



END OF MISSION REPORT - JUNE 2012

Business Development Mission to Bogota, Colombia

May 21st – 24th, 2012

Led by

Bruno A. Barreiro

**Miami-Dade County Commissioner, District 5 and
Chairman, International Trade Consortium Board (ITC)**

Organized by

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

**Dimitrios “Jimmy” Nares
Assistant Director
&**

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EXECUTIVE SUMMARY

The mission of the Economic Development and International Trade Unit (EDIT) of Regulatory and Economic Resources Department of Miami-Dade County is to enhance access to economic development opportunities in the areas of International Trade and Commerce, Business Growth and Expansion, and Film & Entertainment. The purpose of the international trade component of the office is to create business development opportunities through trade related activities, and to promote Miami-Dade County as a global gateway and platform for trade.

One of EDIT's objectives for FY 11-12 is to organize business development missions to countries that have potential for increasing bi-lateral trade with Miami-Dade County. Working with its board of directors, the International Trade Consortium (ITC), the ITC Trade Promotion Committee, and with various other stakeholders, Colombia was selected for an outbound business development mission in January. EDIT staff immediately began planning for the mission, which was led by ITC Chairman, Miami-Dade County Commissioner Bruno A. Barreiro.

The objectives of the mission were to consolidate and further strengthen trade ties between Miami-Dade County and Colombia, in light of the recently passed Trade Promotion Agreement (TPA), and to provide business opportunities for Miami-Dade County's small and medium-sized enterprises (SMEs) participating in the mission.

In January 2012, EDIT staff met with Ms. Carolina Coulson, Executive Director of the Colombian American Chamber of Commerce (CACC) and Mr. Francisco Borrero, President of the Chamber, who not only supported but also sent a representative on the mission. EDIT staff also met with the Honorable Marta Jaramillo, Consul General of Colombia in Miami and with Carmenza Jaramillo, Executive Director of ProExport to discuss issues related to logistics and support for the mission.

EXECUTIVE SUMMARY (CONTINUED)

The mission delegation departed Miami for Bogota, Colombia on May 21st, returning on May 24th, 2012. It was comprised of twenty-three (23) participants from both the public and private sectors, with five (5) participants from the public sector (including PortMiami and Miami International Airport), and seventeen (17) participants from the private sector. In addition, there was one (1) representative from the local Colombian Chamber of Commerce. EDIT staff developed two parallel agendas, one for the public sector delegates (Miami-Dade Government Delegation) and another one for the private sector delegates (Business Delegation) to maximize delegates' time on-site.

During the mission, participants received in-depth country briefings by officials from the U.S. Embassy and the U.S. Commercial Service in Colombia and the National Association of Business Entrepreneurs (ANDI). The Miami-Dade County delegation met with high level officials of the Government of Colombia (GOC), including the Minister of Trade, Industry and Tourism and the Municipality of Bogota. A complete listing of the key GOC representatives is provided in Appendix III.

Commissioner Bruno A. Barreiro, together with EDIT's Assistant Director Jimmy Nares, Juan Kuryla, Deputy Director of PortMiami, and Chris Mangos, Marketing Director of Miami International Airport (MIA) gave a branding presentation to acquaint government and businesses in Colombia about the County's unique assets, its role as an international trade platform and the advantages of using Miami as the Gateway and point of entry into the United States. The workshop was immediately followed by a networking lunch sponsored by PortMiami.

Additionally, members of the Miami-Dade business delegation gained access to business development prospects during **84** pre-arranged one-to-one business matchmaking meetings (B2B) with their Colombian counterparts. These B2B meetings were organized by EDIT in collaboration with the Colombo-American Chamber of Commerce (AMCHAM Bogota). The targeted meetings provided many opportunities to discuss business and market entry strategies, introduce products, develop relationships, create business contacts, and explore new markets for future business in a formal setting and in a short period of time.

At the conclusion of the mission, business participants were asked to complete an End-of-Mission Survey to capture business activity results. Eight of the seventeen business participants completed the survey and reported \$1.085 million in expected sales and \$21 million in expected trade financing over the next 12 months as a direct result of participating in the mission **(total economic impact of \$22.085 million)**.

BACKGROUND

Colombia is South Florida's second largest trading partner with total two-way trade of \$8.25 billion in 2011, an increase of 20% from 2010. Exports to Colombia were \$4.9 billion, and imports were \$3.4 billion, resulting in a \$1.5 billion trade surplus for the Miami Custom District.

The United States is Colombia's largest trading partner and Colombia is the third largest market for U.S. exports to Latin America. In 2011, US exports to Colombia reached \$14 billion a 15% increase over 2010. The implementation of the US - Colombian TPA on May 15th augments the potential to increase trade with Colombia. Tariff reductions in the agreement are expected to expand exports of U.S. goods by more than \$1.1 billion. The agreement will also provide new access to Colombia's \$166 billion services market.

Colombia is the fifth largest economy in Latin America and has the third largest population in the region (approximately 46 million). Colombia is one of the strongest and fastest growing economies in Latin America. Colombia's GDP growth rate was 5.5% in 2011 and is expected to remain between 5% - 6% in 2012. Foreign direct investment (FDI) in Colombia was \$14.8 billion in 2011, which is a clear sign of the improved security and strong economic situation the country is experiencing.

The Miami-Dade business delegation participating in the mission to Colombia represented the following industry sectors or categories:

- advertising
- aircraft electronics and pilot supplies
- cash handling equipment
- construction and logistics
- financial services – trade finance
- fragrances
- information technology
- legal services
- logistics and cargo transportation
- pharmaceuticals and medical equipment
- telecommunications equipment (cellular phones)
- tires

PRE-MISSION ACTIVITIES

SITE INSPECTION & RECRUITMENT

- **Site inspection:** EDIT's Trade Specialist Maria Dreyfus-Ulvert conducted an advance site inspection visit to Bogota, Colombia from February 26th to 29th, 2012. The objectives of the pre-mission trip were to identify service providers, negotiate lodging and transportation arrangements, develop mission costs, established contact with relevant government, and private sector organizations to develop a comprehensive agenda to fulfill the mission objectives.
- **Save-the-date flyer:** sent out in February 2012 to solicit interest in the mission.
- **Mission registration package:** released in March 2012. The total estimated cost per mission participant for the four (4) day mission was **\$1,947** which included roundtrip airfare, lodging, breakfast, registration fee, ground transportation, briefings, networking luncheon and reception, and pre-arranged one-to-one business matchmaking meetings.

PRE-MISSION DELEGATES BRIEFING

EDIT staff convened a pre-mission briefing for mission participants at the Stephen P. Clark Center in Downtown Miami, on May 9th, 2012. EDIT's Assistant Director, Dimitrios "Jimmy" Nares welcomed participants and reviewed the mission objectives, itinerary, agenda, lodging, transportation, weather information, and other logistical details with mission participants.



Above: Mission participants at the May 9th delegate's briefing.

PRE-MISSION ACTIVITIES (CONTINUED)



Above: Mission participants at the May 9th delegate's briefing.

PROEXPORT COLOMBIA SEMINAR

Prior to mission departure, business delegates were invited to attend ProExport's Seminar on May 15th entitled: "U.S.– Colombia: Building the Bilateral Commercial Superhighway". Delegates were briefed about the many new business opportunities available in Colombia resulting from the implementation of the Trade Promotion Agreement (TPA) with the United States. During the seminar, ProExport's Executive Director for the United States, Ms. Carmenza Jaramillo mentioned that it was no coincidence that Miami-Dade County's Business Development Mission to Colombia was the first official trade mission visiting her country right after the implementation of the TPA, given the strong trade ties that exist between both communities.



Pictured above are some mission participants with Carmenza Jaramillo during ProExport's seminar.

MIAMI-DADE BRANDING WORKSHOP

The Miami-Dade Government Delegation conducted a branding workshop on May 22nd at the Colombian American Chamber of Commerce (AMCHAM Colombia). During the workshop, representatives of Miami-Dade County gave a branding presentation to government officials, economic development agencies, and businesses from Colombia.

The branding presentation was one of the most important activities during the mission as it served to highlight Miami-Dade's unique assets and its excellent air and seaport infrastructure, its status as a global platform for trade, as well as, to promote trade ties between Miami-Dade County and the Colombian business community. The workshop which took place only a few days following the implementation of the FTA was attended by a total of 36 Colombian businesses interested in doing business with the United States.



Commissioner Barreiro with AMCHAM's Executive Director Camilo Reyes.



Above: Miami-Dade County branding workshop participants

MAMI-DADE BRANDING WORKSHOP (CONTINUED)

Mr. Camilo Reyes, AMCHAM's Executive Director welcomed the delegation and commended the efforts of Miami-Dade County to strengthen the commercial ties with Colombia. He also indicated that he was pleased with the personal and organizational contacts that have been established as a result of this business development mission and that AMCHAM offered their support and market intelligence for the workshop and for pre-arranged business meetings.



Mr. Reyes introduced the mission leader, Commissioner Bruno A. Barreiro who welcomed participants and thanked AMCHAM for their invaluable support in organizing the mission. The ITC Chairman extended an invitation to AMCHAM Colombia to bring a trade mission to Miami-Dade and offered EDIT's support.

Commissioner Barreiro indicated that he expected the business development mission will further strengthen the strong trade ties that already exist between Miami-Dade and Colombia, particularly in light of the business opportunities that will emerge from the Trade Promotion Agreement. He extended greetings from the Mayor of Miami-Dade County, the Board of County Commissioners, and the Board of Directors of the International Trade Consortium.



Commissioner Barreiro gave an overview of Miami-Dade County government and explained the services it provides for its 2.5 million inhabitants. He indicated that the Miami-Dade mission consisted of twenty-three (23) participants from the public and the private sector who were interested in exploring new business opportunities in Colombia, and he invited mission delegates to introduce themselves.

EDIT's Assistant Director, Mr. Jimmy Nares, provided a detailed description of Miami-Dade County's advantages and assets as an international platform for trade and logical entry point to the United States for Colombian products. He also highlighted that despite the

MAMI-DADE BRANDING WORKSHOP (CONTINUED)

economic downturn, Miami-Dade experienced a new trade record of \$112 billion in 2011 which also yielded a positive trade surplus to Miami of \$25 Billion, the highest in U.S. history. Mr. Nares elaborated on the strong trade links that exist between Miami-Dade and the Latin American region. He also explained the role and services of his office in promoting economic development and international trade, both of which are vital for the creation of new jobs. Mr. Nares then invited Juan Kuryla from PortMiami, and Chris Mangos from Miami-Dade's Aviation Department to make their presentations.



Mr. Juan Kuryla, Deputy Port Director, gave a comprehensive presentation on the infrastructure initiatives undertaken by PortMiami to prepare for the expansion of the Panama Canal by 2014. He cited the dredging of the port to fifty (50) feet, the construction of a tunnel to ease traffic going in and out of the port, and the intermodal and rail reconnection which in a 4-day timeframe can give cargo companies access to the majority of the U.S. population located on the East Coast. He also elaborated on the strong ties that exist between PortMiami and several Colombian ports, and the importance of Colombia as one of the Port's main trading partners.

Mr. Chris Mangos, Marketing Director at MIA, gave an overview of MIA's rankings among the airports in the U.S. and abroad, and its role as a passenger and cargo hub for the Americas. Mr. Mangos explained the on-going capital improvement projects undertaken by MIA. He also elaborated on MIA's key role in handling the majority of the perishable products from the region, and indicated that MIA was participating in a perishable road show to several cities in Colombia organized with ProExport Colombia. He noted that Colombia is MIA's # 1 trading partner in volume and # 3 in value. The ensuing question and answer period allowed numerous Colombian companies to ask questions about conducting business in the U.S. and Miami-Dade companies were able to network with 36 local companies in attendance at the end of the workshop.



MIAMI-DADE GOVERNMENT DELEGATION MEETINGS

The Miami-Dade Government delegation comprised of County officials and representatives of economic development organizations from the County is listed below:

- Honorable Bruno A. Barreiro, Miami-Dade County Commissioner & ITC Chairman.
- Dimitrios “Jimmy” Nares, Office of Economic Development and International Trade, Business Affairs - Department of Regulatory and Economic Resources (RER).
- Juan Kuryla, PortMiami
- Chris Mangos, Miami-Dade Aviation Department, Miami International Airport (MIA)
- Maria Dreyfus-Ulvert, Office of Economic Development and International Trade, Business Affairs - RER.
- Carolina Coulson, Colombian American Chamber of Commerce USA

During the mission, the Miami-Dade County delegation met with their government counterparts in Colombia and key private sector organizations to promote Miami-Dade County’s superior infrastructure, cultural diversity and unique location as a platform for trade. The Miami-Dade delegation met with top representatives from the following agencies and organizations:

- The U.S. Embassy and the U.S. Commercial Service in Colombia,
- The Ministry of Trade, Industry and Tourism of Colombia
- ProExport Colombia
- Colombian American Chamber of Commerce (AMCHAM)
- The National Association of Entrepreneurs of Colombia (ANDI)
- Bogota’s Municipality

These meetings also served to build important relationships that can foster trade and cultural exchanges, and create an environment conducive to increased business opportunities between both business communities. At each of these meetings, Commissioner Barreiro reiterated:

- The purpose of the Miami-Dade Business Development mission to Colombia.
- The County’s support of the Trade Promotion Agreement (TPA).
- Miami-Dade’s role as an entry point to Colombian products entering the U.S.
- The capital investment undertaken by Miami-Dade County to upgrade MIA and PortMiami’s connectivity and infrastructure to accommodate post-Panamax vessels and maintain its status of global gateway.
- Invitation to bring a reciprocal inbound mission to Miami-Dade supported by EDIT.

At the end of these meetings, Commissioner Barreiro thanked the Colombian counterparts for their hospitality and presented protocol gifts as a symbol of the Miami-Dade County visit to Colombia.

The pictures below highlights the County officials meetings with representatives of various agencies in Colombia



Left: Minister of Trade, Industry and Tourism of Colombia, the Hon. Mr. Sergio Diaz-Granados with Miami-Dade County Commissioner Bruno A. Barreiro.



Right: Minister of Trade, Industry and Tourism of Colombia, the Hon. Mr. Sergio Diaz-Granados & ProExport Colombia President Maria Claudia Lacouture with the Miami-Dade Delegation.



Left: Meeting with the Hon. Jorge Pulecio, Secretary of Economic Development, Municipality of Bogotá and Staff from the Municipality.

BUSINESS PROGRAM FOR MIAMI-DADE COUNTY SMEs

Most Miami-Dade businesses are small and medium enterprises (SME's) with 50 employees or less and many SME's lack the resources or the know how to penetrate international markets. The Business Development Mission to Colombia presented Miami-Dade companies with opportunities to develop business prospects that they otherwise may not have been able to or have difficulty in developing.

The Business Development Mission to Colombia resulted in the following outcomes for businesses that participated in the mission:

- A brief, focused and cost-effective mission
- Market intelligence briefings
- An understanding of the opportunities and challenges of the local market
- Validation or adaptation of their product market entry strategy
- Contacts with high level government officials and private sector organizations that delegates could not have been able to achieve on their own in such a short time
- Business prospects arising out of one-to-one prescreened business meetings
- Networking meetings with local businesses

MARKET INTELLIGENCE BRIEFINGS:

THE U.S. EMBASSY & COMMERCIAL SERVICE IN COLOMBIA

On May 22nd, delegates visited the U.S. Embassy in Colombia where they were greeted by the Deputy Chief of Mission (DCM), the Hon. Perry Holloway. The DCM welcomed the delegation from Miami-Dade County and noted that this was the first official trade mission from the United States following the implementation of the TPA with the United States.

The U.S. Commercial Service headed by Mr. Cameron Werker, coordinated the in-country briefing given by the DCM, Mr. Timothy M. Stater, Economic Counselor and Mr. Raymond R. Baca, Consul General of the United States in Colombia. The briefing gave an overview of Colombia's political and economic environment, the U.S.-Colombian relations, and the recent changes to the business visa program. The U.S. officials noted that Colombia's security situation had significantly improved and that the TPA brought new business opportunities for U.S. exporters. Mr. Werker also recognized AMCHAM's support to organize the pre-arranged business meetings, given their past experience.

BUSINESS PROGRAM FOR MIAMI-DADE COUNTY SMEs (CONTINUED)

During the briefing, delegates were advised on the trends and climate for doing business in Colombia, on the sectors with the greatest potential for U.S. exporters, and on the different business opportunities available not only in Bogota, but also in other key business cities of Colombia such as Cali, Medellin and Cartagena. To conclude, business delegates asked industry specific questions about conducting business with Colombia. The Senior U.S. Commercial Service officer also participated in the networking lunch later in the day to allow delegates to ask additional questions.

NATIONAL ASSOCIATION OF ENTREPRENEURS OF COLOMBIA (ANDI)

An important meeting to gain insight about the business climate in Colombia from the local business community took place with representatives of the National Association of Entrepreneurs of Colombia (ANDI) on May 22nd. The delegation met with Gilberto Salcedo, Secretary General, Santiago Angel, Vice-president of Mining, Hydrocarbon and Energy, and Imelda Restrepo de Mitchell, Director of the Center of Economic Studies and Competitiveness of the National Business Association of Colombia (ANDI).



Above: Miami-Dade Delegation with ANDI's top executives

For many years, ANDI has been the most important private sector organization representing the interests of more than 1,100 companies, and it serves as the voice of key Colombian companies that are responsible for a high percentage of the country's GDP and employment. ANDI also has 24 specialized chambers in sectors such as manufacturing, financial, food, mining, health, agriculture, and services.

ANDI representatives gave an overview of Colombia's overall economic situation highlighting key sectors of the economy, as well as, the current business climate. They also elaborated on the opportunities and challenges faced by the Colombian private sector in light of the TPA. To conclude, ANDI invited Miami-Dade companies to display information about their respective company in ANDI's website as they are trying to link buyers and sellers.

BUSINESS PROGRAM FOR MIAMI-DADE COUNTY SMEs (CONTINUED)

PRE-ARRANGED ONE-TO-ONE BUSINESS MATCHMAKING MEETINGS (B2B)

The Business Development Mission to Colombia provided numerous opportunities for networking and developing business prospects for Miami-Dade companies, and one of the key components for private sector participants during EDIT missions is the pre-arranged one-to-one business matchmaking (B2B) meetings. The B2B meetings during the mission provided an opportunity for private sector participants to formally meet with Colombian businesses in a single location to:

- Promote their products or services in a new or existing market
- Meet new potential clients
- Develop new-to-market or new-to-export strategies
- Redefine their business plan to adapt to local circumstances

The process of arranging the B2B meetings began with compiling the participant information and company profiles of those who registered for the mission. The company profiles were then sent to AMCHAM who facilitated the B2B meetings. AMCHAM provided the B2B services for a fee (included as part of the total mission cost) and promoted the B2B event thru their extensive database including the different AMCHAM chapters in Colombia.

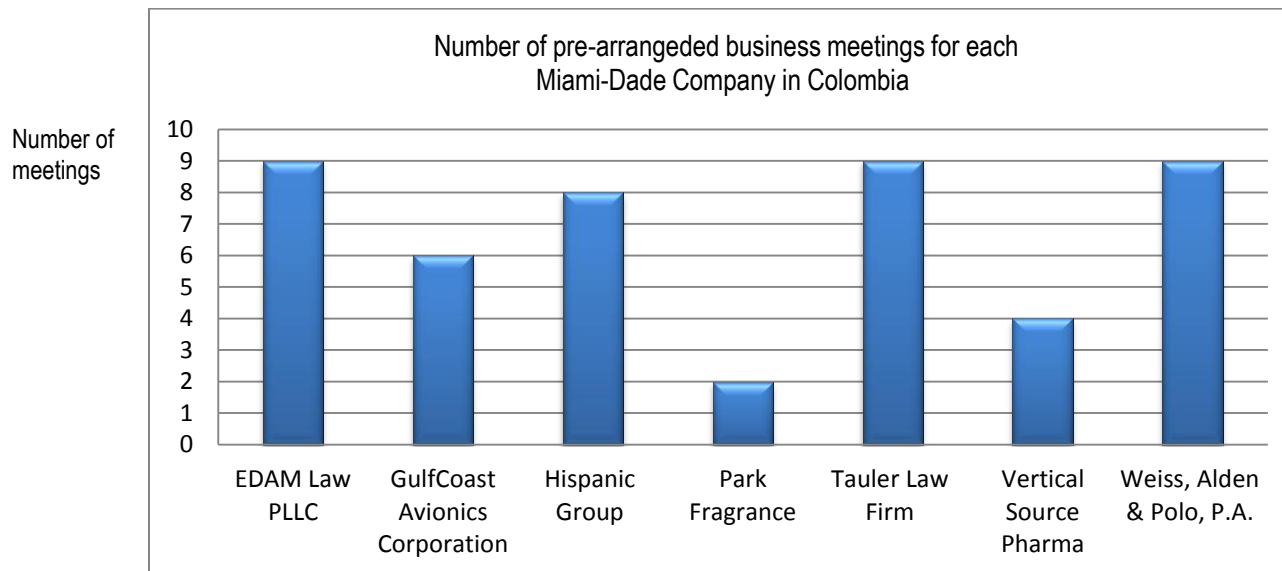
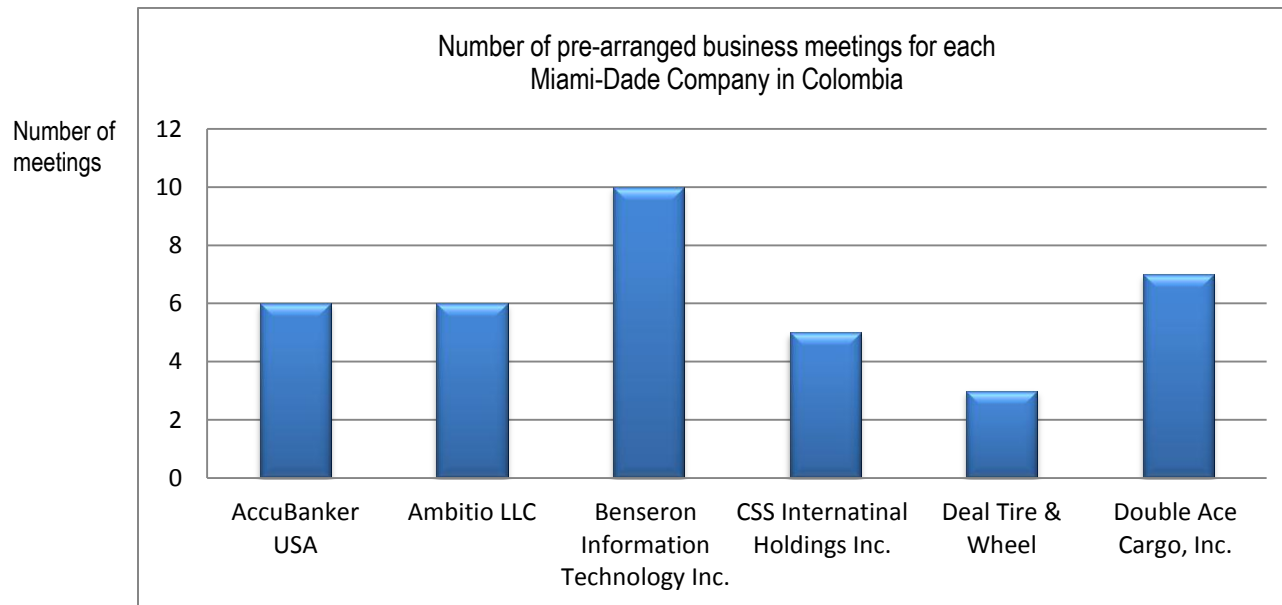
Additionally, EDIT invited members of ANDI, the National Retail Federation (FENALCO), and Camara de Comercio de Bogota to participate in the B2B meetings. AMCHAM identified and pre-screened the Colombian companies to make sure there was a proper match with the visiting Miami-Dade companies. A complete schedule of the individual one-to-one appointments with the names and a brief description of the Colombian company were sent to the business participants prior to their departure.



BUSINESS PROGRAM FOR MIAMI-DADE COUNTY SMEs (CONTINUED)

Thirteen (13) Miami-Dade businesses participated in B2B meetings with 36 Colombian companies. A total of **84** B2B meetings were held during the mission resulting in new business prospects. Miami-Dade companies had 45 minutes to one hour long meetings with their Colombian counterparts to present their company products or services or gain insight about the local market.

The number of individual business meetings per company is indicated in the next two charts below:



BUSINESS PROGRAM FOR MIAMI-DADE COUNTY SMEs (CONTINUED)

It is important to note that five (5) of the seventeen (17) business delegates that registered for this mission had previously attended an EDIT-led trade missions. Miami-Dade business delegates also arranged their own private meetings with new or existing clients outside of the pre-arranged B2B meetings. In some cases, Miami-Dade mission participants even engage in businesses among themselves.

Each mission participant was asked to complete a post-mission evaluation form. The result from several of the respondents is presented below. The majority of the Delegates stated that:

- The objectives for participating in the mission were met.
- They would participate in or recommend future EDIT missions.
- The B2B meetings generated prospective clients.



BUSINESS PROGRAM FOR MIAMI-DADE COUNTY SMEs (CONTINUED)

A complete list of the Miami-Dade companies and the Colombian businesses and organizations that participated in the pre-arranged one-to-one business matchmaking meetings is provided below:

MIAMI-DADE COMPANIES

1. AccuBanker USA
2. Ambitio LLC
3. Benseron Information Technology Inc.
4. CSS International Holding, Inc.
5. Deal, Tire and Wheel
6. Double Ace Cargo
7. Edam Law PLLC
8. Gulf Coast Avionics Corp.
9. Hispanic Group
10. Park Fragrance
11. Tauler Law Firm
12. Vertical Source Pharma.
13. Weiss, Alden & Polo, P.A.

COLOMBIAN COMPANIES

1. 4 Sight Tech
2. Abusaid Gómez y Asociados S.A.S.
3. Aeroestructuras de Colombia
4. Aero Electronica LTDA.
5. Alqueria S.A.
6. Ardillantas
7. Auto Mundial
8. Clikkom
9. Bioinstrumental
10. Construnader Visual S.A.S.
11. Distrielectricos
12. Ethos Soluciones de Software S.A.
13. Electro Aviación
14. Exsis
15. Francisco Yesid Masmela
16. Grupo Andina Americas
17. Gtech
18. Heinsohn Business Technology
19. Helicol
20. Isicomex
21. La Rueda S.A.
22. Litocentral
23. Mariale Lingerie
24. Paragüería del Norte
25. NGC Aviónica
26. Notio
27. Pensemos SI Soluciones de Industria
28. Petrasoft S.A.S.
29. Raúl Córdoba Mayorga
30. Sanandrecoop
31. Sequoia Space
32. Soft Management S.A.
33. Total Care
34. Tu Perfume Online
35. Universidad Catolica
36. W.L. S.A.S.



BUSINESS PROGRAM FOR MIAMI-DADE COUNTY SMEs (CONTINUED)

The pictures below highlight the pre-screened one-to-one business meetings:



BUSINESS PROGRAM FOR MIAMI-DADE COUNTY SMEs (CONTINUED)

BUSINESS NETWORKING LUNCH AND RECEPTION

On May 22nd, PortMiami sponsored a networking lunch attended by local businesses and representatives of the Colombian and the U.S. government, as well as by key private sector associations such as ANDI, AMCHAM, and Camara de Comercio de Bogota. This event presented an opportunity for Miami-Dade businesses to meet local businesses, and for PortMiami to meet with existing cargo clients such as Seaboard Colombia.

Delegates also participated in a networking reception on May 23rd hosted by the Greater Miami Convention and Visitors Bureau (GMCVB) at Harry Sasson Restaurant. The Honorable Juan Carlos Vélez Uribe, Senator of Colombia also attended the reception that provided Miami-Dade business delegates with an opportunity to meet 18 Colombian companies, and to continue networking with prospective clients. Mission leader Commissioner Barreiro was also interviewed by Colombian media interested in the business development mission.

During the reception, Ms. Maria Cristina Sierra, GMCVB's representative in Colombia welcomed the Miami-Dade delegation and invited local guests to visit Miami. Further to Ms. Sierra's invitation, Commissioner Barreiro welcomed everyone and reminded them of the strong trade and cultural ties that exist between Colombia and Miami-Dade County. He encouraged Miami-Dade and local businesses to take advantage of the new trade opportunities that exist with the TPA between Colombia and the United States.



Above: Commissioner Barreiro addressing Colombian businesses during the networking reception in Bogota hosted by GMCVB

PARTICIPANTS FEEDBACK

Mission participants were asked to fill out a post-mission evaluation form in order to improve EDIT's services. Below is the specific feedback received from mission participants:

"Congratulations on another wonderful mission. As always the logistics were fantastic and the one to ones were most promising. No wonder I keep coming back!"

Lazaro Amores, COO, Vertical Source Pharma

"Maria, Jimmy and all the team did a great job. The logistics were planned to perfection. I would recommend this to any company that wants to do business abroad and ensure adapting to the way business is conducted in that particular country."

Carlos Minoli, Business Development Specialist, AccuBanker USA

"Great Job! Thank you!"

Ricardo Garcia, President, Gulf Coast Avionics Corp.

"Well organized and well orchestrated mission. Too short, one more day would have permitted more opportunities for networking/separate meetings."

Chris Mangos, Division Director, MIA

"I'm very happy to have been able to participate and sponsor the mission. We would like to participate in the preparation of the future missions."

Jose Luis Valderrama, President, Hispanic Group

"This was a great event. I suggest following up with subsequent visits to firm up what we have started and to show our commitment with Colombia as a business partner."

Elena Tauler, Managing Attorney, Tauler Law Firm

"This mission was a complete success for me, thanks to the Miami Dade EDIT folks who put this together and managed the mission. As an international construction, infrastructure and support contractor my goals were relatively straightforward but without the benefit of this mission, I'd have spent double the time and much more in terms of cost trying to obtain the access it takes to obtain confident answers. One of the main benefits, to me, was the private audience with the Deputy Chief of Mission and the Commercial Officer at the U.S. Embassy.....the mission afforded me the opportunity to ask incredibly pointed questions and get very direct answers....I obtained confirmation of my strategy...as well as, complete understanding of how the Colombian government prefers to structure public/private partnerships and now have the adequate perspective to choose the right projects to pursue...I am experienced entering new markets and can tell you that by comparison to the amount of work it usually takes to obtain the perspective and knowledge that, thanks to this mission, I was able to obtain information that would normally take weeks of work in mere days. This was probably the best value I've received for the expenditure that I can remember in my career and Miami-Dade County is lucky to have Maria and the EDIT team in its corner!"

Jason Burger, CSS International Holdings, Inc.

CONCLUSIONS AND RECOMMENDATIONS

The mission was successful in achieving its objectives. Government participants had many opportunities to meet with their counterparts to explain Miami-Dade's role as a platform for trade and logical entry point for Colombian goods entering the U.S. Perhaps more important was the opportunity provided to private sector delegates to develop new business clients.

As a result of the mission:

- Private sector participants engaged in 84 pre-arranged one-to-one business meetings with Colombian companies that could result in business prospects, projects, joint ventures, and sales.
- ITC's Chairman, Commissioner Bruno A. Barreiro extended a formal invitation to both government and private sector organizations in Colombia to bring a trade or government mission to Miami-Dade. AMCHAM indicated that they are considering a trade mission to Miami-Dade soon.
- Mission participants received an in-country briefing by the U.S. Embassy and ANDI's presentation gave them a better understanding of the opportunities and challenges of the Colombian market, in light of the TPA.
- Through Miami Dade County's branding presentations and official meetings with high level Colombian government officials and private sector organizations, the Miami-Dade Government Delegation was able to convey the message that Miami-Dade is their logical entry point into the United States.
- Based on the feedback received from mission participants, EDIT is recommending organizing additional brief and cost-effective business development missions to the Latin America and the Caribbean region in the future.
- The partnership sponsors program of the mission was very successful in reducing mission costs, and EDIT will seek to continue and expand this practice for future outbound trade missions.
- Eight of the seventeen business participants that chose to complete the End-of-Mission survey reported \$1.085 million in expected sales and \$21 million in expected trade financing over the next 12 months as a direct result of participating in the mission **(total economic impact of \$22.085 million)**.

ACKNOWLEDGEMENTS

EDIT wishes to thank all the organizations and individuals in Miami-Dade and in Colombia that supported our efforts in the preparation and conduct of the mission.

Special recognition should be given to Commissioner Bruno A. Barreiro for leading the mission and to the Chair (Mr. Alex Gonzalez) and members of the ITC Trade Promotion Committee for their vision in selecting and recommending Colombia for an agency led outbound trade mission for FY 2011-2012.

EDIT wants to thank Mr. Juan Kuryla, Deputy Director of PortMiami and Mr. Chris Mangos, Marketing Director of the Miami-Dade Aviation Department-MIA for their participation in the branding presentation.

Additionally, EDIT wishes to thank the following organizations and businesses for their sponsorship and contributions in making this mission a success:

- Aviator
- Bogota Chamber of Commerce
- Colombo-American Chamber of Commerce (AMCHAM-Colombia)
- Colombian-American Chamber of Commerce USA
- Consulate General of Colombia in Miami
- Greater Miami Convention and Visitors Bureau (GMCVB)
- Hilton Bogota
- Hispanic Group
- Indigo Events
- Invest in Bogota
- LAN Airlines
- Ministry of Trade, Industry and Tourism of Colombia
- Municipality of Bogota
- National Association of Business Entrepreneurs (ANDI)
- PortMiami
- ProExport Colombia
- Secretariat of Economic Development, Municipality of Bogota.
- The U.S. Embassy and the Commercial Service in Colombia

Finally, we owe a great debt of gratitude to the seventeen private sector delegates whose strong involvement assisted us in promoting Miami-Dade's unique assets as a global gateway and platform for trade. The active participation and investment in time of each and every one of them truly made our business development mission a success.

APPENDIX I

TRADE MISSION CENTER OF THE AMERICAS, INC. (TMC) *

MISSION FINANCIAL REPORT

(Bogota, Colombia - May 21-24, 2012)

REVENUES **:

Sponsorships (2 financial/ 1 in-kind)	6,850
Mission Registration fees (22 participants at \$650 each)	14,300
Airfare Collected (19 participants including deviation fees)	9,195
Business to Business Meeting Fees Collected (15 participants)	4,500
Total Revenues:	<u>\$34,845</u>

EXPENDITURES:

Airfare	
Paid to LAN Airlines for 21 Participants	9,297
	<u>9,297</u>
Business Activities	
Networking Luncheon	2,631
Business Matchmaking Services	4,500
Seminar at AMCHAM	500
	<u>7,631</u>
Ground Transportation	
Buses to and From Meetings and Airport Transfers	1,355
	<u>1,355</u>
Other Expenses	
Mission Related Expenses for EDIT Staff (2) - Lodging,	1,876
Meals, Incidentals, and Transportation *	
Pre-Mission Site Inspection Related Expenses	1,778
Paid for EDIT Trade Developer *	
Merchant Credit Card Transaction Fees ***	1,093
Bank Wire Transfers Fees	150
Table Top Flags	30
	<u>4,928</u>
Total Expenses:	<u>(\$23,211)</u>

PROJECTED PROFIT TO TRADE MISSION CENTER OF THE AMERICAS, INC:	\$11,634
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* TMC is a non-profit organization and is used to process mission related revenues and expenditures. No Miami-Dade County taxpayer funds were used to pay for travel related expenses of the two participating staff members of the County's Economic Development and International Trade (EDIT) Unit.

** A total of 24 participants registered for the mission. All paid registration fees except 2 EDIT staff members. TMC collected airfare from a total of 19 participants, while 3 participants made their own travel arrangements.

*** Merchant credit card transaction fees are outstanding. Based on historical average rate of 3.87%, these charges are estimated to be \$1,093. Therefore, net profit is projected and not final.

APPENDIX II

MISSION PARTICIPANTS

A total of twenty-three 23 delegates, listed below, participated in the Mission to Colombia:

1. **Commissioner Bruno A. Barreiro**, Miami-Dade County Commissioner and Chair of the International Trade Consortium Board of Directors (ITC).
2. **Dimitrios “Jimmy” Nares**, Assistant Director, Office of Economic Development and International Trade, Business Affairs - Department of Regulatory and Economic Resources (RER).
3. **Lazaro Amores**, Operations Director, Vertical Source Pharma.
4. **Larry Robert Arias**, Sales and Purchasing Manager, Park Fragrance.
5. **Alfredo Briceno**, Vice President, Trade Finance, Espirito Santo Bank.
6. **Jason Burger**, Director, CSS International Holdings, Inc.
7. **Sandra Clavijo**, Office Manager Immigration Division, EDAM Law PLLC.
8. **Carolina Coulson, Director**, Colombian American Chamber of Commerce.
9. **Ivan Dibos**, Vice-President of Business Development and Client Services, Hispanic Group.
10. **Maria Dreyfus-Ulvert**, Trade Specialist, Office of Economic Development and International Trade, Business Affairs - Department of Regulatory and Economic Resources (RER).
11. **Diogo Figueiroa**, Vice President, Trade Finance, Espirito Santo Bank.
12. **Ricardo Garcia**, President, Gulf Coast Avionics Corporation.
13. **Onur Haytac**, CEO, Benseron Information Technology Inc.
14. **Edgardo Jovet**, Director of Sales, Ambitio LLC.
15. **Juan Kuryla**, Deputy Port Director, Port Miami.
16. **Chris Mangos**, Marketing Director, Miami-Dade Aviation Department – Miami International Airport.
17. **Carlos Minoli**, Market Development Specialist, AccuBanker USA.
18. **Kurt Pflucker**, President, Latin American Ethnic TV.
19. **Gina Polo**, Owner, Weiss, Alden & Polo, P.A.
20. **Nadin Sawan**, Export Manager, Deal Tire & Wheel.
21. **Elena Tauler**, Attorney, Tauler Law Firm.
22. **Jose Valderrama**, President, Hispanic Group.
23. **Ernesto Vila**, President, Double Ace Cargo, Inc.

APPENDIX III

KEY REPRESENTATIVES OF THE GOVERNMENT AGENCIES IN COLOMBIA

GOVERNMENT AGENCIES

- **Honorable Sergio Diaz-Granados**, Minister of Trade, Industry and Tourism.
- **Juan Carlos Vélez Uribe**, Senator, National Congress of Colombia.
- **Maria Claudia Lacouture P.**, President of ProExport Colombia.
- **Honorable Jorge Pulecio**, Secretary of Economic Development, Municipality of Bogotá.
- **Adriana Suarez**, Executive Director, Invest in Bogota.
- **Pia Rodriguez**, Director of Competitiveness, Secretariat of Economic Development, Municipality of Bogota.
- **Gustavo Torres Guerrero**, Subdirector of Cooperation and Investment, International Relations Division, Municipality of Bogota.
- **Gabriel Ramjas**, International Relations Division, Municipality of Bogota.

APPENDIX IV

KEY REPRESENTATIVES OF THE PRIVATE SECTOR IN COLOMBIA

PRIVATE SECTOR REPRESENTATIVES

- **Camilo Reyes**, Executive Director, Colombian American Chamber of Commerce (AMCHAM).
- **Anne McKinney**, Executive Subdirector, Colombian American Chamber of Commerce (AMCHAM).
- **Francisco Camargo**, Commercial Director, Colombian American Chamber of Commerce (AMCHAM).
- **Patricia Davila**, Events Coordinator, Colombian American Chamber of Commerce (AMCHAM).
- **Arley Montano**, Commercial Assistant, Colombian American Chamber of Commerce (AMCHAM).
- **Gilberto Salcedo**, Secretary General, National Business Association of Colombia (ANDI).
- **Santiago Angel**, Vicepresident of Mining, Hydrocarbon and Energy, National Business Association of Colombia (ANDI).
- **Imelda Restrepo de Mitchell**, Director, Center of Economic Studies and Competitiveness - National Business Association of Colombia (ANDI).
- **Maria Monica Conde Barragan**, International Director of Business, Bogota Chamber of Commerce.
- **Maurizio Lozano**, Commercial Manager, Seaboard of Colombia S.A.
- **Martha G. Ballesteros**, Director for Latin America, International Trading Center.
- **Maria Cristina Sierra**, Account Representative, Greater Miami Convention and Visitors Bureau.
- **Mildred Henríquez**, Gerente, Qualionline.
- **Gerardo Duque**, General Manager, Viajes Chapinero.
- **Andres Mongui V.**, President, BCD travel.
- **Rosalba Sabogal Morales**, El Tiempo.
- **Beatriz Molina**, Ladevi Ediciones.
- **Luis Perillo**, General Manager, Hilton Bogotá.
- **Paola Andrea Campos Gómez**, Directora Corporativa de Ventas, Hoteles Royal.
- **Gladys Mezrahi**, President, Indigo Events.



MIAMI-DADE COUNTY

Carlos A. Gimenez
Mayor

BOARD OF COUNTY COMMISSIONERS

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Chairman

Audrey M. Edmonson
Vice-Chairwoman

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District 6

Xavier L. Suarez
District 7

Lynda Bell
District 8

Dennis C. Moss
District 9

Senator Javier D. Souto
District 10

Joe A. Martínez
District 11

José "Pepe" Díaz
District 12

Esteban L. Bovo, Jr.
District 13

Harvey Ruvin
Clerk of Courts

Pedro J. García
Property Appraiser

Alina T. Hudak
County Manager

Robert A. Cuevas, Jr.
County Attorney

Miami-Dade County provides equal access and equal opportunity in employment and services and does not discriminate on the basis of disability.