

MIAMI-DADE COUNTY FLORIDA  
BUSINESS DEVELOPMENT MISSION TO



MADRID &  
BARCELONA, SPAIN  
June 8<sup>th</sup> – 15<sup>th</sup>, 2013

END OF MISSION REPORT

Mission Leaders:

Carlos A. Gimenez, Mayor  
Miami-Dade County

And

Javier D. Souto  
Miami-Dade County Commissioner, District 10

Organized by:

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

Dimitrios "Jimmy" Nares  
Chief, EDIT RER

&

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Trade Development Specialist, EDIT RER



## Mission Leaders:

The Honorable Carlos A. Gimenez, Mayor  
Miami-Dade County (pictured left)

And

The Honorable Javier D. Souto  
Miami-Dade County Commissioner, District 10 (pictured right)



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## **EXECUTIVE SUMMARY**

### **Background:**

As part of Miami-Dade County's Department of Regulatory and Economic Resources (RER), the Economic Development and International Trade (EDIT) Unit's mission is to promote Miami-Dade County as a Global Gateway and enhance access to economic development opportunities.

EDIT's services primarily align with the Miami-Dade County Goal of expanded international trade and commerce, and the key strategy for achieving this goal is to attract and increase international trade and commerce from targeted countries. The unit works toward this goal by engaging our international trading partners through the local Miami Consular Corps and trade offices, the many bi-national chambers of commerce located in Miami, and working closely with foreign governments in their home countries.

One of the key programs supporting this strategy is the Unit's outbound business development missions program. On behalf of Miami-Dade County, the unit organizes missions to develop new commercial opportunities for local businesses in foreign markets and to help them increase their activities internationally. The missions are led by elected officials of Miami-Dade County Government, and mission participants frequently include senior personnel from key County departments, as one of the goals of each mission is to strengthen government to government relations. For local companies joining the mission, business linkages are formed during targeted business to business meetings and various networking events.

### **Why target Spain?**

Of European countries, Spain leads in both the number of multinational companies doing business in South Florida (53) and Foreign Direct Investment (FDI) in South Florida. Spain is South Florida's 39<sup>th</sup> largest trade partner and shows potential for growth in this area, has annual GDP of approximately \$1.4 trillion and a population of 47.2 million. Spain is the 12th largest economy in the world and the fifth largest in the European Union. Additionally, the Spanish government maintains an active Consulate General, including a Trade Commission and regional trade offices in Miami. The Spanish government and the United States enjoy long-standing political and commercial relationships, and Spain has traditionally provided a healthy export market for U.S. companies. Floridians have been connected with the Spanish people since the Spanish explorer and conquistador, Juan Ponce de Leon first led a European expedition to Florida, 500 years ago (1513). In November 2012, Miami-Dade County Mayor Carlos A. Gimenez was invited by the Spanish Ambassador to the United States to lead a business development mission to Spain, and he subsequently met with and discussed the mission with the Honorable Jaime Garcia-Legaz, Secretary of Trade for Spain. After the Miami-Dade County International Trade Consortium (ITC) board of directors, which is made up of local economic development and international trade stakeholders, also recommended leading a business development mission there at its meeting in January 2013, staff began to organize the mission.

## **EXECUTIVE SUMMARY (cont'd)**

### **Objectives of the Mission:**

The objectives of the mission were to:

1. Reinforce and further strengthen foreign investment between Miami-Dade County and Spain;
2. Promote Miami-Dade County as a global gateway and platform for trade;
3. Provide business and trade opportunities for Miami-Dade County enterprises participating in the mission;
4. Collaborate with and explore best practices of the host local government for possible adaptation to Miami-Dade County.

### **The Business Development Mission:**

The mission included the participation of twenty-six (26) delegates from Miami-Dade from both the public and private sectors: six (8) participants from the public sector (including the Miami-Dade Aviation Department and PortMiami), six (4) participants from local economic development agencies and fourteen (14) participants from the private sector. EDIT staff developed two program tracks, one for the Miami-Dade County Government and Economic Development Organization (EDO) delegates, and another for the private sector business delegates that would maximize delegates' time on-site. The Miami-Dade Government/ EDO delegation included Miami-Dade County Mayor Carlos A. Gimenez and Miami-Dade County Commissioner Javier D. Souto (District 10) who together jointly led the mission; Alex Ferro, Deputy Chief of Staff for Miami-Dade County Mayor Gimenez; Fernando Figueredo, Director of Communications and External Affairs for Miami-Dade County; William D. Talbert, III, President and CEO of the Greater Miami Convention and Visitors Bureau (GMCVB); Robin Reiter, Interim President of The Beacon Council; Mario Sacasa, Senior Vice President of International Economic Development Programs for The Beacon Council; Alyce Robertson, Executive Director of the Miami Downtown Development Authority (DDA); Juan Kuryla, Seaport Director Designee, PortMiami; Chris Mangos, Marketing Director, Miami-Dade Aviation Department; Jimmy Nares, Chief of Miami-Dade County's Economic Development and International Trade Unit; and Maria Dreyfus-Ulvert, Trade Specialist of Miami-Dade County's Economic Development and International Trade Unit.

The Business Delegation included private sector participants representing the following sectors:

- Legal Services
- Planning, Engineering, Construction Management Services
- Marketing and Advertising
- Banking and Financial Services
- Civil Works/ Construction
- Cash, Investment Management
- Office Centers and Services

## **EXECUTIVE SUMMARY (cont'd)**

During the mission, participants received an in-depth country briefing by U.S. Ambassador to Spain Alan D. Solomont in Madrid. The Miami-Dade County Government Delegation, including Mayor Carlos A. Gimenez and Commissioner Javier D. Souto along with representatives from EDIT, PortMiami, Miami-Dade Aviation Department, and The Beacon Council all gave branding presentations in Madrid and Barcelona to promote Miami-Dade County's unique assets, its favorable business climate, its role as an international trade platform, and the advantages of using Miami as the Gateway and port of entry into the United States, particularly in light of the expansion of the Panama Canal. During the mission, the Miami-Dade County Government Delegation also met with high level officials of the cities and municipal regions of Madrid and Barcelona and with local chambers of commerce and economic development agencies to promote Miami-Dade County and its two principal economic engines that support international trade and commerce – Miami International Airport and PortMiami. These meetings also served to build important relationships that can further increase mutual cooperation, cultural exchanges, and create an environment conducive to increased business opportunities. At each of the meetings, Miami-Dade Mayor Carlos A. Gimenez and Commissioner Javier D. Souto also extended an invitation to bring an inbound business development mission to Miami, which would be received and supported by Miami-Dade County. The Miami-Dade County/ EDO delegation also had a series of meetings with Spanish companies that are either currently investing or are seeking to invest in South Florida. Government/ EDO and Business delegates also gained numerous opportunities to network with local Spanish companies including at networking luncheons and evening receptions.

Additionally, members of the Miami-Dade business delegation gained access to new business prospects during the mission, including pre-screened targeted one-to-one business matchmaking meetings they had with their Spanish counterparts. The B2B meetings were organized on behalf of EDIT and provided the Miami-Dade companies with many opportunities to discuss business, introduce products, develop relationships, create business contacts, and explore new markets for future business.

### **Media:**

The mission's various activities and government meetings also generated significant interest from the Spanish media, and the mission leaders, Miami-Dade County Mayor Carlos A. Gimenez and County Commissioner Javier D. Souto, were the subject of at least 17 media events. These media events provided Miami-Dade County international exposure and allowed Miami-Dade to highlight its various business attributes.

### **Cost to Miami-Dade County:**

The mission to Spain, as with all other Miami-Dade County/ EDIT led missions, did not incur costs to Miami-Dade County for staff's travel related expenses. Rather, staff expenses were covered by revenues from participants' registration fees and from mission sponsorships.



## MISSION HIGHLIGHTS BY THE NUMBERS:

- Total number of mission participants: **26**
  - 14 Private Sector Business Participants
  - 12 government/ economic development agency representatives
- Total number of pre-screened Business-to-Business (B2B) matchmaking meetings for Private Sector Business Participants: **48**
- Total additional prospects reported by private sector business participants: **36**
- Reported expected sales by private sector business participants - **\$2.165 million**
- Total number of meetings with active and new prospects reported by The Beacon Council: **11 / 48**
- Total number of new prospects developed by private sector business participants and by The Beacon Council: **132**
- Total number of Government-to-Government (G2G) meetings: **14**
- Total number of Government-private sector meetings: **6**
- Total number of local business organizations and Spanish business representatives attending Miami-Dade County branding presentations: **170**
- Total number of local business organizations and Spanish business representatives attending mission networking events during mission: **460**
- Total number of media events generated during mission: **17**

### Other Highlights:

- Miami-Dade County elected officials participating in the mission agreed with the Mayor of Madrid to undertake an initiative to create a Cultural Agreement between Madrid and Miami-Dade County. As a result and since returning from the mission, Michael Spring, Director, Miami-Dade County Department of Cultural Affairs and Fernando Figueredo, Director, Communications and External Affairs for Miami-Dade County, have established a working committee together with Ricardo Diez-Hochleitner, Director of the Madrid Arts Council and Juan Jose Herrera, Director of the Madrid Museums and Music Department. The committee has identified a number of joint initiatives to collaborate on, the first of which will be during the Miami Book Fair.
- The Miami-Dade County Government Delegation extended invitations to all its government counterparts to bring a reciprocal mission to Miami, and the Honorable Jaime Garcia-Legaz, Secretary of Trade for Spain at the offices of Spain's Ministry of Economy and Competitiveness committed to bringing a delegation to Miami in the near future.
- The President of the American Chamber of Commerce of Spain, Jaime Mallet, together with a small delegation will be attending the Miami Book Fair as part of an official Spain delegation.

## BUSINESS MEETINGS AND NETWORKING EVENTS

### GOVERNMENT/ EDO MEETINGS WITH SPANISH INVESTORS IN MADRID (June 11<sup>th</sup>):

Miami-Dade Mayor Carlos A. Gimenez along with The Beacon Council representatives, Interim President Robin Reiter and President of International Economic Development Programs Mario Sacasa together had three (3) sets of meetings with Spanish investors. The meetings were organized in collaboration with The Beacon Council, Miami-Dade County's official economic development partnership, and Enterprise Florida.





## **BUSINESS MEETINGS AND NETWORKING EVENTS (cont'd)**

### **GOVERNMENT/ EDO MEETINGS WITH SPANISH INVESTORS IN BARCELONA (June 11<sup>th</sup>):**

Mayor Gimenez along with Mario Sacasa, President of International Economic Development Programs for The Beacon Council met with various companies from Catalonia with a presence in Miami-Dade. The meeting was organized with the support of ACC10, Catalonia's export promotion and investment agency.



## **BUSINESS MEETINGS AND NETWORKING EVENTS (cont'd)**

### **GOVERNMENT/ EDO MEETINGS WITH SPANISH INVESTORS IN BARCELONA (June 11<sup>th</sup>):**

Mayor Gimenez also met with a number of companies from Catalonia as potential investors in South Florida.



## BUSINESS MEETINGS AND NETWORKING EVENTS (cont'd)

### PRIVATE SECTOR BUSINESS TO BUSINESS MATCHMAKING MEETINGS

Three (3) Miami-Dade County business participants engaged in a total of **48** pre-screened targeted Business to Business (B2B) meetings in Madrid and Barcelona.



Miami-Dade business participant Damian Pardo (left) representing the cash and investment management sector speaks with Spanish business representative during B2B meeting

Miami-Dade business participant and attorney Manuel Campos (center) engages in B2B meeting with Spanish business representatives





## **BUSINESS MEETINGS AND NETWORKING EVENTS (cont'd)**

### **PRIVATE SECTOR BUSINESS TO BUSINESS MATCHMAKING MEETINGS**



Miami-Dade business participants Jose Valderrama and Ivan Dibos representing the marketing and advertising sector make a presentation to a Spanish business representative (seated at center) during B2B meeting



Miami-Dade business participant Damian Pardo (left) discusses business with a representative of a Spanish company during B2B meeting

## BUSINESS MEETINGS AND NETWORKING EVENTS (cont'd)

### NETWORKING EVENTS - MADRID

#### Networking luncheon hosted by AmCham Spain (June 10<sup>th</sup>):

AmCham Spain hosted a networking luncheon for the Miami-Dade delegation with over **80** local Spanish business representatives in attendance. The participants were primarily local members of the chamber or representatives of other local Spanish businesses.



Pictured above, center-left and center-right, respectively, are Jaime Malet, President of AmCham Spain and Miami-Dade Mayor Carlos Gimenez posing along with key members of the Chamber



Pictured left:  
Miami-Dade  
County Mayor  
Carlos A. Gimenez  
makes remarks to  
an audience of  
over 80 attendees



## BUSINESS MEETINGS AND NETWORKING EVENTS (cont'd)

### NETWORKING EVENTS - MADRID

#### Networking reception at the U.S. Ambassador's Residence (June 10<sup>th</sup>):

The Honorable Alan D. Solomont, United States Ambassador to Spain hosted an evening reception for the Miami-Dade delegation. Members of the Miami-Dade delegation networked with over **140** attendees, many of which were local business representatives and Spanish Government agencies.



Pictured left: From left to right, Mrs. Lourdes Portela Gimenez, Miami-Dade County Mayor Carlos A. Gimenez, Ambassador Alan Solomont, and Miami-Dade County Commissioner Javier D. Souto



Pictured left: Ambassador Solomont and Mayor Gimenez exchange protocol gifts after making remarks at the networking reception

## BUSINESS MEETINGS AND NETWORKING EVENTS (cont'd)

### NETWORKING EVENTS - MADRID

#### Networking luncheon and roundtable discussion in Madrid (June 11<sup>th</sup>):

Mayor Carlos A. Gimenez and the Miami-Dade delegation attend a networking luncheon sponsored by LSN Partners at a local restaurant. The delegation along with representatives of Spanish concessionaires and construction companies engaged in a roundtable discussion on Public Private Partnerships and opportunities for doing business in Miami-Dade County.



#### “Where Worlds Meet” Networking Reception in Madrid (June 11<sup>th</sup>):

The Greater Miami Convention and Visitors Bureau (GMCVB) and its President and CEO, William D. Talbert, III along with the “Where Worlds Meet” partners Alyce Robertson, Executive Director of Miami Downtown Development Authority (DDA) and Robin Reiter, Interim President of The Beacon Council hosted a networking reception at Club Financiero Genova which was attended by approximately 60 people. The “Where Worlds Meet” marketing initiative is a collaborative of the three agencies to market Miami as a place to live, work, and play.



Miami-Dade County Mayor Carlos A. Gimenez speaks to an audience at “Where Worlds Meet” Networking Reception



President and CEO of the GMCVB, William D. Talbert, III addresses audience at “Where Worlds Meet” Networking Reception



## BUSINESS MEETINGS AND NETWORKING EVENTS (cont'd)

### NETWORKING EVENTS – BARCELONA

#### Networking Reception at the U.S. Consulate General in Barcelona (June 12<sup>th</sup>):

The Honorable Tanya C. Anderson, U.S. Consul General in Barcelona hosted a networking reception in honor of Miami-Dade County Mayor Carlos A. Gimenez and the Miami-Dade delegation. Over 80 people were in attendance including many local businesses from Barcelona, local government and EDO representatives. Pictured at right are Consul General Anderson and Mayor Gimenez. Over **80** local business organizations and Spanish business representatives were in attendance.



## BUSINESS MEETINGS AND NETWORKING EVENTS (cont'd)

### NETWORKING EVENTS – BARCELONA

#### Miami-Dade Networking Luncheon in Barcelona (June 13<sup>th</sup>):



Miami-Dade County Mayor Carlos A. Gimenez makes remarks to an audience of **60** invited members of local business organizations and Spanish business representatives.

#### Networking event hosted by Sabadell Bank in Barcelona (June 13<sup>th</sup>):

Miami-Dade County Mayor Carlos A. Gimenez greets Mr. Jose Oliu, Chairman of Sabadell Bank and thanks him for hosting the networking reception with approximately **40** attendees. Sabadell Bank, which is one of the largest banking groups funded by private Spanish capital, was also an Exclusive Platinum Sponsor of the Miami-Dade County business development mission.





## MIAMI-DADE COUNTY BRANDING PRESENTATIONS (MADRID AND BARCELONA)

**Madrid** - On June 10<sup>th</sup> at the offices of the Ministry of Economy & Competitiveness, the Miami-Dade delegation headed by Miami-Dade County Commissioner Javier D. Souto, gave a branding presentation to an audience of approximately **60** local business leaders and representatives during a workshop that was organized in collaboration with ICEX, Spain's export promotion and investment agency, the Ministry of Economy.



Pictured left, from left to right, are Jimmy Nares, Chief of Miami-Dade County's Economic Development and International Trade Unit; Juan Kuryla, Seaport Director Designee, PortMiami; and Chris Mangos, Marketing Director, Miami-Dade Aviation Department during the Miami-Dade County branding presentation



## MIAMI-DADE COUNTY BRANDING PRESENTATIONS (cont'd)

**Barcelona** - On June 13<sup>th</sup> at the offices of Foment del Treball Nacional (Confederation of Entrepreneurial Organizations and Businesses in the region of Catalonia), the Miami-Dade delegation headed by Miami-Dade County Mayor Carlos A. Gimenez, gave a branding presentation to an audience of **110** local business leaders and representatives during a workshop that was organized in collaboration with ICEX, Spain's export promotion and investment agency; ACC10, Catalonia's export promotion and investment agency; and Foment del Treball Nacional, an association representing entrepreneurs and Catalan industries. Branding presentations were also given by Jimmy Nares, Chief of Miami-Dade County's Economic Development and International Trade Unit; Juan Kuryla, Seaport Director Designee, PortMiami; Chris Mangos, Marketing Director, Miami-Dade Aviation Department; and Mario Sacasa, Sr. Vice President of International Economic Development Programs for The Beacon Council.



Mayor Carlos A. Gimenez (above) addresses audience



## GOVERNMENT AND ECONOMIC DEVELOPMENT ORGANIZATION (EDO) MEETINGS IN MADRID

### President of the Comunidad de Madrid (June 11<sup>th</sup>):

The Miami-Dade County Government/ EDO delegation headed by Mayor Carlos A. Gimenez and Commissioner Javier D. Souto meets with the Honorable Jaime Ignacio Gonzalez Gonzalez, President of the Comunidad de Madrid (the regional government of Madrid).



Above: President Ignacio Gonzalez Gonzalez pictured at left



Above: President Ignacio Gonzalez Gonzalez greets Miami-Dade Mayor Carlos A. Gimenez and Miami-Dade County Commissioner Javier D. Souto



Above: Mayor Gimenez signs the Comunidad de Madrid's official guest book



## GOVERNMENT AND EDO MEETINGS IN MADRID (cont'd)

### Mayor of Madrid (June 11<sup>th</sup>):

Miami-Dade County Mayor Carlos A. Gimenez and Commissioner Javier D. Souto meet with the Honorable Ana Botella, Mayor of Madrid. Mayor Botella proudly announced that Madrid was bidding to host the 2020 Olympics, and then there was a discussion on ways that the two cities can work together to strengthen their ties. One initiative that was agreed upon was to work on a Cultural Agreement between Madrid and Miami-Dade County. Commissioner Souto, who was involved in the discussion, also chairs the Miami-Dade County Cultural Affairs & Recreation Committee.



Pictured from left to right: Miami-Dade County Mayor Carlos A. Gimenez; Mayor of Madrid Ana Botella; and Miami-Dade County Commissioner Javier D. Souto



The Miami-Dade County Government/ EDO delegation poses with the Mayor of Madrid at the government offices of the Madrid City Council

## GOVERNMENT AND EDO MEETINGS IN MADRID (cont'd)

### Secretary of Trade for Spain (June 12<sup>th</sup>):

The Miami-Dade County Government/ EDO delegation meets with the Honorable Jaime Garcia-Legaz, Secretary of Trade for Spain at the offices of Spain's Ministry of Economy and Competitiveness. Miami-Dade County Mayor Carlos A. Gimenez discussed with the Minister various ways of increasing trade between their communities, including the potential benefits of a Free Trade Agreement between the U.S. and the European Union. The Minister also encouraged PortMiami's Seaport Director Designee, Juan Kuryla to work on additional Sister Seaport Agreements with ports in the South of Spain to continue to build a gateway for access to the rest of Europe. Chris Mangos, Marketing Director for the Miami-Dade Aviation Department also mentioned the importance of establishing airline freight service between Madrid and Miami. Minister Legaz mentioned that he would be traveling to Miami in November 2013, and that he wanted to continue a dialogue on the initiatives discussed.



### MEETING WITH CEO of ICEX España Exportacion e Inversiones (June 10<sup>th</sup>):

Pictured at right, Miami-Dade County Commissioner Javier D. Souto meets with Doña Coriseo Gonzalez-Izquierdo, CEO of ICEX España Exportacion e Inversiones.





## GOVERNMENT AND EDO MEETINGS IN MADRID (cont'd)

Madrid Chamber of Commerce (June 10<sup>th</sup>):



Pictured at left: Miami-Dade County Mayor Carlos A. Gimenez and Commissioner Javier D. Souto are greeted by Arturo Fernandez, President of the Madrid Chamber of Commerce

Pictured at right: The Miami-Dade County delegation meets with the leadership of the Madrid Chamber of Commerce





## GOVERNMENT AND ECONOMIC DEVELOPMENT ORGANIZATION (EDO) MEETINGS IN BARCELONA

### President of the Generalitat of Catalunya (June 13<sup>th</sup>):

The Miami-Dade County Government/ EDO delegation headed by Mayor Carlos A. Gimenez and Commissioner Javier D. Souto meets with the Honorable Sr. Arturo Mas, President of the Generalitat of Catalunya. Mayor Gimenez extended a warm invitation for President Mas to visit Miami.



President Arturo Mas  
(right) receives  
Miami-Dade County  
Mayor

The Miami-Dade  
County  
Government/ EDO  
delegation meets  
with President  
Arturo Mas



## GOVERNMENT AND EDO MEETINGS IN BARCELONA (cont'd)

President of the Generalitat of Catalunya (June 13<sup>th</sup>):



Above: Miami-Dade County Mayor Carlos A. Gimenez engages in a dialogue with Catalanian President Arturo Mas about working to advance business ties between their respective municipalities



Miami-Dade County Mayor Carlos A. Gimenez and Commissioner Javier D. Souto present Catalanian President Arturo Mas with a protocol gift.



## GOVERNMENT AND EDO MEETINGS IN BARCELONA (cont'd)

### Mayor of Barcelona (June 13<sup>th</sup>):

The Miami-Dade County Government/ EDO delegation headed by Mayor Carlos A. Gimenez and Commissioner Javier D. Souto meets with the Honorable Xavier Trias i Vidal de Llobatera, Mayor of Barcelona.



City of Barcelona Mayor Xavier Trias greets Miami-Dade County Mayor Carlos A. Gimenez and Commissioner Javier D. Souto at the City Council government offices of Barcelona

Miami-Dade County Mayor Carlos A. Gimenez and Commissioner Javier D. Souto along with the rest of the Miami-Dade County government / EDO delegation have an informal meeting with Mayor Xavier Trias of the City of Barcelona. Mayor Gimenez invited Mayor Trias to visit Miami on his next U.S. Tour.



## GOVERNMENT AND EDO MEETINGS IN BARCELONA (cont'd)

### Minister for Enterprise and Employment of Catalonia (June 14<sup>th</sup>):

Miami-Dade County Mayor Carlos A. Gimenez and the rest of the Miami-Dade County Government/ EDO delegation meet with the Honorable Felip Puig i Godes, the Minister for Enterprise and Employment for the regional government of Catalonia. Mayor Gimenez thanks the Minister for ACC10's support in organizing this mission.





## GOVERNMENT AND EDO MEETINGS IN BARCELONA (cont'd)

### President of Foment del Treball (June 13<sup>th</sup>):



Miami-Dade County Mayor Carlos A. Gimenez signs Foment del Treball's official guest book before he and Miami-Dade County Commissioner Javier D. Souto have a private meeting with its President, Joaquím Gay de Montellà (pictured left of the Mayor). Foment is an independent, private, non-profit association representing entrepreneurs and Catalan industries since 1771.

### Meeting with Barcelona Air Route Development Committee (June 13<sup>th</sup>):

Chris Mangos, Marketing Director, Miami-Dade Aviation Department (pictured far right) meets with the Barcelona Air Route Development Committee to discuss and plan follow up for joint cooperative efforts to grow passenger service and to research / pursue air cargo development possibilities.





## MEETING WITH UNITED STATES AMBASSADOR AND IN COUNTRY BRIEFING

On June 10<sup>th</sup> in Madrid, the Miami-Dade delegation headed by Miami-Dade County Commissioner Javier D. Souto, had a courtesy visit with the Honorable Alan D. Solomont, United States Ambassador to Spain. Ambassador Solomont, who also gave the delegation an in-country market analysis briefing, said that the U.S. will begin negotiating a Free Trade Agreement with the European Union. He added that Spanish investment in the U.S. has tripled, and that out of the entire country, Miami-Dade has the closest tie with Spain.



Pictured above from left to right: the Honorable Alan D. Solomont, United States Ambassador to Spain; Miami-Dade County Commissioner Javier D. Souto; Mr. Keith Silver, Deputy Senior Commercial Officer, US Commercial Service in Spain; and Ms. Dovie Holland, Economic Attache, US Embassy in Spain.



Delegates meet with Ambassador Solomont and representatives from the US Commercial Service and US Embassy in Spain after receiving in-country market analysis briefing

## EXPLORATORY MEETINGS REGARDING MUNICIPAL SERVICES

### TOUR OF BUS TRANSIT SYSTEM IN MADRID – June 11<sup>th</sup>

Miami-Dade County Mayor Carlos A. Gimenez takes a tour of the operations center of Madrid's transit department in Sanchinarro - Centro de Operaciones de la Empresa Municipal de Transporte de Madrid (EMT) where fleet buses are re-fueled with Compressed Natural Gas (CNG).



The Natural Gas Vehicle refueling station at EMT in Sanchinarro is the largest in Europe and serves a fleet of over 400 buses. CNG is less expensive than traditional fuels used for bus fleets and produces less carbon dioxide and nitrogen oxides.





## EXPLORATORY MEETINGS REGARDING MUNICIPAL SERVICES (cont'd)

TOUR OF BUS TRANSIT SYSTEM IN MADRID – June 11<sup>th</sup>



**Above:** Mayor Carlos A. Gimenez is shown Compressed Natural Gas fueling operations at EMT

**Below:** Mayor Carlos A. Gimenez tours compressed natural gas storage facility at the EMT in Sanchinarro



## EXPLORATORY MEETINGS REGARDING MUNICIPAL SERVICES (cont'd)

### MEETING WITH OPERATORS OF THE TRAMBESOS (TRAM) LIGHT RAIL TRAM SYSTEM IN BARCELONA – June 14<sup>th</sup>

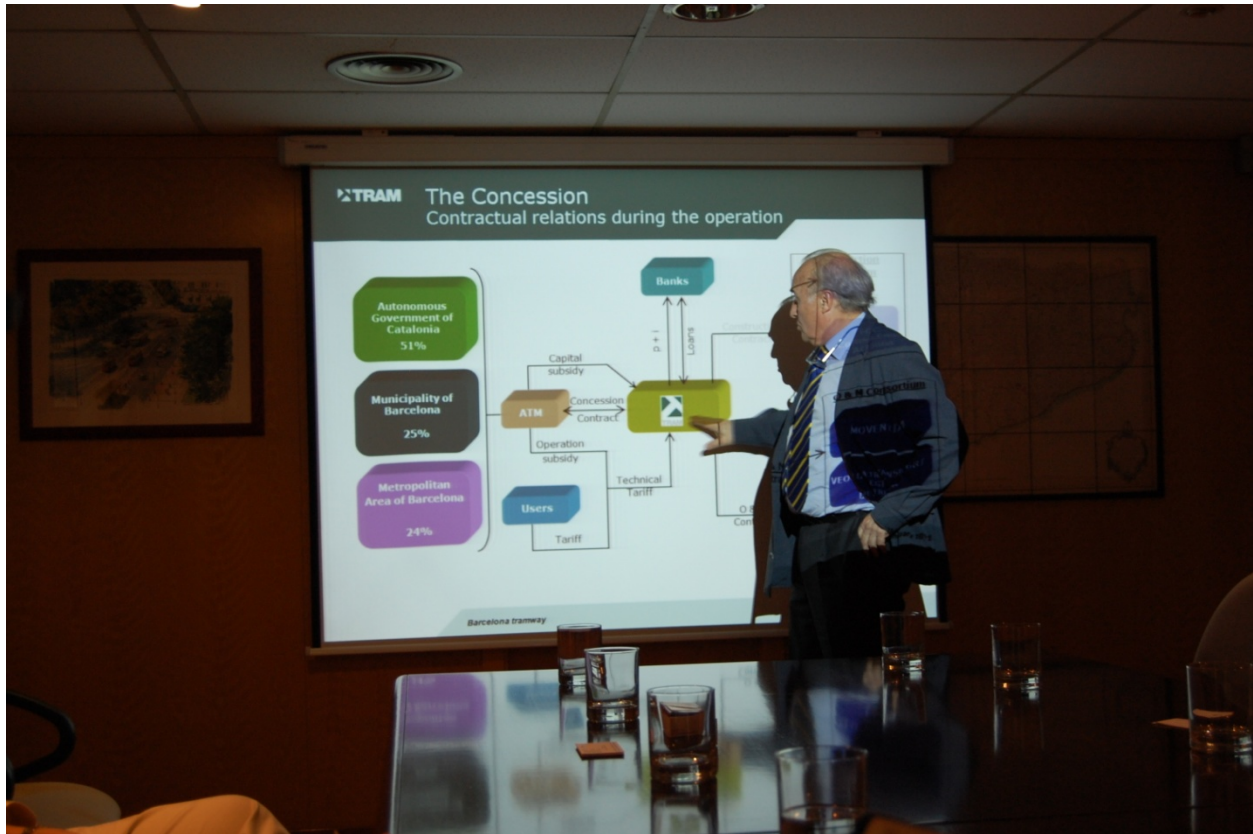


TRAM representatives give a presentation to Miami-Dade County Mayor Carlos A. Gimenez and other members of the delegation on the benefits of a light rail system in Barcelona, how the system was developed and how it operates. Picture at left shows integration of light rail at center of roadway.



## EXPLORATORY MEETINGS REGARDING MUNICIPAL SERVICES (cont'd)

MEETING WITH OPERATORS OF THE TRAMBESOS (TRAM) LIGHT RAIL TRAM SYSTEM  
IN BARCELONA – June 14<sup>th</sup>





## EXPLORATORY MEETINGS REGARDING MUNICIPAL SERVICES (cont'd)

### TOUR OF THE PORT OF BARCELONA – June 13<sup>th</sup>



The Miami-Dade delegation headed by Miami-Dade County Mayor Carlos A. Gimenez and Commissioner Javier D. Souto takes a tour of the Port of Barcelona, with whom PortMiami has had a Sister Seaport Agreement (SSA) with since March 5, 2003. PortMiami also has more SSA's with Spain (13) than with any other country. Through this program, ports collaborate on the exchange of information and ideas, with the intent of increasing both cargo and cruise trade between ports. Pictured below are Mayor Gimenez (left) and PortMiami's Seaport Director Designee Juan Kuryla (right) as they have a discussion with a Port of Barcelona official (middle).





## OTHER ACTIVITIES

### GOURMET BUS TOUR IN BARCELONA – June 14<sup>th</sup>

The final activity of the mission included a tour of the city of Barcelona provided by Grupo Julia, a Barcelona-based company specializing in tourism and mobility services. Grupo Julia, a Platinum sponsor of the mission, also operates Miami Open City Tour. Grupo Julia is testing the gourmet bus tour pilot project in Barcelona with ambitions of bringing it to the U.S. and is also considering South Florida.



## MEDIA EVENTS



Mayor Carlos A. Gimenez is interviewed in Madrid by the Radio Nacional de España (Spanish National Radio) before networking luncheon hosted by AmCham Spain. During the interview, Mayor Gimenez explained that the purpose of the visit was to continue to expand Spanish investments into Miami-Dade County and to further strengthen relationships between the two communities.

Commissioner Javier D. Souto is interviewed in Madrid by Radio Nacional de España (Spanish National Radio) before networking luncheon hosted by AmCham Spain. Commissioner Souto outlined the purpose of the delegation's visit and his own involvement in a number of business development events that had been setup.





## MEDIA EVENTS (cont'd)



**Above:** Mayor Carlos A. Gimenez is interviewed in Madrid by Spain National TV Tele-5, one of Spain's most popular news stations just before a networking reception hosted by "Where Worlds Meet" partners - The Greater Miami Convention and Visitors Bureau, The Downtown Development Authority, and The Beacon Council.



**Left:** Mayor Gimenez is interviewed by a reporter from Europa Press, a European news-wire service at the Madrid Chamber of Commerce.



## **MEDIA EVENTS (cont'd)**

### **OTHER INTERVIEWS:**

#### MONDAY JUNE 10 (in Madrid)

1. EFE International News Agency
2. Cambio Financiero Magazine
3. Radio Nacional de España (Spanish National Radio) for program *La noche de César* (*The Night with Cesar*)

#### TUESDAY JUNE 11 (in Madrid)

4. El Economista (The Economist)
5. EFE – International News Wire Service
6. ABC Noticias Nacionales – (national daily newspapers in Spain)
7. Ejecutivos (Executives) Magazine
8. Expansión (Expansion) – business newspaper in Spain
9. Radio Exterior de España (Exterior Radio of Spain) – International channel of Radio Nacional de España (Spanish National Radio)
10. Dirigentes Digital (Digital Leaders)
11. La Vanguardia
12. Executive Excellence Magazine

#### THURSDAY JUNE 13 (in Barcelona)

13. Noticias Barcelona News Service

## COMMENTS AND FEEDBACK

*"...We were able to reaffirm our presence with financing programs and banking services for new possible investors in Florida. Our comment to the organizers of the event is to congratulate all the staff members for the excellence and professionalism during all the stages."*

**Maurici Llado**

Executive Director, Corporate & Investment Banking Americas, Banco Sabadell

*"It was a pleasure to accompany the delegation and explain and show some of the major projects that we have completed in Spain, airports, subways, and transportation infrastructures. Would I do it again? Absolutely."*

**Chris O'Neil**, Vice President, Dragados USA

*"... (I) had the opportunity to meet with other Spanish engineering and consulting firms interested in doing business in south Florida."*

**Ronald M. Colas**, PE, SI, Vice President, Parsons Brinkerhoff

*"(The) meetings were great."*

**Carolina Rendeiro**, CEO, Miami Innovation Center

*"Very good local team."*

**Jose Valderrama**, President, Hispanic Group

*"Excellent work carried out by Maria Dreyfus in Miami and Jan Alessie in Spain."*

**Manuel Campos Galvin**, Partner, CG Abogados

## APPRECIATION

Miami-Dade County Mayor and Mission Leader Carlos A. Gimenez and Miami-Dade County Commissioner and Mission Co-Leader Javier D. Souto join ITC Chair the Honorable Jose “Pepe” Diaz and the Board of Directors of the International Trade Consortium (ITC) in thanking the mission participants, sponsors, hosts, friends, and staff of the many different organizations who contributed to the success of the Business Development Mission to Madrid and Barcelona, Spain. While the International Trade and Economic Development Unit of Miami-Dade County’s Department of Regulatory and Economic Resources was pleased to be the lead planning agency, we offer our deepest thanks for the collaboration with our friends, partners and sponsors of this mission.

### Sponsoring Organizations:



### Supporting Organizations:

- The Embassy of the United States in Madrid, Spain – U.S. Ambassador Alan D. Solomont
- The Consulate General of the United States in Barcelona – Consul General Tanya C. Anderson
- The U.S. Commercial Service
- The Spanish Ministry of Economy and Competitiveness
- ICEX España Exportacion e Inversiones
- The Comunidad de Madrid and the Generalitat of Catalunya
- The Ayuntamientos of Madrid and Barcelona
- The Port of Barcelona
- The Foment del Treball Nacional
- AmCham Spain and the Confederation of Employers and Industries of Spain (CEOE)
- The Madrid Chamber of Commerce
- Embassy of Spain – Trade Commission Miami
- Consulate General of Spain in Miami
- ACC10 Inc. Miami – Government of Catalunya
- Enterprise Florida Spain Office
- Club Miami Madrid
- Nexus





## **MIAMI-DADE COUNTY**

Carlos A. Gimenez

*Mayor*

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