

Osaka Castle, Japan



Taipei 101 Building, World's Tallest Building Since 2004

## End of Mission Report

### ITC Miami-Dade Buying Mission

Osaka, Japan & Taipei, Taiwan, ROC

May 26<sup>th</sup> - June 5<sup>th</sup>, 2009

Organized By

The Jay Malina International Trade Consortium (ITC)

J. A. Ojeda, Jr.

ITC Executive Director

June, 2009

## TABLE OF CONTENTS

Executive Summary	Page 4
Background	Page 5
Pre-Mission Activities	Page 7
Branding Presentations in Osaka, Japan and Taipei, Taiwan, ROC	Page 10
Meetings with U.S. Government Agencies	Page 12
Meetings with Japanese and Taiwanese Government Agencies	Page 15
Meetings with Japanese and Taiwanese Private Sector Organizations	Page 22
Business-to-Business Matchmaking Meetings	Page 26
Comments & Feedback: In Their Words	Page 30
Conclusions and Recommendations	Page 31
Acknowledgements	Page 32
Appendix I - Mission Financial Report	Page 33
Appendix II - Mission Participants	Page 34
Appendix III - Key Representatives in Osaka, Japan	Page 35
Appendix IV - Key Representatives in Taipei, Taiwan, ROC	Page 36





## EXECUTIVE SUMMARY

The ITC Miami-Dade Buying Mission to Osaka, Japan and Taipei, Taiwan, ROC, was historic and unique. It was the first official mission from Miami-Dade County to both cities. The Asian Trade Initiative Ad Hoc Committee (ATI) chose the cities of Osaka and Taipei after careful consideration and discussions in a committee process. The ATI met with representatives of relevant stakeholder organizations and recommended that the ITC Board of Directors undertake a mission to Japan and Taiwan in FY 08-09. The ITC Board of Directors approved ATI's recommendations at their September 2008 meeting. ITC Senior Trade Specialist Desmond Alufohai subsequently carried out a pre-mission site visit to Osaka and Taipei in December 2008. Upon return, ITC staff met with the representatives of the Consulate General of Japan in Miami, Taiwan Trade Center (TAITRA) in Miami, and the Taipei Economic and Cultural Office (TECO) in Miami to discuss issues related to mission logistics and support.

The purpose of the mission was to:

- (1) highlight Miami-Dade County's position as a global gateway, its role as an international trade hub, and its cultural diversity; and
- (2) explore ways to increase bilateral trade and cultural linkages between Miami-Dade County and the cities of Osaka and Taipei.

During the mission, participants received in-depth country briefings by U.S. Foreign Commercial Service officials at the U.S. Consulate in Osaka and the American Institute Taipei (AIT). Participants met with high level government officials, including the U.S. diplomatic and Consular staff, the Vice Mayor of Osaka, Taipei city officials, Governor of Taipei County, representatives of the Ministry of Foreign Affairs (MOFA) Taiwan, and Taiwan External Trade Development Council (TAITRA).

Delegates attended economic briefing sessions organized by the American Chamber of Commerce in Osaka, Osaka Chamber of Commerce and Industry and by the Kansai Economic Federation (Kankeiren). Additionally, private sector mission participants met with their business counterparts in pre-arranged business-to-business matchmaking meetings organized in Osaka by the International Business Promotion Center (IBPC), and in Taipei by TAITRA. These meetings offered opportunities to discuss bilateral trade and increased business opportunities with local companies, and provided direct contacts for further business opportunities. In Taipei, participants attended the 2009 COMPUTEX TAIPEI Show – one of the largest Information and Communications Technology (ICT) Exhibitions and leading ICT procurement platform in the world.

ITC, together with the Miami-Dade Aviation Department and Port of Miami staff, gave branding presentations to acquaint government agencies and public sector organizations of the County's role as an international trade platform and the advantages of trading with Miami-Dade as the "Gateway to the Americas." The presentations emphasized Miami-Dade's strategic geographic location, multinational workforce, and ideal infrastructure for trade through the Port of Miami and Miami International Airport. Also, the Port of Miami staff visited the Port of Osaka to discuss issues of mutual concern.

The scope of this mission was complex and challenging in dealing with different languages, cultures, currencies and groups. However, despite those challenges the mission was a success. The ITC Buying Mission to Osaka and Taipei met or surpassed the planned mission objectives.

## BACKGROUND

The Jay Malina International Trade Consortium's (ITC) planning method for the selection of countries to be targeted for an ITC mission consists of a process that involves both staff research, and consultation and approval by the ITC Board of Directors. In 2006, the ITC Board of Directors created four regional trade ad-hoc committees:

- African Trade Initiatives Ad-Hoc Committee
- Asian Trade Initiatives Ad-Hoc Committee
- European and Middle Eastern Trade Initiatives Ad-Hoc Committee
- Western Hemispheric Trade Initiatives Ad-Hoc Committee

The ITC Board created these ad-hoc committees to develop and expand trade and cultural linkages with countries in the regions, thereby strengthening Miami-Dade County's role as a global gateway community. The Asian Trade Initiatives (ATI) Ad-Hoc Committee (Committee) had the responsibility of recommending the countries to be visited in Asia for the first ITC Trade Mission in FY08-09.

ITC staff conducted research and worked with Committee members, as well as with representatives of appropriate stakeholder organizations to gather their input and participation in the planning and selection of what countries in Asia were best suited to either develop or expand trade opportunities with Miami-Dade County. The Committee met in 2008, on the following dates: February 21<sup>st</sup>, August 12<sup>th</sup>, and September 4<sup>th</sup>, to discuss targeted countries for an ITC-led mission. Thereafter, the Committee recommended taking a Buying Trade Mission to Japan and Taiwan. Accordingly, at the September 10, 2008, ITC Board meeting, the Chair of the ITC Asian Trade Initiatives Ad-Hoc Committee Alexander Gonzalez recommended to the ITC Board that ITC undertake a Mission to Osaka, Japan and Taipei, Taiwan, from May 26<sup>th</sup> – June 5<sup>th</sup>, 2009. The ITC Board unanimously approved the Committee's recommendations.

### Trade Opportunities

Japan and the US are the two largest economic powers in the world. Together they account for over forty percent of the world's domestic product, and for a significant portion of international trade. The two economies are highly integrated via trade in goods and services, and Japanese companies are actively seeking new ideas and "world's-first" technologies with the aim of licensing these technologies, forming partnerships to market new technologies in Japan, or working with U.S. firms to co-develop new products and services.

The Japanese market offers numerous opportunities for U.S. companies in a wide variety of sectors. Best prospects for U.S. exporters in the Japanese market include the following sectors: Aerospace, biotechnology and nanotechnology, computer software, cosmetics & toiletries, education & corporate training, electronic components, medical equipment, pharmaceuticals, safety and security, smart phone/wireless, broadband technologies, telecommunications equipment, travel & tourism, safety & security, renewable energy, soil remediation, and architectural and engineering services.

Japan is Florida's 13<sup>th</sup> largest foreign market and accounted for nearly \$883 million in export sales in 2007. Japan entered the billion dollar "trade club" with Miami Customs District in 2007, and bilateral trade increased to \$1.5 billion in 2008. Japan is South Florida's 20<sup>th</sup> trade partner.

## **BACKGROUND (Continued)**

Taiwan, a small mountainous island with a population of 23 million and few natural resources, is one of the Four Tigers of Asia. Taiwan has become a high-tech powerhouse and boasts the world's nineteenth largest economy. It is a major U.S. trading partner ranking among the top 12 export markets for the U.S. both in agricultural and non-agricultural products. Per capita GDP and household disposable income rank among the highest in Asia, making Taiwan an attractive consumer goods market despite its relatively small population. In 2007, Florida exports to Taiwan totaled \$187 million, and Taiwan continues to have a strong appetite for U.S. products and services. Taiwan ranks as South Florida's 31<sup>st</sup> trade partner with total bilateral trade valued at \$587 million (2008). Taipei County and Miami-Dade have been engaged in a Sister City Agreement since 1989.

The ITC Miami-Dade Buying Mission departed for the Orient on May 26<sup>th</sup>, 2009. A total of 16 persons representing both the private and public sectors participated in the mission. Eleven (11) of the delegates were from the private sector, representing the following sectors:

- Architectural & interior designs
- Entertainment
- Pharmaceutical & medical supplies
- Health services
- Import-export
- Consulting
- IT & Telecommunications, and Computers

(See Appendix II).

## **PRE-MISSION ACTIVITIES**

### **Site Inspection Visit and Mission Costs**

In preparation for the mission, ITC staff contacted and worked assiduously with the representatives of the Consulate General of Japan in Miami, the Taipei Economic and Cultural Office in Miami (TECO), and the Taiwan Trade Center (TAITRA) in Miami. ITC Senior Trade Specialist Desmond Alufohai conducted an advanced site inspection visit to Osaka and Taipei, November 30<sup>th</sup> – December 12<sup>th</sup>, 2008. Subsequently, on January 12<sup>th</sup>, 2009, ITC released the mission save-the-dates flyer inviting interested businesses from the following sectors: Apparel, textiles and designs, appliances, computers, and electronics, biotechnology and life sciences, environmental “green” industries, pharmaceuticals, import & export (general merchandise), and IT and telecommunications. On February 15<sup>th</sup>, 2009, ITC released an invitation for prospective participants to join the mission with a registration deadline of April 7<sup>th</sup>, 2009. ITC established the costs per mission participant for the entire mission at \$4,050. This cost included airfare, lodging, transportation to official meetings, two networking luncheons, and a registration fee.

### **Webinar**

On March 11<sup>th</sup>, 2009, 9:00 a.m. EST, the U.S. Commercial Service in Miami conducted an enlightening and informative 90 minute webinar session hosted by the U.S. Commercial Service in Japan and Taiwan in conjunction with ITC. The purpose of the webinar was to promote ITC’s Trade Mission to Japan and Taiwan and to assist U.S. companies to capitalize on opportunities in these two markets. Principal Commercial Officer Bradley Alan Harker of the U.S. Consulate-General Osaka-Kobe gave an overview of the current state of the Japanese economy and opportunities for U.S. companies in Japan. The Deputy Senior Commercial Officer Darrel Ching, American Institute in Taiwan, provided an overview on Taiwan’s market export opportunities, while ITC Senior Trade Specialist Desmond Alufohai, provided information about Miami-Dade County’s bilateral trade relationships with Japan and Taiwan, and the purpose and objectives of the forthcoming ITC Buying Mission to Osaka and Taipei. A total of nine persons logged-in for the webinar.

### **Pre-Mission Briefing**

On May 11<sup>th</sup>, 2009, ITC convened a pre-mission briefing at the Stephen P. Clark Building in downtown Miami for all registered participants. ITC Executive Director, Tony Ojeda, welcomed participants to the briefing. He reviewed the mission purpose and objectives, itinerary and program agendas, lodging arrangements, foreign currency exchange controls, as well as electrical voltages, weather information, and other logistical details. Mr. Ojeda also provided counsel on mission protocol, and mission participants received their official agendas, airline e-tickets, registration kit, and badges.

The Deputy Consul General of the Japanese Consulate in Miami, Naohita Watanabe was in attendance. He brought special greetings from the Consul General of the Consulate of Japan in Miami, the Honorable Hiroshi Yamaguchi, Consul General of Japan in Miami. Mr. Watanabe said that Consul General Yamaguchi was looking forward to hosting a dinner reception for the delegation prior to the mission’s departure for Osaka. Mr. Watanabe then provided mission participants with a brief overview of the socio-political and economic conditions in the Osaka-Kansai region of Japan. He reassured delegates that they would find Osaka a pleasant city for business, as well as for leisure activities.

## PRE-MISSION ACTIVITIES (Continued)

### Pre-Mission Briefing (continued)

Director General Miguel Tsao of the Taipei Economic and Cultural Office in Miami also attended the briefing with his staff and offered suggestions as to how to best conduct business with Taiwanese companies. He told the delegates that this was the best time to visit Taiwan, because the mission dates coincided with the opening of **Computex Taipei** which would attract thousands of buyers worldwide. He informed the participants that each member of the delegation would receive VIP passes to participate in the trade show. He urged delegates to also take time and see the various attractions in Taipei. Also attending the briefing were Cindy Chin and Michelly Wei representing the Director of the Taiwan Trade Center (TAITRA) in Miami Michelle Kung.

*The pictures below depict the highlights of the Pre-mission Briefing.*





## **PRE-MISSION ACTIVITIES (Continued)**

### **Dinner Reception for Mission Participants**

On May 15<sup>th</sup>, 2009, the Japanese Consul General in Miami, the Honorable Hiroshi Yamaguchi, and Mrs. Yamaguchi, hosted a dinner reception at their residence for the ITC Mission participants.

ITC Executive Director Tony Ojeda, introduced the Chair of the ITC Asian Trade Initiatives Ad-Hoc Committee Alexander Gonzalez, whose committee recommended this trade mission to Osaka and Taipei to the ITC Board in September 2008. Mr. Gonzalez thanked the Consul General on behalf of Commissioner Natacha Seijas, the ITC Board of Directors, and mission participants for his assistance in organizing the mission and for his generous hospitality.



*Japanese Consul General Hiroshi Yamaguchi (center)  
hosting the Miami-Dade delegation at his residence in Coral Gables.*

## BRANDING PRESENTATIONS IN OSAKA, JAPAN AND TAIPEI, TAIWAN



The purpose of Miami-Dade 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 and the international trade community in the host cities. During the branding presentations in Osaka and Taipei, Commissioner Natacha Seijas welcomed participants, and provided an overview of Miami-Dade County. ITC Executive Director, Tony Ojeda presented ITC's mission and its function. Mr. Ojeda also highlighted the uniqueness of Miami-Dade County with its superior infrastructure, multilingual workforce, and its geographic location as a transshipment point for products destined to and from Latin America and the Caribbean. In addition, Mr. Ojeda analyzed the trade figures between Miami-Dade and each respective country. The Manager of the Marketing Division of Miami Dade Aviation Department, Chris Mangos and Business Development Officer of the Port of Miami, Richard R. de Villiers followed by giving a

comprehensive presentation on the key role that MIA and POM have played in making Miami the platform for trade with the Americas by promoting both passenger and cargo through Miami. They also reviewed the important role that these two agencies have played in making Miami a center for international trade and commerce.

*The pictures below provide a highlight of ITC's branding presentations in Osaka and Taipei respectively.*

### **Osaka Branding Presentations**





## BRANDING PRESENTATIONS IN OSAKA, JAPAN AND TAIPEI, TAIWAN (Continued)

### Taipei Branding Presentations



## MEETINGS WITH U.S. GOVERNMENT AGENCIES

### U.S. CONSULATE GENERAL OSAKA-KOBE

In Osaka, the U.S. Consul General, the Hon. Edward Dong welcomed the Miami-Dade delegation on May 28. In his welcome remarks, Consul General Dong explained that ITC officials made the right choice in coming to Osaka at this time, and he enumerated the numerous business opportunities in the Osaka/Kansai region. He also noted that Miami's tourism potential should be explored by promoting Miami's leisure and hospitality destinations to the Japanese market, particularly to Japanese retirees and seniors, whose numbers have increased and who represent a large and affluent sector of the Japanese population.

Following the Consul General's remarks Principal Commercial Officer, Bradley Alan Harker, gave a PowerPoint presentation on "Doing Business in Japan's Kansai Region." Mr. Harker elaborated on the sectors with the best business opportunities in the area. He also described the market entry strategies and the "do's" and "don'ts" of doing business in Japan. The Consulate's Political and Economic Attaché David Tulloch, and Senior Commercial Specialist, Kazuhisa Takabatake also participated in the briefing.

At the conclusion of the briefing by the American officials, Commissioner Seijas introduced the mission participants and thanked the Consul General and his staff for their PowerPoint presentation and assistance in organizing the ITC Mission. She presented Consul General Dong with a protocol gift as a token of our appreciation.

*The pictures below highlight the meeting at the U.S. Consulate in Osaka-Kobe.*





## MEETINGS WITH U.S. GOVERNMENT AGENCIES (Continued)

### *U.S. Consulate General Osaka-Kobe*



## MEETINGS WITH U.S. GOVERNMENT AGENCIES (Continued)

### AMERICAN INSTITUTE IN TAIWAN

Director of the American Institute in Taiwan Dr. Stephen M. Young received the Miami-Dade County officials at the Institute on June 3<sup>rd</sup>, 2009. Welcoming Commissioner Seijas and County officials to the Institute, Dr. Young stated that he was very familiar with South Florida, and that our visit would foster more bilateral trade and cultural linkages between Taiwan and Miami-Dade County. He thanked the delegation for visiting the Institute.

Commissioner Seijas introduced County officials and thanked Dr. Young for the assistance he and his staff had provided ITC in organizing the mission. She stated that the purpose of our mission to Taipei was to increase bilateral trade relations and strengthen our sister cities affiliation with Taipei County with whom we have had a sister cities affiliation since 1989. Ms. Seijas also remarked how impressed she was with the 2009 Computex Trade Show and that most of our private sector participants were actively participating in the trade show. Also present at the meeting were the Institute's Chief of the Economic Section, Hanscom Smith, and Commercial Section Deputy Chief, Darrel Ching.



Dr. Stephen M. Young  
Director of AIT

At the ITC Branding Presentation, earlier that day, Mr. Ching gave a detailed in-country briefing at the Agora Gardens Hotel. His presentation, entitled "Doing Business in Taiwan," provided an overview of Taiwan's political and economic environment and elaborated on the leading sectors for U.S. exports and investments in that country.

## MEETINGS WITH JAPANESE AND TAIWANESE GOVERNMENT AGENCIES

### OSAKA CITY GOVERNMENT, JAPAN

The Vice Mayor of the City of Osaka, Satoru Morishita welcomed the Miami-Dade County delegation to Osaka City Hall on June 1<sup>st</sup>, 2009. Present at the meeting were various senior city officials and heads of city departments. Mr. Morishita thanked Commissioner Seijas for leading such a distinguished mission to the city of Osaka and for choosing Osaka as one of ITC's mission destinations. Commissioner Seijas introduced the mission delegation and invited the Vice Mayor to bring a mission to Miami-Dade County in the future.

City officials gave an overview of Osaka city. Both parties then discussed how the two communities could work to increase bilateral trade and enhance cultural ties. They exchanged protocol gifts before adjourning the meeting.

Osaka with a population of 2.6 million inhabitants is the 3<sup>rd</sup> most populous city in Japan (after Tokyo and Yokohama). Osaka is the capital of Osaka Prefecture on the southern coast of western Honshu, Kansai and is an industrial city and a great feudal capital. Osaka and the Kansai region comprise a vibrant and robust economy, including; steel manufacturing, transportation equipment, metal products, appliances, pharmaceuticals, apparel, finance, and telecommunications. Osaka is one of Japan's leading ports and manufacturing centers. The city has many rivers and canals with a sheltered harbor and an expansive bay, which houses the Kansai International Airport, built on a man-made island.



*Pictures show Miami-Dade County delegation with the Vice Mayor of Osaka and Osaka city officials*





## MEETINGS WITH JAPANESE AND TAIWANESE GOVERNMENT AGENCIES (Continued)

### TAIPEI CITY GOVERNMENT, TAIWAN

Taipei City Government Commissioner Hsiung-wen Chen, Department of Economic Development, and, Deputy Commissioner Kuan-fu Chen, Department of Cultural Affairs, received Commissioner Seijas and the Miami-Dade County government delegation at Taipei City Hall on June 3, 2009. Commissioner Seijas and Taipei officials discussed ways to foster and increase economic and cultural ties between both communities. Commissioner Chen extended an invitation to Miami-Dade County to attend the 2010 Taipei International Gardening and Horticulture Exposition from November 6<sup>th</sup>, 2010 – April 25<sup>th</sup>, 2011. The group also explored further collaboration in such programs as “Arts-in-Residence,” film, and cultural exchanges. At the conclusion of the meeting there was an exchange of protocol gifts.

Taipei City has 12 administrative districts and a population of 2.6 million inhabitants. As Taiwan’s capital and most modern city, Taipei is constructing the best environment for the development of the biotechnology industry. Taipei’s unique advantages include abundant biotech talents, sufficient capital, numerous research institutes in related fields, and fertile biotech industrial clusters, making Taipei one of the most attractive cities in the Asia Pacific region for this industry. Annual high-tech production is valued at more than \$50 billion.



*Pictures above show Miami-Dade County delegation with officials of Taipei City Government, Taipei City Hall*



## **MEETINGS WITH JAPANESE AND TAIWANESE GOVERNMENT AGENCIES (Continued)**

### **TAIPEI COUNTY GOVERNMENT, TAIWAN**

The Governor of Taipei County, the Honorable Hsi-wei Chou organized a full day of activities on June 4, 2009 for the Miami-Dade delegation. Taipei County and Miami-Dade have had a Sister Cities affiliation since 1989, and the Governor had visited Miami in July, 2007. The visit to Taipei County included visits to the following sites: Cheng Uei Precision Industry Company Ltd., a subsidiary of Foxlink Group, AverMedia Tech Inc, Taipei County Hall, and Yingge Ceramics Museum

The delegation first visited the Cheng Uei Precision Industry Company Ltd., a subsidiary of Foxlink Image Technology (FIT). Company officials conducted a tour of the company showroom and gave a PowerPoint presentation about the company's mission and its products. FIT specializes in Original Equipment Manufacturer (OEM) and Original Design Manufacturing (ODM) of image related products including LCD Monitors, MFPs, Scanners, PC Cameras, LCD Projectors, and Printing Devices. FIT provides innovative and competitive image products around the globe.

The next visit was to AverMedia Technologies, a global player in the design and manufacture of presentation and multimedia products. Its staff gave presentations and hands-on demonstrations on using their products. Through the years, the company's document cameras, PC/MAC-to-TV converters, TV tuners, and security DVRs have received high praise and numerous prestigious awards. Along with Cheng Uei Precision, AverMedia is one of the most important electronic companies in Taipei County.

A visit to Taipei County Hall included a luncheon hosted by Governor Hsi-wei Chou. At the luncheon, the Governor noted that this was a historic visit, and he pledged his County's continuous commitment to the Sister Cities relationship with Miami-Dade County. Commissioner Seijas introduced the mission participants stating that the Sister Cities relationship with Taipei County was one of the most active and called for continuing economic and cultural ties between both communities. She invited the Governor to bring a delegation to Miami-Dade County in the near future.

After the luncheon, Taipei County officials invited the delegation to tour the Yingge Ceramics Museum, which opened on November 26, 2000. The museum showcases the history of the development of ceramics in Taiwan, and it has an exhibit of Taiwan's most famous contemporary ceramics artists.

At a farewell dinner hosted by the Governor and his spouse at the Yingge Museum, Taipei County officials showed a DVD highlighting the numerous business opportunities in Taipei County. The Governor reiterated that by 2014, Taipei County's economic power would experience a surge as a result of large-scale development projects, including the Tamshui Fisherman's Wharf, Shalun Beach Development Project, the Jinguashi and Jiufen Cable Car Line Development Project, the Sansia and Wulai Art and Cultural Tourist Activity, and the Wulai and Bitan Scenery Renewal. These projects include cultural parks, art streets, scenery reengineering, and cable cars. He also stated that Taipei County is a strategic economic and trade hub for Asia.

According to the World Economic Forum statistics for 2006-2007, Taiwan ranked sixth in the world in competitive growth and second in the world for its technology level, ahead of Japan, South Korea, and Singapore. Taipei County has 250,000 registered companies and 21,000 factories, making it the capital for all registered companies in Taipei and the most important manufacturing center in Taiwan.

## MEETINGS WITH JAPANESE AND TAIWANESE GOVERNMENT AGENCIES (Continued)

### TAIPEI COUNTY GOVERNMENT, TAIWAN (continued)

At the conclusion of the evening, ITC Executive Director, Tony Ojeda presented the ITC DVD entitled ***“Come Trade with Us,”*** and in his closing remarks, Mr. Ojeda on behalf of Commissioner Seijas and the entire delegation thanked the Governor and his staff for their warm hospitality and reiterated Commissioner Seijas’ invitation for the Governor to bring a trade delegation to Miami-Dade. Mr. Ojeda also alluded to the warm and friendly relations which the people of Taipei County had always had with the people of Miami-Dade, and he reassured the Governor that the ties of friendship established during this mission would serve to strengthen the Sister Cities relationship which the two communities have always enjoyed. Mr. Ojeda then exchanged protocol gifts with the Governor.

*The pictures below highlight the visit to Taipei County.*





## MEETINGS WITH JAPANESE AND TAIWANESE GOVERNMENT AGENCIES (Continued)

### TAIPEI COUNTY GOVERNMENT, TAIWAN (continued)



## MEETINGS WITH JAPANESE AND TAIWANESE GOVERNMENT AGENCIES (Continued)

### Ministry of Foreign Affairs, (MOFA) Taiwan, ROC

The Director General of the Department of North American Affairs at the Ministry of Foreign Affairs (MOFA), Dr. Harry Tseng hosted a luncheon for the Miami-Dade delegation on June 3<sup>rd</sup>, 2009. Dr. Tseng officially welcomed the delegation on behalf of the Taiwanese government, and indicated that the people of Taiwan enjoyed an excellent relationship with the United States, and he recognized that this was the first trade mission from South Florida hosted by MOFA. Dr. Tseng emphasized the importance that this mission had for the further expansion of bilateral trade and cultural relations between Miami-Dade and Taiwan. MOFA's Section Chief for North American Affairs, Elliot Wang and other MOFA staff also accompanied Dr. Tseng.

On behalf of the delegation, Commissioner Seijas thanked Dr. Tseng for the assistance and support that his government had provided ITC in organizing the mission. She also recognized the efforts of Director General Miguel Tsao of the Taipei Economic and Cultural Office in Miami and his staff for their technical and logistical support. Commissioner Seijas officially extended an invitation to the Ministry of Foreign Affairs to bring, along with Taipei County, a trade mission to Miami-Dade. In doing so, she recognized the long standing friendship that has existed between Taipei County and Miami-Dade as a result of the Sister Cities affiliation between our two communities. At the end of the luncheon, both parties exchanged protocol gifts.

*Pictures highlighting the meeting with officials of the Ministry of Foreign Affairs, Republic of China (Taiwan)*





## MEETINGS WITH JAPANESE AND TAIWANESE GOVERNMENT AGENCIES (Continued)

### 2009 Computex Taipei Exhibition Show

Commissioner Natacha Seijas and the Miami-Dade delegation joined the Premier Executive Yuan, His Excellency Dr. Chao-Shiuan Liu of the Republic of China (Taiwan), Mayor of Taipei City Hon. Lung-Bin Hau, Chairman Dr. Chih-Kang Wang of the Taiwan External Trade Development Council (TAITRA), and other dignitaries, at the official opening ceremony of the 2009 Computex Taipei show at the Nangang Exhibition Center on June 2<sup>nd</sup>, 2009, where officials presented awards to the various distinguished electronic exhibitors.

Computex Taipei has become the largest computer exhibition in Asia and the second largest in the world, next to CeBIT in Germany. Each year, key global businesses come to this event to launch their new products. This exhibition attracts observers, analysts, and journalists of computer and information industries from all over the world to discover and report the latest technologies, developments, and trends. TAITRA and Taipei Computer Association (TCA) have organized this event for the past 29 years. This year's trade show took place in all of the four exhibition venues of the Taipei World Trade Center (TWTC), including the newly opened Nangang Exhibition Hall. The event attracted more than 35,000 international buyers, 1,800 exhibitors, and 4,500 booths.

TAITRA extended courtesy VIP registrations to all Miami-Dade delegates attending Computex Taipei. The private sector mission participants attended the trade show, and had an opportunity to meet with representatives of the latest cutting edge technologies available in the market. The mission provided them a unique opportunity to meet with and discuss business opportunities with the many exhibitors attending the trade show.



*Pictures above show the official opening ceremony of the 2009 Computex Taipei Exhibition Show at the Nangang Exhibition Hall.*



*Picture on Left: The Premier Executive Yuan, His Excellency Dr. Chao-Shiuan Liu (Middle in brown attire), Mayor of Taipei City Hon. Lung-Bin Hau, (left of the Premier), and Chairman Dr. Chih-Kang Wang of TAITRA (Right of the left and other dignitaries, at the official opening ceremony of the 2009 Computex Taipei show at the Nangang Exhibition Center*

## MEETINGS WITH JAPANESE AND TAIWANESE PRIVATE SECTOR ORGANIZATIONS

### KANSAI ECONOMIC FEDERATION, OSAKA, JAPAN

The Senior Counselor of the Kansai Economic Federation (Kankeiren), Teruo Aoyagi welcomed Commissioner Natacha Seijas and the Miami-Dade County delegation at the Kankeiren offices on May 29<sup>th</sup>, 2009. Mr. Aoyagi reviewed the economic importance of the Kansai region with a population of 24 million people representing 20 percent of the total Japanese population. He indicated that the Kansai region had a GDP of \$804 billion in 2005, which would make its economy, the 12<sup>th</sup> largest in the world.

Kankeiren, an organization established in October 1946, is a private, non-profit organization consisting of 780 members representing businesses and organizations engaged in economic activities in the Kansai area. As one of Japan's economic development agencies, Kankeiren has contributed to the development of the Japanese economy by conducting research studies on important issues facing the Japanese economy, and representing the collective will of the Kansai business community. On the international front, Kankeiren exchanges views with prominent figures in the political and business circles overseas, sends delegations and fact-finding groups, and conducts management training programs in the Kansai area.

At the conclusion of the presentation, Commissioner Seijas thanked Mr. Aoyagi for the briefing, and discussed the many opportunities that Miami-Dade County offered as a platform for trade to the Americas. She also highlighted the many similarities between Osaka and Miami-Dade and invited Kankeiren to bring a trade delegation to Miami-Dade County. Both parties then exchanged protocol gifts.

#### *Pictures highlighting the visit to the Kansai Economic Federation*



## **MEETINGS WITH JAPANESE AND TAIWANESE PRIVATE SECTOR ORGANIZATIONS (Continued)**

### **OSAKA CHAMBER OF COMMERCE AND INDUSTRY (OCCI), JAPAN**

The Director of the Osaka Chamber of Commerce and Industry, Yasutsugu Kohzuki welcomed the Miami-Dade County delegation to their headquarters on May 29<sup>th</sup>, 2009, for a briefing about business opportunities in Osaka. OCCI's Manager for International Division, Kazuko Kamado reviewed the many business opportunities available in Osaka city and highlighted Osaka's economic importance. After the presentation delegates toured the Entrepreneurial Museum of Challenge and Innovation (EMCI). The museum, established by OCCI in June 2001, is Japan's first unique museum that recognizes Japanese entrepreneurs who contributed to the development of modern industries in Japan. OCCI's Assistant Manager, International Division Yumiko Nagoshi assisted in the presentation and tour.

The OCCI, founded in August 1878, is a comprehensive regional economic organization with membership consisting of all voluntary members. The OCCI membership stands at 29,503 with 10 branches in Osaka. Its primary mission is to develop the local economy, modernize Osaka's industrial structure, enhance international competition, and create business opportunities.

Commissioner Seijas thanked Mr. Kohzuki and his staff for their excellent presentation and extended an invitation to the OCCI to join with other economic development agencies in Osaka and bring a trade mission to Miami-Dade. She concluded the meeting with an exchange of protocol gifts.

*Pictures highlighting the visit to the Osaka Chamber of Commerce and Industry*



### **AMERICAN CHAMBER OF COMMERCE (ACCJ) JAPAN**

The Governor of ACCJ's Kansai Region, Jiri Mestecky met with delegates at the Osaka Hilton Hotel on May 28<sup>th</sup>, 2009. Mr. Mestecky's presentation focused on successful American businesses ventures in the Kansai region, and the legal and economy issues involved in setting up businesses in Japan. The meeting was arranged by ACCJ's Director Keizo Yamada, Osaka Chapter Office who assisted ITC during the pre-mission planning in Osaka.

Established in 1948, the ACCJ is the largest foreign-affiliated business circle in Japan, with a membership of approximately 1,400 enterprises, most of which are from the U.S. The ACCJ Kansai Chapter in Osaka is committed to various activities designed to further Japan-U.S. economic partnerships.



## MEETINGS WITH JAPANESE AND TAIWANESE PRIVATE SECTOR ORGANIZATIONS (Continued)

### Panasonic Center Osaka

On May 28<sup>th</sup>, the delegates toured the Panasonic Center Osaka operated by Matsushita Group. The Matsushita Group is an electrical appliance manufacturer based in Osaka known globally under its *Panasonic* brand. The Center functions as a corporate global communications hub and introduces visitors to the company's activities under the concept of "Realizing Future Dreams," around 3 key themes of realizing a ubiquitous network society, coexistence with the global environment, and developing universal designs.





## MEETINGS WITH JAPANESE AND TAIWANESE PRIVATE SECTOR ORGANIZATIONS (Continued)

### Taiwan External Trade Development Council (TAITRA)

TAITRA's Executive Director of Marketing and Development, Simon Wang met with Commissioner Seijas and other County officials at TAITRA'S headquarters on June 3, 2009 while the private sector delegates participated in the business-to-business matchmaking sessions arranged by TAITRA.

Mr. Wang gave an overview of the mission and goals of TAITRA. He explained that TAITRA was founded in 1970 to help promote foreign trade, and that TAITRA was the foremost non-profit trade promotion organization in Taiwan. Jointly sponsored by the government, industry associations, and several commercial organizations, TAITRA assists Taiwanese businesses and manufacturers with reinforcing their international competitiveness and in coping with the challenges they face in foreign markets. TAITRA boasts a well-coordinated trade promotion and information network of over 600 trained specialists stationed throughout its Taipei headquarters, four local branch offices in Hsinchu, Taichung, Tainan, and Kaohsiung, and over 48 overseas branch offices worldwide, including TAITRA's office in Miami-Dade, Florida.

TAITRA along with the Taipei Computer Association (TCA) hosted the Computex Taipei Show at the Nangang Exhibition Hall and three other venues that TAITRA owns and operates.

Commissioner Seijas thanked Mr. Wang for the support ITC received from TAITRA in the preparation for ITC's Mission to Taipei. She noted that TAITRA was involved with every phase of the mission including providing a financial grant to assist the ITC in organizing this mission. She also invited TAITRA to organize a trade mission to Miami-Dade. At the conclusion of the meeting, both parties exchanged protocol gifts.

*Pictures show Miami-Dade County  
government delegation with  
TAITRA officials*



## BUSINESS-TO-BUSINESS MATCHMAKING MEETINGS IN OSAKA AND TAIPEI

The business matchmaking program is the centerpiece of every ITC mission. The business-to-business matchmaking sessions provide opportunities for the private sector participants to meet in formal business settings with local business owners in the host countries. As part of the registration process, ITC gathers business profiles of each participant, and provides this information to local economic development organizations that specialize in organizing matchmaking meetings. This process takes place ahead of the mission to provide sufficient time for appropriate local entrepreneurs to familiarize themselves with the qualifications, objectives, and sector interests of the private sector representatives. Local economic development agencies in each host country then work closely with ITC staff to match sector interests to mission participants who, as part of an ITC official mission, have increased opportunities to take advantage of pre-qualified business contacts, as well as business leads and sales agreements.

In Osaka the International Business Promotion Center (IBPC) Osaka Network Center assisted the ITC with the matchmaking meetings. Our private sector delegates had a total of **34 business appointments** with their Japanese counterparts in Osaka. IBPC's mission is to promote trade, industry, and communication between Osaka and cities on the Asian continent and throughout the world. IBPC also provides businesses with various types of logistical support and assistance.

In Taipei, the Taiwan External Trade Development Council (TAITRA) organized the business matchmaking meetings, and private sector delegates had a total of **48 business appointments** with their Taiwanese businesses. One of TAITRA's core missions is to provide business alliance consultation and connect international firms with Taiwanese partners.

In addition, private sector participants (as noted above) received VIP passes to participate as registered guests for TAITRA's Computex Trade Show. Participants attended this important trade show and had an opportunity to individually meet with electronics and computer vendors from all over the world, and to observe first hand the latest products available in the market.

These matchmaking sessions took place during the mission while the Miami-Dade government delegates met with their government counterparts. Delegates also made their own follow-up business appointments during their stay in Osaka and Taipei.

*Japanese business representatives waiting to meet with their South Florida business counterparts in Osaka*





## BUSINESS-TO-BUSINESS MATCHMAKING MEETINGS IN OSAKA AND TAIPEI (Continued)

*The pictures below highlight the Business matchmaking meetings in Osaka*





## **BUSINESS-TO-BUSINESS MATCHMAKING MEETINGS IN OSAKA AND TAIPEI (Continued)**

### ***Business matchmaking meetings in Osaka (continued)***



## BUSINESS-TO-BUSINESS MATCHMAKING MEETINGS IN OSAKA AND TAIPEI (Continued)

### *Business matchmaking in Taipei*



## COMMENTS & FEEDBACK: IN THEIR WORDS

“The mission opened up new opportunities that would have been difficult to accomplish on my own.”

– ***Operations Director, Lazaro Amores of Vertica Source Pharma, Miami, Florida***

“The ITC Buying Mission to Asia was a great experience and we definitely need to keep in touch.”

– ***President Onur Haytac of Benser Technology, Inc., Naples, Florida***

“The ITC Miami-Dade Buying Trade Mission Guide and Briefing Booklet is top notch and very informative. I will recommend to the Ministry of Foreign Affairs, Taiwan that they adopt this as their standard format.”

- ***Director Enterprise Florida Taiwan & Pacific Rim, Wennie Chen***

“We are happy to receive our first official trade mission here at the U.S. Consulate in Osaka from Miami-Dade County. Your decision to visit Osaka was a great choice considering the many similarities between both communities.”

– ***Principal Commercial Officer, Bradley Alan Harker, U.S. Consulate Osaka-Kobe***

“We are pleased to welcome your delegation to Taipei and to provide customized business matchmaking meetings between Taiwanese local businesses and Miami-Dade County business participants and I am pleased that your delegation will take full advantage of Computex Taipei Exhibition Show now in its 29<sup>th</sup> year.”

- ***TAITRA’s Executive Director, Simon Wang of the Market Development Department***

“Your mission to Taipei County is a milestone and has rekindled your Sister City relationship with Taipei County.”

- ***Governor of Taipei County, Honorable Hsi-wei Chou***

“The people of Taiwan eagerly await your visit and look forward to hosting your distinguished delegation.”

- ***Director General, Miguel Tsao of the Taipei Economic and Cultural Office in Miami***

“The Consulate of Japan in Miami supports Miami-Dade’s first official mission to Osaka. This mission, no doubt, will serve to increase trade and foster closer ties between our nations. It is my hope that Florida and Japan will continue to enjoy greater economic prosperity.

- ***Japanese Consul General, Honorable Hiroshi Yamaguchi of the Consulate of Japan in Miami.***



## CONCLUSIONS AND RECOMMENDATIONS

The mission visited two of Miami-Dade's trading partners in Asia and provided new business opportunities for the participating private sector delegates. Taipei County also has a Sister City affiliation with Miami-Dade County since 1989. The mission was historic and successful in meeting its stated objectives of promoting Miami-Dade County as a platform for international trade; fostering ways to increase bilateral trade; strengthening economic and cultural linkages; and building business ties in these two cities. Our efforts laid an enduring groundwork for increased trade and long-term cultural ties with these two important cities in the Orient. As a result of the mission:

- Mission participants received a thorough briefing by the U.S. Consulate in Osaka, the American Institute in Taiwan, and the U.S. Commercial Service on the economic, socio-political situation which helped delegates understand and identify available trade and business opportunities as well as to learn first hand how to do business in the Osaka/Kansai region and Taipei.
- Private sector participants had a total of **eighty-two (82)** business-to-business matchmaking appointments, networking opportunities, and meetings with their counterparts in both cities. These productive meetings and contacts will possibly result in future business relationships and opportunities.
- Mission participants attended the 2009 Computex Taipei Exhibition Show, Asia's largest and world's second largest computer and IT exhibition show. Participants had ample opportunities to meet with representatives of the latest cutting edge high-end computer and IT technologies available in the market. The mission provided them a unique opportunity to meet with and discuss business opportunities with the many exhibitors attending the trade show. Computex Taipei, now in its 29<sup>th</sup> year, attracted more than 35,000 international buyers, 1,800 exhibitors in 4,500 booths in four venues.
- Mission participants visited the Panasonic Center in Osaka, which functions as a corporate global communications hub and introduces visitors to the company's activities under the concept of "Realizing Future Dreams."
- Miami-Dade County Aviation staff promoted and discussed air cargo and passenger route opportunities with travel agents, tour and tourism groups, and airline representatives. The airport representative also discussed possible Tokyo-Miami air service when the new Boeing 787 aircraft goes into service.
- The Port of Miami staff visited the Port of Osaka to discuss maritime and cruise related issues.
- Through ITC's comprehensive branding presentations, more foreign government officials, economic development agencies, trade organizations, chambers of commerce, and business communities in Osaka/Kansai and Taipei learned about Miami-Dade's role as a platform for international trade, its excellent workforce, and its world class infrastructure.
- Commissioner Natacha Seijas extended formal invitations to both government and private sector organizations in Osaka/Kansai and Taipei to bring reciprocal trade missions to Miami-Dade in the future.
- The mission to Taipei helped to strengthen the already strong ties that have existed between Taipei County and Miami-Dade and explored ways to increase both economic and cultural ties between our two communities. This mission was also an official Sister Cities Mission to Taipei County.

## **ACKNOWLEDGEMENTS**

The Jay Malina International Trade Consortium (ITC) and staff want to express our appreciation and gratitude to our strategic partners, sponsors, hosts, contributing organizations, departments, agencies, businesses, individuals and volunteers who assisted our agency in planning and organizing the ITC's Buying Mission to Osaka and Taipei and for their invaluable support and assistance towards the success of the mission:

- U.S Consulate in Osaka/Kobe, Japan
- The U.S. Commercial Service in Osaka and Taipei
- Osaka City Government
- The American Chamber of Commerce Osaka/Kansai Chapter
- The Osaka Chamber of Commerce and Industry
- The Osaka International Business Promotion Center
- The Kansai Economic Federation
- The Osaka Port Promotion Association
- The American Institute in Taiwan
- Ministry of Foreign Affairs, Republic of China (Taiwan)
- Taiwan External Trade Development Council (TAITRA)
- Taipei City Government
- Taipei County Government and the Office of the Governor
- The Yingge Ceramics Museum, Taipei County
- Enterprise Florida, Taiwan Pacific Rim Office

The Japanese Consulate General, the Taipei Economic and Cultural Office, and the Taiwan Trade Center (TAITRA) in Miami deserve special recognition for their untiring cooperation and support. On behalf of Miami-Dade County government and the ITC Mission participants, we thank these agencies and their staffs for helping us build economic bridges, for fostering cultural linkages, and for their generosity and support which contributed immensely to the success of this ITC historic mission to the Orient.

## APPENDIX I

### FINANCIAL REPORT

#### Revenues:

<b>Airfare/ Lodging / Registration Fees:</b>	79,819
<b>Sponsorship - Taiwan External Trade Development Council</b>	1,500
	<b>Total</b>
	<b>Revenues: <u>\$81,319</u></b>

#### Expenditures:

<b>Airfare</b>	43,284
<b>Lodging Accommodations</b>	
Japan	13,546
Taiwan	9,326
	<u>22,872</u>
<b>Networking Receptions / Meeting Room Rentals</b>	
Networking reception - Japan	3,212
Business to business room rental - Japan	818
Networking reception - Taiwan	474
	<u>4,504</u>
<b>Group Transportation</b>	
Official meetings in Japan	2,889
Bus shuttle for airport in Japan	225
Official meeting in Taiwan	584
	<u>3,698</u>
<b>Other Expenses:</b>	
Translations	1,814
Credit card merchant fees (registrations)	1,524
Interpreting	1,068
Bank transaction fees	265
	<u>Total</u>
	<b>Expenses: <u>\$79,029</u></b>
<b>Projected Profit to TMC:</b>	<u><u>\$2,290</u></u>



## APPENDIX II

### MISSION PARTICIPANTS

A total of **16 participants** registered for the ITC Miami-Dade Buying mission to Osaka, Japan and Taipei, Taiwan.



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



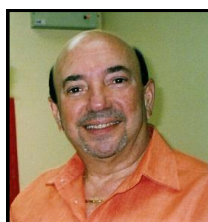
**Tony Ojeda**  
ITC Executive Director



**Alexander Gonzalez**  
Chair, ITC Asian Trade Initiatives  
Ad-Hoc Committee



**Mirtha Gonzalez**  
Zoning & Planning Director  
City of Hialeah



**Miguel A. Chamah, MD**  
Director, Chamah Medial Clinic



**Aurora F. Chamah**  
Chamah Medical Clinic



**Mario Habib**  
CEO & Owner, Redsis Corp



**Zuleima Y. Habib**  
CFO, Redsis Corp



**Martine Louis-Jacques**  
President, Agecom Purchasing Corp



**William Penn House**  
President, Penn House Productions



**Lazaro Amores**  
Operations Director  
Vertica Source Pharma



**Onur Haytac**  
President, Benserion Tech



**Phil Martin**  
Principal, PMAA



**Chris Mangos**  
Marketing Director  
Miami-Dade Aviation Department



**Richard R. de Villiers**  
Business Development Officer  
Port of Miami



**Desmond Alufohai**  
ITC Senior Trade Specialist

## **APPENDIX III**

### **KEY REPRESENTATIVES OF U.S. AND JAPANESE AGENCIES PARTICIPATING IN BRIEFINGS AND MEETINGS WITH MIAMI-DADE COUNTY DELEGATION IN OSAKA**

#### **U.S. CONSULATE GENERAL OSAKA-KOBE**

- **Edward Dong**, Consul General of the United States of America
- **David B. Tulloch**, Consul, Political, and Economic Affairs
- **Bradley Alan Harker**, Principal Commercial Officer
- **Kazuhisa Takabatake**, Senior Commercial Specialist

#### **JAPANESE GOVERNMENT AGENCIES**

##### **Office of the Mayor, Osaka City Government**

- **Satoru Morishita**, Vice Mayor of Osaka
- **Koichi Kawamura**, Director for International Promotion
- **Yoshihisa Fujita**, Manager for International Relations
- **Toshimitsu Tanaka**, Manager, Office of Urban Revitalization & Promotion
- **Takehiko Ueda**, Liaison Officer for International Relations
- **Tomoko Takata**, Liaison Officer for International Relations
- **Richard Harris**, Coordinator for International Business Relations

##### **Osaka International Business Promotion Center (IBPC) International Affairs Department**

- **Takashi Matsumoto**, General Manager
- **Mamoru Masuda**, Managing Director
- **Iwao Johdai**, Advisor
- **Mayako Ohira**, Project Manager

#### **JAPANESE PRIVATE SECTOR AGENCIES**

##### **Kansai Economic Foundation (KANKEIREN)**

- **Teruo Aoyagi**, Senior Counselor
- **Yoshihiko Kobayashi**, General Manager, International Affairs Department
- **Yoko Morishita**, Senior Officer, International Affairs Department

##### **Osaka Chamber of Commerce and Industry (OCCI)**

- **Yasutsugu Kohzuki**, Director
- **Kazuko Kamado**, Manager, International Division
- **Yumiko Nagoshi**, Assistant Manager International Division

##### **American Chamber of Commerce in Japan (Osaka Chapter)**

- **Jiri Mestecky**, Governor of Kansai Region
- **Keizo Yamada**, Director, Osaka Chapter Office

## **APPENDIX IV**

### **KEY REPRESENTATIVES OF U.S. AND TAIWANESE AGENCIES PARTICIPATING IN BRIEFINGS AND MEETINGS WITH MIAMI-DADE COUNTY DELEGATION IN TAIPEI**

#### **AMERICAN INSTITUTE IN TAIWAN**

- **Dr. Stephen M. Young**, Director
- **Hanscom Smith**, Chief Economic Section
- **Darrel Ching**, Commercial Section Deputy Chief

#### **TAIWANESE GOVERNMENT AGENCIES**

##### **Ministry of Foreign Affairs, Taiwan, ROC**

- **Harry H. J. Tseng**, Director General, Department of North American Affairs
- **Elliot Y. L. Wang**, Section Chief, Department of North American Affairs

##### **Taipei City Government**

- **Hsiung-wen Chen**, Commissioner, Department of Economic Development
- **Kuan-fu Chen**, Deputy Commissioner, Department of Cultural Affairs

##### **Taipei County Government**

- **Hsi-Wei Chou**, Governor
- **Mitchell Hung**, Secretary General
- **Min-Liang Ching**, Director General

##### **Taiwan External Trade Development Council**

- **Simon Wang**, Executive Director, Market Development Department
- **Clement Chen**, Manager, Americas Section Market Development Department
- **Sandra Sun**, Senior Project Manager, Americas Section Market Development Department

#### **TAIWANESE PRIVATE SECTOR AGENCIES**

##### **AverMedia Technologies Inc.**

- **Frank Wang**, Manager, Public Relations Office

##### **Trade Universal Corp**

- **Javier Garcia**, Vice President of Product Purchasing

##### **Foxlink Image Technology (FIT)**

#### **STATE OF FLORIDA TRADE REPRESENTATIVE**

##### **Enterprise Florida/Taiwan/Pacific Rim Office**

- **Wennie Chen**, Director





## MIAMI-DADE COUNTY

**Carlos Alvarez**

*Mayor*

## BOARD OF COUNTY COMMISSIONERS

**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*