airport.



*Left: Josue Costa Valadao, Secretary of Government of the Municipality of Belo Horizonte welcomes Miami-Dade County Commissioner Natacha Seijas*

*Right: Meeting with officials from the Municipality of Belo Horizonte*



## MEETINGS WITH PRIVATE SECTOR REPRESENTATIVES IN SAO PAULO & BELO HORIZONTE

### SAO PAULO

#### Business Networking Opportunities with AMCHAM Members

Gabriel Rico, CEO of AMCHAM Sao Paulo met with the delegation on September 21. The AMCHAM arranged a business networking meeting for the private sector delegates. Mr. Rico explained AMCHAM Brazil was the largest American Chamber of Commerce in the world with more than 5,300 associate members and ten regional units in the key cities of Brazil. He added that AMCHAM's mission was to influence public policy both in Brazil and the U.S., and to promote trade and investment. Mr. Rico shared his views on Brazil's economy and briefed the group on recent AMCHAM's initiatives.



Commissioner Natacha Seijas with Gabriel Rico, CEO of AMCHAM Sao Paulo



Tony Ojeda briefs Brazilian businesses about Miami-Dade.

Alyce Robertson, Frank Nero, and Tony Ojeda reviewed the roles that each of their agencies played in Miami Dade's economic development. Commissioner Seijas invited Mr. Rico to bring a business delegation to Miami-Dade County and offered ITC's support.

Mr. Ojeda briefed a large audience of Brazilian businesses interested in doing businesses in Miami-Dade and showed ITC's newest DVD entitled: "Come Trade with Us". Approximately 33 Brazilian companies attended ITC's presentation and met with the Miami-Dade companies. This session generated many leads for the Miami-Dade business delegates.

## MEETINGS WITH PRIVATE SECTOR REPRESENTATIVES IN SAO PAULO & BELO HORIZONTE

### SAO PAULO

#### Business Networking Opportunities with AMCHAM Members (continued)



## MEETINGS WITH PRIVATE SECTOR REPRESENTATIVES IN SAO PAULO & BELO HORIZONTE (continued)

### SAO PAULO

#### Federation of Industries of the State of Sao Paulo (FIESP)

Roberto Giannetti, Director, Department of International Relations and Trade (DEREX) welcomed the delegation on September 22, 2009.

FIESP's Assistant Director, Antonio Bessa reviewed Sao Paulo's economy and discussed FIESP's structure, role, and services as a key private sector organization representing 132 corporate unions from 150,000 industries of different sizes and sectors. Mr. Bessa also indicated that FIESP employed approximately 15,000 people, half of which were teachers or instructors from the FIESP system. The state of Sao Paulo represents 33% of Brazil's Gross Domestic Product (GDP) with a potential economic growth of 4% - 5% in 2010.



From left to right: Tony Ojeda, Antonio Bessa, Frank R. Nero, Commissioner Seijas, Roberto Giannetti, and Mario Sacasa.

FIESP is in favor of the elimination of the U.S. tariff on Brazil's ethanol because Brazilian sugar is not grown in environmentally sensitive areas, and Brazilian sugar refineries can switch their sugar production to ethanol making this fuel very competitive for the U.S. consumer market. FIESP offered to organize a seminar on the advantages of Ethanol in Miami-Dade.

Commissioner Seijas recognized FIESP's assistance in the organization of business to business matchmaking sessions in Sao Paulo for private sector delegates. She extended an invitation for FIESP to bring a trade mission to Miami-Dade and offered ITC's assistance.



## MEETINGS WITH PRIVATE SECTOR REPRESENTATIVES IN SAO PAULO & BELO HORIZONTE (continued)

### BUSINESS NETWORKING RECEPTIONS IN SAO PAULO

Delegates attended a business networking reception at the Intercontinental Hotel entitled: "Where World Meets", organized by the Greater Miami Convention and Visitors Bureau (GMCVB) on September 21. "Where Worlds Meet" is a global marketing campaign to promote Miami-Dade County as a dynamic world-class destination for business, meetings, vacations, and new business locations. The campaign is a collaborative effort of the GMCVB, The Beacon Council, American Airlines, the Miami Downtown Development Authority (MDDA), Miami-Dade County, Baptist Health Systems, Miami International Airport (MIA), and the Port of Miami (POM).



"Where World Meets" business networking reception organized by the Greater Miami Convention and Visitors Bureau.

The business networking reception marked the first public relations event of Phase II of the Sao Paulo marketing campaign program. Eighty persons representing the travel industry, including travel trade, meeting planners, business site selectors, and journalists attended the event.

On September 22<sup>nd</sup>, Vertical Source Pharma hosted a business networking reception at the Hilton Sao Paulo Morumbi which provided delegates with the opportunity to meet and continue the dialogue with Brazilian entrepreneurs they had met earlier.

## MEETINGS WITH PRIVATE SECTOR REPRESENTATIVES IN SAO PAULO & BELO HORIZONTE (continued)

### BELO HORIZONTE

#### Federation of Industries of the State of Minas Gerais (FIEMG)

Carlos Eduardo Abijaodi, Superintendent for Entrepreneurial Development at FIEMG received the delegation on September 24<sup>th</sup>. FIEMG is a one stop shop for businesses in Minas Gerais and through its International Business Center (CIN) supports local industries in their efforts to expand foreign trade. FIEMG also encourages international cooperation with other organizations to stimulate and expand their competitive insertion in the global market.



Above: Carlos Eduardo Abijaodi from the Federation of Industries of the State of Minas Gerais (FIEMG) welcomes Commissioner Natacha Seijas.

Commissioner Seijas expressed her appreciation to FIEMG for its generous support in organizing the business to business matchmaking meetings. The ITC Chair extended an invitation to Mr. Abijaodi to bring a business delegation to Miami-Dade and offered ITC's assistance. ITC's Executive Director, Tony Ojeda explained that ITC could organize business meetings and arrange briefings with economic development agencies in Miami-Dade.

### EXPOSIBRAM

A group of the Miami-Dade business delegates visited EXPOSIBRAM 2009, an International Mining Exhibition held at EXPOMINAS in Belo Horizonte on September 24<sup>th</sup>. Delegates had an opportunity to establish contact with different companies from the mining sector and to discuss the current trends in that industry. EXPOSIBRAM extended courtesy invitations to the Miami-Dade delegation to attend the exhibition.

## BUSINESS TO BUSINESS MATCHMAKING MEETINGS IN SAO PAULO AND BELO HORIZONTE

The business matchmaking program is one of the highlights of ITC's mission and is provided to business mission participants at no charge. The business-to-business matchmaking sessions provided an opportunity for private sector participants to meet in an informal business setting with local businesses that had expressed an interest in meeting with them.

As part of the registration process, Miami-Dade businesses were asked to fill out and submit a company profile along with the registration form. The company profile was then sent ahead of time to the local economic development organizations that specialize in providing business matchmaking services and with whom ITC's had partnered to provide this service in each of the cities visited. FIESP, AMCHAM Sao Paulo, and FIEMG received the company profiles of the business delegation. The local partner organizations worked closely with ITC staff to match sector interests of mission participants with local businesses, thus increasing the opportunities for private sector delegates to establish business contacts. The schedule of business matchmaking meetings was distributed to mission participants ahead of time to allow them to prepare for these meetings and also to schedule individual business meetings with clients.

In Sao Paulo, FIESP assisted ITC with the matchmaking meetings on September 22<sup>nd</sup> at FIESP's headquarters. The 3 hour session for the Miami-Dade private sector delegates generated a total of **45 meetings** with their counterparts in Sao Paulo. In Belo Horizonte, the International Business Center (CIN) of FIEMG organized a total of **73 business matchmaking meetings** on September 25<sup>th</sup> at FIEMG's International Business Center. A total of **118 business-to-business matchmaking meetings** were held during the Business Development Mission to Sao Paulo and Belo Horizonte. Follow-up appointments with the Brazilian companies were made by some business delegates during their stay in each city. The business matchmaking sessions took place while the government delegation held simultaneous meetings with their counterparts.

The following pictures highlight the business matchmaking sessions:



## BUSINESS TO BUSINESS MATCHMAKING MEETINGS IN SAO PAULO AND BELO HORIZONTE (continued)

The following pictures highlight the business matchmaking sessions (continued):





## COMMENTS AND FEEDBACK: IN THEIR WORDS

In an effort to improve ITC's services, all mission participants are asked to fill out an evaluation form which was included in the official briefing guide. Below are some of the comments received from mission participants and from Brazilians met during the mission:

"...the recent mission to Brazil was well planned...well executed (hectic and tiring) resulted in high level contact from both the public and private sectors. We are confident the mission will result in both investment and jobs here in our county."... " We enjoyed the mission it was well done...very positive, and we not only learned a lot but established excellent contacts which will serve us all well moving forward."

**Frank R. Nero**, *President and CEO of The Beacon Council*

"it was very productive for me and my company....Thanks to Maria and all the team behind the scene that made this travel possible...very well organized. Thanks to the Commissioner Natacha Seijas and Tony Ojeda Jr. for your effort and excellent job trying to bring more business to Miami."

**Marcos Matos**, *Business Development Executive of Advanced Instrumentation*

"I would like to congratulate you (Maria) for a well organized, productive and enjoyable mission to São Paulo and Belo Horizonte last month. It was my first trade mission of this type, and I consider it to have been a success for my part. Since returning from the trip less than three weeks ago, I have performed legal services ... arising directly from the trip. I have a pending request for a fee quote and have sent 5 proposals to companies that I met during the trip.... More importantly, each of these proposals is for advice to companies that are considering entering the U.S. market in their respective sectors. All but one would likely enter through South Florida. These companies may either bring new jobs or help maintain current ones in the county. I have not completed my follow-up with all the companies that I met with. Therefore, there is potential still for further business to be generated. One of the most pleasant surprises of the trip was the degree and volume of exposure to credible companies that I received. I was very well received, and in both São Paulo and Belo Horizonte there was insufficient time to meet with all of the businesses who wanted to meet with me. As a result, I am currently planning a follow-up trip to São Paulo and Belo Horizonte to continue meeting new leads and follow up with the ones that I already have. Also, the fact that the mission was a public-private mission with public officials provided a degree of credibility, access and cooperation that I never would have achieved had I travelled on my own. I have real contacts with important organizations such as the FIESP, the American Chamber of Commerce and the FIEMG that I otherwise might not have. These organizations can help me in future returns to Brazil. There is no doubt in my mind that the ITC mission has not only benefitted my practice but will benefit Miami-Dade in terms of trade, goodwill and job creation."

**Ahpaly Coradin**, *Principal at Coradin Law Group*

## COMMENTS AND FEEDBACK: IN THEIR WORDS (continued)

"I wanted to thank Commissioner Seijas, you (Tony) and Maria for a very positive and successful mission to Sao Paulo and Belo Horizonte. The Branding Presentations on Miami-Dade County were very well attended and we made excellent contacts with both, government and business sector."

**Mario J. Sacasa**, Senior Vice President - International Programs, The Beacon Council

"I was very pleased with last month's ITC mission to Brazil. It was a very productive and informative trip. Everything was well organized, and I made numerous valuable new contacts in Brazil in addition to exploring potential business opportunities with mission participants. While it is too early to calculate any tangible payoff from the trip, the intangibles were excellent, and I am confident that many of the seeds planted will ultimately yield fruit. In particular, I believe that the contacts made between certain of my Brazilian clients and mission participants, on both the business and governmental sides, could lead to important near term business. Many thanks to you and the rest of the team for your excellent work in preparing and executing the mission."

**Robert McCaulay**, Attorney at Carlton Fields, P.A.

"I would like to congratulate your mission to Belo Horizonte and thank you for this opportunity."

**Rubia Marcia Pereira da Silva**, attended Miami-Dade presentation in Belo Horizonte

Another mission participant who had not participated in previous ITC's missions indicated that his objectives for participating in this mission were met since his company was "looking for an Agent and we are working with three...during the mission we had about 15 very useful meetings...." He also reported that "...we are currently working with a customer that will visit us shortly after he returns from Brazil. We are receiving imports shipment from an agent we met in Sao Paulo, and we registered with the Brazilian Consulate two agents that wanted to represent our business in Brazil..."

**Ernesto Vila**, President of Double ACE Cargo

"I met with a lot of people that helped in the research of waste/recycling in Brazil...We went more for research than to really get into contacts with anyone. It has given us a broader view on how much Brazil needs to develop their waste & recycling services. This gives us the opportunity to be able to be part of the change. Everything was great. Very well coordinated."

**Adriana Pineda**, Customer Relations Manager, Waster Services of Florida, Inc.

Another mission delegate stated that his participation in this event "...opened the door for new business opportunities...." He added that networking and business opportunities emanated from this mission including with other trade delegates. He also thanked "Commissioner Seijas, Mr. Tony Ojeda and Mrs. Maria Dreyfus-Ulvert for organizing a well executed and successful trade delegation. It was very well done."

**Hernando Lopez**, Vice-President, Searock Trading Corp.

## CONCLUSIONS AND RECOMMENDATIONS

The Business Development Mission to Sao Paulo and Belo Horizonte, Brazil (September 19<sup>th</sup> - 26<sup>th</sup>) was unique in that it was the first time that several key chambers of commerce and economic development organizations from Miami-Dade County partnered with ITC to undertake a Business Development Mission to Miami-Dade's top trading partner. The mission visited two of the most important business cities in Brazil, Sao Paulo and Belo Horizonte.

The mission was successful in meeting its stated objectives of further strengthening the trade ties between Miami-Dade County and Brazil; promoting Miami-Dade's infrastructure as a global platform for international trade; and strengthening cultural ties between Miami-Dade County and the cities of Sao Paulo and Belo Horizonte.

As a result of this mission the following was achieved:

- Private sector participants had a total of 118 business-to-business matchmaking appointments with local Brazilian businesses that could result in future business relationships.
- ITC Chair, Commissioner Natacha Seijas extended a formal invitation to both government and private sector organizations in Sao Paulo and Belo Horizonte to bring trade missions to Miami-Dade in the near future.
- The Secretary of Economic Development for the State of Minas Gerais, the Honorable Sergio Barroso, accepted Commissioner Seijas' invitation to visit Miami-Dade from November 3<sup>rd</sup> – 6<sup>th</sup>, 2009. The delegation from the State of Minas Gerais requested assistance from ITC in setting up the mission agenda. The delegation also attended the Air & Sea Cargo Americas Show.
- Mission participants received a thorough briefing by staff from the U.S. Embassy and its Commercial Service on the political and economic situation of Brazil. This information helped business delegates understand the challenges and identify the business opportunities available in Sao Paulo and Belo Horizonte.
- The mission to Sao Paulo helped revitalize the ties that existed between the City of Sao Paulo and Miami-Dade County which have had a Sister Cities affiliation since 1988. This effort may result in possible cultural exchange opportunities and technical cooperation between both cities.

## CONCLUSIONS AND RECOMMENDATIONS (continued)

- Through Miami Dade's comprehensive branding presentations more foreign government officials and private sector organizations in the cities visited became acquainted with Miami-Dade's role as a platform for international trade and gateway to the U.S.
- Brazilians from the private and public sector became aware of the many investment and joint-venture opportunities available between Miami-Dade County and Brazil.
- Business delegates attended EXPOSIBRAM, the largest mining show in Brazil which has in past years attracted approximately 45,000 participants.

Finally, we cannot underscore enough that ITC's Business Development Mission to Brazil resulted in strengthening commercial and cultural ties between Miami-Dade and its most important trading partner.

## ACKNOWLEDGEMENTS

ITC wishes to thank all those organizations in Miami-Dade and in Brazil that provided support in the different aspects of the mission. We also want to thank the private sector delegates whose involvement assisted us in promoting Miami-Dade as an international platform for trade.

Particular recognition should be given to the ITC Chair of the Western Hemisphere Trade Initiatives Ad-Hoc Committee, Ralph Gazitua, for his vision in selecting Brazil for an ITC joint trade mission.

Special recognition should be given to the following organizations which made this mission a success:

- The Brazilian-American Chamber of Commerce of Florida
- The Brazilian Consulate in Miami
- The Beacon Council
- The Coral Gables Chamber of Commerce
- CAMACOL
- The Greater Miami Convention and Visitors Bureau (GMCVB)
- The Federation of Industries of the State of Sao Paulo (FIESP)
- AMCHAM-Sao Paulo
- The Federation of Industries of the State of Minas Gerais (FIEMG)
- The City of Sao Paulo
- The City of Belo Horizonte
- The U.S. Consulate in Sao Paulo
- The U.S. Commercial Service in Sao Paulo and Belo Horizonte
- APEX Brazil
- Secretariat of Development of the State of Sao Paulo
- Sao Paulo State Government
- House of Representatives of the State of Minas Gerais
- Secretariat of Economic Development of the State of Minas Gerais
- World Trade Center in Belo Horizonte
- Vertical Source Pharma



**APPENDIX I**  
**MISSION FINANCIAL REPORT**

**REVENUES:**

**Mission Registration Fees** 12,160

**Airfare Collected** 9,152

**Total Revenues:** \$21,312

**EXPENDITURES:**

**Airfare Paid** 9,562

**Networking Receptions**

Sao Paolo 2,025  
Belo Horizonte 1,750  
3,775

**Ground Transportation**

Official Meetings/ Airport Transport - Sao Paolo 1,970  
Official Meetings/ Airport Transport - Belo Horizonte 1,480  
3,450

**Other Expenses**

Translations 580  
Credit card merchant fees (registrations) 451  
Bank wire transaction fees 225  
Hotel portorage fees 55  
1,311

**Total Expenses:** \$18,098

**PROJECTED PROFIT TO TMC:** \$3,214

## APPENDIX II

### MISSION PARTICIPANTS

A total of 15 participants participated in the Business Development Mission to Brazil:



**Commissioner Natacha Seijas**  
Miami-Dade County Commissioner  
& Chair of the ITC Board of Directors



**Tony Ojeda**  
Executive Director  
ITC



**Frank Nero**  
President and CEO  
The Beacon Council



**Alyce Robertson**  
Executive Director  
Miami Downtown  
Development Authority



**Mario Sacasa**  
Senior VP International  
Economic Development  
The Beacon Council



**Deirdre Nero**  
Vice-Chair Int'l Division  
Coral Gables Chamber of Commerce  
Nero Immigration



**Jay Bae**  
President  
Excell Ltd.



**Hernando Lopez**  
Vice President  
Searock Trading Corp



**Ahpaly Coradin**  
Principal  
Coradin Law Group



**Robert Macaulay**  
Shareholder  
Carlton Fields, P.A.



**Marcos Matos**  
Business Development  
Advanced Instrumentation



**Lazaro Amores**  
Operations Director  
Vertical Source Pharma



**Adriana Pineda**  
Customer Relations &  
Municipal Gov't Mgr.  
Wate Services of Florida, Inc.



**Ernesto Vila**  
President  
Double Ace Cargo



**Maria Dreyfus-Ulvert**  
Trade Specialist  
ITC

### APPENDIX III

#### KEY REPRESENTATIVES OF UNITED STATES AGENCIES IN BRAZIL

- **Consul Thomas J. White**, United States Consul General in Sao Paulo
- **William Popp**, United States Deputy Consul General in Sao Paulo
- **Daniel “Danny” DeVito**, Minister Counselor for Commercial Affairs, United States Consulate in Sao Paulo - Department of Commerce
- **Sean P. Kelley**, Commercial Officer, United States Consulate in Sao Paulo – Department of Commerce
- **Ruy B. Baptista**, Trade Specialist, U.S. Commercial Service in Belo Horizonte
- **Vania Resende**, Commercial Specialist, U.S. Commercial Service in Belo Horizonte
- **Robert Frederick Pohl**, Commercial Assistant, U.S. Commercial Service in Belo Horizonte

## APPENDIX IV

### KEY REPRESENTATIVES OF GOVERNMENT AGENCIES & PRIVATE SECTOR IN SAO PAULO

#### GOVERNMENT AGENCIES

- **Honorable Geraldo Alckmin**, Secretary of Development of the State of Sao Paulo
- **Honorable Alfredo Cotait Neto**, Municipal Secretary, Secretariat for International Affairs, Sao Paulo City Hall
- **Ambassador Luiz de Araujo Castro**, Consul General of Brazil in Miami
- **Luis F. Abbott-Galvao**, Deputy Consul General of Brazil in Miami
- **Mario Mugnaini Jr.**, President, Investe Sao Paulo, Investment and Competitiveness Promotion Agency of the State of Sao Paulo
- **Guilherme F. Mattar**, Chief of Staff, Secretariat for International Relations, Sao Paulo City Hall
- **Paulo Elias Martins de Moraes**, Sao Paulo State Government
- **Bernardo Silva**, Market Manager for North America, Brazilian Trade and Investment Promotion Agency, APEX - Brazil
- **Paula Bernardi**, Advisor, Secretariat of International Relations, Sao Paulo City Hall
- **Rafael M. de Seixas Pereira**, Advisor, Secretariat for International Relations, Sao Paulo City Hall
- **Greta Mesquita**, Assistant, Sao Paulo City Hall
- **Adriana Reis de Assis**, Head of Communication, Secretariat for International Relations, Sao Paulo City Hall
- **Laryssa Ferreira**, Secretariat of Development, State of Sao Paulo

#### PRIVATE SECTOR REPRESENTATIVES

- **Luiz Gabriel Rico**, CEO, AMCHAM Sao Paulo
- **Roberto Giannetti da Fonseca**, Head Director, Department of International Relations and Trade (DEREX), FIESP
- **Antonio Fernando Guimaraes Bessa**, Adjunct Director, Department of International Relations and Trade (DEREX), FIESP
- **Camila Moura**, International Affairs Coordinator, AMCHAM Sao Paulo
- **Caroline Fonseca Apezatto**, International Affairs Department, AMCHAM Sao Paulo
- **Maira Nazzaro Munhoes**, Analyst, Department of International Relations and Trade (DEREX), FIESP
- **Luiza Affonso Ferreira Mesquita**, Analyst, Department of International Relations and Trade (DEREX), FIESP



## **KEY REPRESENTATIVES OF GOVERNMENT AGENCIES & PRIVATE SECTOR IN SAO PAULO (continued)**

### **PRIVATE SECTOR REPRESENTATIVES**

- **Cori Lima**, President, Vertical Source Pharma
- **Joao Luiz Dias**, Consultant, Independent Consulting
- **Carlos Mariaca**, Member Brazilian-American Chamber of Commerce of Florida and Managing Director, Center Group

## APPENDIX V

### KEY REPRESENTATIVES OF GOVERNMENT & PRIVATE SECTOR IN BELO HORIZONTE

#### GOVERNMENT AGENCIES

- **Honorable Alberto Pinto Coelho**, Speaker, House of Representatives, State of Minas Gerais
- **Honorable Sergio Barroso**, Secretary, State Secretariat for Economic Development, Minas Gerais State Government
- **Honorable Josue Costa Valadao**, Municipal Secretary, Secretariat of Government, Prefeitura Municipal de Belo Horizonte
- **Luiz Antonio Athayde**, Under Secretary, State Secretariat for Economic Development, Minas Gerais State Government
- **Ana Luiza Nabuco Palhano**, Adjunct Secretary, Municipal Secretariat of Planning, Prefeitura Municipal de Belo Horizonte
- **Danilo Colares de Araujo Moreira**, Foreign Trade Director, State Secretariat for Economic Development, Minas Gerais State Government
- **Accacio F. Santos Jr.**, Coordinator of Foreign Trade Affairs, State Secretariat for Economic Development, Minas Gerais State Government
- **Angela Maria Baia Bhering**, Manager, Unit of Institutional Development, Minas Gerais Institute for Integrated Development (INDI)
- **Eduardo Pinheiro Duarte**, Investment Attraction, Office of the Mayor, Prefeitura Municipal de Belo Horizonte
- **Stephania Aleixo de Paula e Silva**, Assessor, Municipal Sub-Secretariat of International Affairs, Prefeitura Municipal de Belo Horizonte
- **Juliano Alves Pinto**, Consultant, International Investment Attraction, Prefeitura Municipal de Belo Horizonte.
- **Henrique Celso Angelo Goncalves**, Chief of Protocol, Legislative Assembly of the State of Minas Gerais

#### PRIVATE SECTOR REPRESENTATIVES

- **Carlos Eduardo Abijaodi**, Superintendent of Entrepreneurial Development, Federation of Industries of the State of Minas Gerais (FIEMG)
- **Solange dos Santos Malheiros**, Coordinator, International Business Center, FIEMG
- **Rebecca Macedo Abreu**, International Business Center, FIEMG
- **Leonardo Gudes Avila**, International Business Consultant, International Business Center, FIEMG
- **Thaiza Bittar Alves**, Analyst, International Business Center, FIEMG
- **Martha R. C. Teixeira Lassance**, International Economic Relations Council, FIEMG
- **Julio Bethonico**, International Business, World Trade Center-Belo Horizonte
- **Rubia Marcia Pereira da Silva**, Consultant



## BOARD OF COUNTY COMMISSIONERS

**Carlos Alvarez**  
*Mayor*

**Dennis C. Moss**  
*Chairman*  
**José "Pepe" Diaz**  
*Vice Chairman*

**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*

**Senator Javier D. Souto**  
*District 10*

**Joe A. Martinez**  
*District 11*

**José "Pepe" Diaz**  
*District 12*

**Natacha Seijas**  
*District 13*

**Harvey Ruvin**  
*Clerk of Courts*

**George M. Burgess**  
*County Manager*

**Robert A. Cuevas Jr.**  
*County Attorney*