

MIAMI-DADE COUNTY FLORIDA



BUSINESS DEVELOPMENT MISSION TO SOUTH AFRICA

(JOHANNESBURG . DURBAN . CAPE TOWN)

MARCH 1 - 9, 2014

END OF MISSION REPORT

Led By

The Honorable Audrey M. Edmonson

Miamidade County Commissioner

Organized By

Economic Development & International Trade (EDIT) Unit

Department of Regulatory and Economic Resources of Miami-Dade County

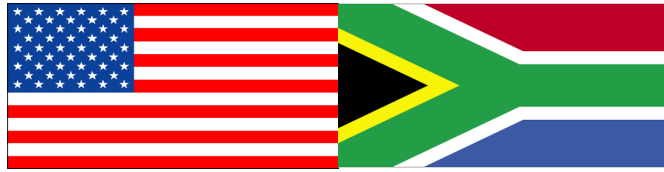
Compiled By

Desmond Alufohai, CMP

International Trade Coordinator

With the support of Enterprise Florida Inc.





BUSINESS DEVELOPMENT MISSION TO SOUTH AFRICA ORGANIZED BY

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

Mission Leader

**The Honorable Audrey M. Edmonson
Miami-Dade County Commissioner**

Mission Coordinators

Desmond Alufohai, CMP
International Trade Coordinator, EDIT

Bryant J. Salter
Director, African Trade Expansion Program, EFI

CORPORATE SPONSORS

PORTMIAMI



SUPPORTING ORGANIZATIONS



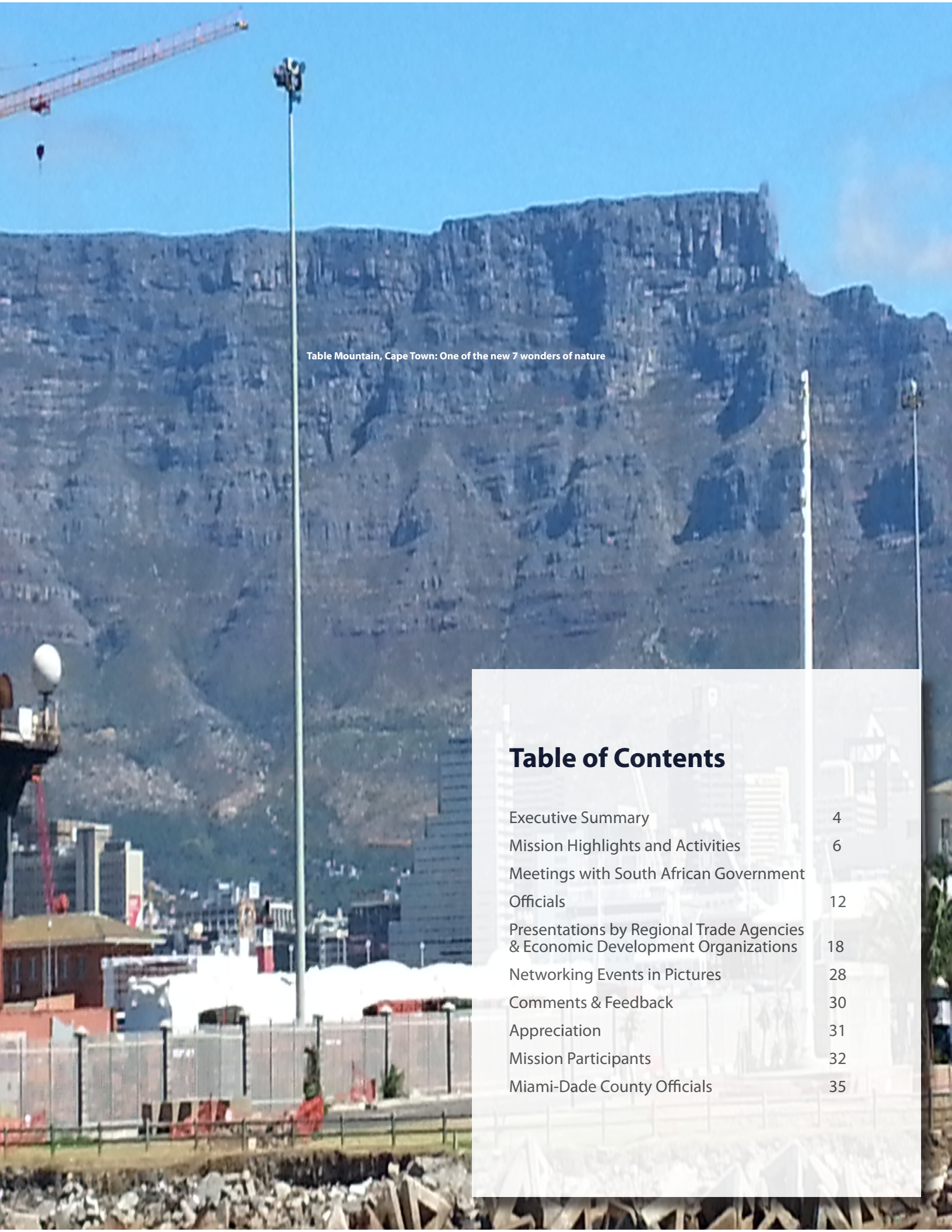
A large, flat-topped mountain with a rugged, rocky surface dominates the background. In the foreground, a city skyline is visible, including a tall crane on the left and various buildings. A white spherical structure is also visible on the left. The sky is clear and blue.

Table Mountain, Cape Town: One of the new 7 wonders of nature

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EXECUTIVE SUMMARY

The mission of the Economic Development & International Trade (EDIT) Unit, Department of Regulatory and Economic Resources of Miami-Dade County is to promote Miami-Dade County as a Global Gateway, to enhance access to opportunities in international commerce and other areas of economic development, and to foster goodwill and cultural understanding.

On September 16th 2013, the Honorable Patricia de Lille, Executive Mayor, City of Cape Town visited Miami-Dade County. During her visit she and Mayor Carlos Gimenez of Miami-Dade County signed the Sister Cities Agreement between the City of Cape Town and Miami-Dade County. The ceremony was witnessed by Commissioner Sally Heyman, Commissioner Audrey M. Edmonson, EDIT and EFI staff as well as invited guests.

Mayor Patricia de Lille also extended an official invitation to Miami-Dade County officials to visit Cape Town. As the Honorary Chairperson to the Cities of Cape Town and Dakar for the Miami-Dade County Sister Cities Program, Commissioner Edmonson directed EDIT's staff to liaise with the Office of the Mayor of Cape Town to plan the reciprocal visit to Cape Town.

In October 2013, Commissioner Edmonson met with Mr. Bryant Salter, Director, Enterprise Florida, Africa Trade Expansion and EDIT's staff to discuss the Business Development Mission to South Africa. The purpose of the mission was "to foster bilateral trade, commerce, tourism and cultural exchanges between Miami-Dade County and South Africa," and the tentative mission dates were also established from March 1st - 9th, 2014. Due to the support provided by Enterprise Florida Inc., mission participants were recruited from the entire state.

Desmond Alufohai, EDIT's International Trade Coordinator assumed the responsibility of mission coordinator - to plan and execute all aspects of the mission with Mr. Bryant Salter. After due consultations with the US Commercial personnel in South Africa, Enterprise Florida Southern Africa and in-house research conducted by EDIT staff, it was determined that the best market prospects for U.S. businesses exist in South Africa in the following sectors:

Aerospace Manufacturing • Agriculture (Processed & Consumer Oriented Products) •
Automotive Components & Assembly Technology • Chemical Industry • Electronic Commerce •
Environmental Engineering Services & Equipment • Manufacturing Equipment & Technology •
Medical Equipment • Power Generation & Supply • Security & Safety Equipment •
Telecommunications/Information Technology Equipment, Supplies & Services.

EDIT's staff developed and sent out a save-the-dates mission flyer to potential participants. A mission registration package was subsequently issued for the mission with January 25th set as deadline. A total of twenty (20) participants registered for the mission. On February 20th, a pre-mission delegates' briefing was held at the EFI office building in Coral Gables, Florida to acquaint delegates about the mission itinerary, program, protocol and logistics. The delegation departed for Johannesburg on March 1st, 2014, led by Commissioner Audrey Edmonson.

Three (3) support staff from Enterprise Florida Southern Africa also joined the mission to provide logistical support and assistance.

MISSION HIGHLIGHTS BY THE NUMBERS...

- Total number of mission participants: **20**.
- Consisting of fifteen (**15**) private sector and five (**5**) public sector participants.
- Total number of private sector Business-to-Business (**B2B**) matchmaking meetings: **83**.
- Total number of public sector or Government-to-Government (**G2G**) meetings & networking events: **20**.
- Total number of **sales leads** obtained during the mission: **43**.
- Total **expected** export sales (reported) through the next 24 months: **\$4.6 million**.
- Total **actual sales** from the mission: **\$100,000**.

MISSION HIGHLIGHTS & ACTIVITIES

BUSINESS-TO-BUSINESS (B2B) MATCHMAKING MEETINGS

The B2B matchmaking meetings were the most important aspect of the mission program for private sector participants. Enterprise Florida, through the Enterprise Florida Southern Africa Office, assisted in arranging the B2B matchmaking meetings in Johannesburg, Durban and Cape Town.

The B2B matchmaking sessions provided numerous opportunities for mission participants to meet in pre-arranged meetings with their South African business counterparts. The meetings also offered opportunities for discussing bilateral trade, fostering business relationships with local companies, providing direct access, introductions to new contacts for joint ventures, trade leads/prospects for future export sales and commercial linkages.

A total of **eighty-three (83)** private sector one-to-one business meetings/contacts occurred during the mission and participants reported the following:

43 - sales leads and/or prospects.

\$100,000 - direct sales.

\$4.6 million - estimated future export sales.

TABLE SHOWING PRIVATE SECTOR B2B MATCHMAKING MEETINGS

FLORIDA COMPANIES	# OF APPOINTMENTS WITH SOUTH AFRICAN COMPANIES		
	JOHANNESBURG	DURBAN	CAPE TOWN
AZOR ENTERPRISES LLC.	4	1	4
CERTIFIED SLINGS	3	-	2
CLASSE' CONSULTANT	1	-	3
CURTOOM COMPANIES INC.	7	-	1
DOUBLE ACE CARGO	4	4	-
EXPEDITE INTERNATIONAL	2	2	4
MIAMI TO GO INC.	15	4	10
PALLADIO COSMETICS	2	2	1
PYRAMID MOULDINGS	2	3	2
TOTAL = 83	40	16	27

PICTURES OF PRIVATE SECTOR B2B MEETINGS IN JOHANNESBURG



Pictured above: Paul E. Curtis (right) discusses business with his South African counterpart during a business matchmaking meeting in Johannesburg.

Pictured Below: Daniel Joseph (left) talks to representatives of a South African logistics company in Johannesburg.



PICTURES OF PRIVATE SECTOR B2B MEETINGS IN DURBAN



Top Photo:
Monica Richardson-Morley (left) discussing business opportunities with potential clients in Durban.

Photo (Right): Bill Munch (in red tie) and Pat Connor (dark suit) discuss business with clients in Durban.



Photo (Left): Vannie Barr-Fisher (yellow jacket), Dora Williams-Moten (blue attire - seated) and Retha Boone-Fye (standing) - viewing product samples from a designer in Durban.

Photo (Bottom Right):
Daniel Joseph meeting with clients in Durban.



PICTURES OF PRIVATE SECTOR B2B MEETINGS IN CAPE TOWN

Photos from top to bottom show mission delegates making business deals with their South African counterparts during the B2B sessions at the Hilton Hotel, Cape Town.



“TEAM FLORIDA” BRANDING WORKSHOPS IN JOHANNESBURG & CAPE TOWN

The purpose of the Branding Workshop was to highlight Florida and Miami-Dade County's attributes, unique assets, and strategic role as the “Gateway to the Americas,” and platform for international trade. The invited guests included government officials, economic development agencies and the international trade community in the Johannesburg and Cape Town. In both cities, Commissioner Audrey Edmonson welcomed participants, and presented an overview of the services provided by the County.

Desmond Alufohai presented EDIT's mission and function. He also highlighted the uniqueness of Miami-Dade County with its superior infrastructure, multilingual workforce, and its geographic location as a trans shipment point for products destined to and from Latin America and the Caribbean. Bill Talbert's PowerPoint presentation highlighted Miami's preeminence as a global tourism destination. PortMiami's Debra Duster Owens followed by giving a comprehensive presentation on the key role of the Seaport as one of the economic engines and platform for trade with the Americas by promoting both passenger and cargo thru Miami. Bryant Salter and Abigail Ellary concluded the workshops by focusing on the business and trade opportunities in Florida and state resources available for businesses seeking to invest in Florida. They also highlighted EFI's role and assistance it provides to local and foreign businesses.

Pictures of Branding Workshops in Johannesburg & Cape Town



MEETING WITH REPRESENTATIVES OF THE U.S. EMBASSY

Commissioner Audrey Edmonson, accompanied by Bill Talbert, Debra Duster Owens, Desmond Alufohai, Akeem Brutus, Abigail Ellary, Gakunga Kihohia and Belief Emadamerho visited the United States Embassy in Pretoria. The Team Florida delegation were welcomed to the Embassy by the Acting Deputy Chief of Mission Catherine Hill-Herndon and Pete Giorgianni, Transportation & Telecommunications Officer, Embassy of the United States, Pretoria.

During the courtesy visit, discussions focused on the the purpose of the Business Development Mission to South Africa, trade, economic, and current socio-political issues in South Africa. The forthcoming national elections in South Africa in May, 2014 as well as the current state of affairs and relationships between the United States and South Africa were also discussed. Finally, Pete Giorgianni, briefed the delegation about the latest information pertaining to South African Airways reorganization and strategies.



MEETING WITH SOUTH AFRICAN GOVERNMENT OFFICIALS

MEETING WITH DEPUTY MINISTER OF TRADE & INDUSTRY

Commissioner Audrey Edmonson met with the Honorable Elizabeth Thabethe, Deputy Minister for Trade & Industry, Republic of South Africa at the Crowne Plaza Hotel, Johannesburg. Bryant J. Salter, Desmond Alufohai and Akeem Brutus also joined Commissioner Edmonson at the meeting. The Honorable Lindiwe Maseko, Speaker of Gauteng Legislature and Mr. Charles Manuel, Director, Manufacturing Investment Promotion Trade and Investment South Africa both accompanied the Minister to the meeting.

Commissioner Edmonson expressed her appreciation to the Deputy Minister for meeting with her delegation. She emphasized the importance of developing stronger trade ties between Miami-Dade County and South Africa and she stated the purpose of the trade mission. She then extended an invitation to the Deputy Minister and Madam Speaker to bring a trade mission to Miami-Dade County to continue to foster bilateral trade, goodwill and cultural ties.

Deputy Minister Thabethe introduced the government officials at the table. She highlighted the mutual benefits of trade and commercial ties between Florida and South Africa. She enumerated the economic reforms and stride undertaken by South Africa in the last few years including modernising its infrastructure and great banking institutions. She stated that with the gains already derived from the African Growth and Opportunity Act (AGOA), South Africa will continue to strive for greater economic cooperation with the United States.

The Deputy Minister accepted Commissioner Edmonson's invitation to lead a trade mission to Miami-Dade County and assured the commissioner that regardless of the results of the forthcoming national elections (scheduled for May, 2014) the government officials at this meeting would ensure that they follow through on the promise. Both sides emphasized the commitment to forging robust bilateral relations, economic ties and goodwill.



Top Photo:

L-R: Speaker Lindiwe Maseko, Deputy Minister for Trade & Investment - Hon. Elizabeth Thabethe and Commissioner Edmonson

Pictured below:

Cross section of the working meeting between Team Florida Mission delegation and the South African government officials at the Crowne Plaza Hotel in Johannesburg.



MEETING WITH THE SPEAKER OF GAUTENG PROVINCIAL LEGISLATURE



The Honorable Lindiwe Maseko, Speaker of the Gauteng Legislature (pictured above on the lectern) attended the Branding Workshop held at the Crowne Plaza Rosebank, Johannesburg. She officially welcomed the Team Florida delegation to Johannesburg and to the Gauteng Province. Speaker Maseko enumerated the numerous business opportunities available in the Gauteng Province. She also narrated the efforts the Gauteng Provincial government was making to improve the infrastructure.

Speaker Maseko thanked Commissioner Edmonson for leading her third mission to South Africa and emphasized the friendship they have both enjoyed over the years. She reminded the audience that she visited Miami several times in the past and pledged that her office will continue to support Miami-Dade County's efforts to re-establish direct air linkages between South Africa and Miami-Dade County.

MEETING WITH REPRESENTATIVES OF DIRCO IN PRETORIA

Commissioner Edmonson and her team travelled to Pretoria and met with representatives of the South African Department of International Relations & Cooperation (DIRCO). Mr. Johnny Moloto, DIRCO's Director for USA Desk and his colleagues received the Florida delegation. Desmond Alufohai introduced the Team and proceeded to highlight the mission objectives and enumerated the long-standing working relationship between Enterprise Florida/Miami-Dade County and DIRCO.

Mr. Alufohai recounted that both sides have exchanged visits over the years, culminating in the feasibility study and visit to Miami conducted by officials of DIRCO in January 2012. The DIRCO group visited Miami to make an assessment of establishing a South African Post in Miami, but since then no progress report has been received from the South African government.

Commissioner Edmonson enumerated the benefits South Africa would garner if it establishes a consular or trade office in Miami. She also promised the County's support as well as the support from community. She stated that trade between South Florida and South Africa will improve dramatically with a return of the direct air service between South Africa and Miami International Airport and with a South African Post in Miami.

Mr. Moloto acknowledged the strategic benefits of a South African Post in Miami-Dade County and stated that DIRCO is continuing to explore a number of options for a new trade office in the U.S., and an office in Miami was presented as one of the viable options. The decision to open a trade office in Miami is still awaiting approval at the highest levels and the decision will not likely be made until after the current election cycle in South Africa (May 2014). He assured Commissioner Edmonson and the delegation that the decision was "on ice, but not shelved." He stated that when the decision to establish a South African Consular Office in Miami, is approved, the structure should already be in place to operate the mission because of the valuable information presented in the feasibility study of 2012.

On the matter of South Africa Airways (SAA), Mr. Moloto noted that due to "costs" issues, SAA must realign and it's new CEO is focused on stabilizing the airline's finances. He also noted that "jet fuel consumption and high operating cost" was one of SAA's main problem because of the age of the fleet and rising cost of jet fuel. He stated that the Minister of Public Enterprise will make the final decision on how SAA will move forward.

Mr. Bill Talbert also highlighted the connectivity between Miami-Dade County and the rest of the Hemisphere. He noted that South Africa should consider using Miami-Dade County as a Gateway to the Latin American and the Caribbean markets. Mr. Talbert stated that a South African Post in Miami would boost tourism on both sides. He enumerated some of the ways the GMCVB would promote Miami in South Africa and vice-versa.

There is a great deal of institutional knowlege and goodwill between the parties. These factors should play a significant role in the decision making process. Both parties agreed to maintain contact and continue the dialogue.



TOP: Cross section of meeting between DIRCO officials and Team Florida Mission Delegation in Pretoria.

BELOW: Commissioner Edmonson poses with Mr. J. Moloto of DIRCO.



MEETING WITH DEPUTY MAYOR OF DURBAN

Commissioner Edmonson was accompanied to the City Hall in Durban by Bill Talbert, Debra Owens, Desmond Alufohai, Akeem Brutus, Kunga Kihohia and Abigail Ellary. The Deputy Mayor of Durban (eThekweni Municipality) the Honorable Cllr. Nomvuzo Shabalala, received the delegation and apologized for the absence of the Mayor who was attending to other official matters.

Other eThekweni Municipality Officials were also present, including, Eric Apelgren, Head of International and Governance Relations and Shelley Gielink, Senior Manager, International Projects & Donor Relations. After exchanging pleasantries, Mr. Apelgren gave a PowerPoint presentation about the City of Durban. Commissioner Edmonson and Mr. Talbert also highlighted Miami-Dade County's attributes and unique assets and why Miami is the Gateway of the Americas. The meeting focused on similarities between the eThekweni Municipality and Miami-Dade County as well as areas of mutual interest and cooperation.

Commissioner Edmonson extended an invitation to the City of Durban officials to visit Miami. The Deputy Mayor Cllr. Shabalala invited Commissioner Edmonson and her delegation to return to Durban in November 2014 to attend the 14th World Conference Cities & Ports (<http://citiesandports2014.aivp.org/en>). Both parties agreed to continue to collaborate on matters of mutual interest.



L-R: Desmond Alufohai, Debra Duster Owens, Commissioner Edmonson, Deputy Mayor Shabalala and Bill Talbert.

Below: Commissioner Edmonson discussing with Deputy Mayor Shabalala on matters of mutual interest at the City Hall in Durban.



MEETING WITH THE EXECUTIVE MAYOR OF CAPE TOWN

The Honorable Patricia de Lille, Executive Mayor of Cape Town hosted a breakfast meeting for the mission delegation at the Radisson Blu Hotel, Cape Town. Councillor Garreth Bloor, Mayoral Member of Economic, Environmental & Spatial Planning Portfolio Committee member was the Master of Ceremony for the occasion.

In her welcome remarks, Mayor de Lille noted that “there are a great deal of differences and similarities between Miami and Cape Town,” she also noted that since trade flows between cities, Cape Town wants to diversify its offerings and the Sister Cities cooperation between Miami-Dade and Cape Town makes strategic sense. The Executive Mayor emphasized that her administration has already reached out to South African Airways and to the national government to look into the issue of the non-stop air service between Cape Town and Miami International Airport.

Commissioner Edmonson expressed her deep gratitude and appreciation to the Mayor, City staff and people of Cape Town for the warm welcome. She thanked the Mayor for visiting Miami on the 16th of September 2013 to finally sign the Sister City Agreement between Miami-Dade County and the city of Cape Town. Commissioner Edmonson noted that the Sister Cities Agreement makes sense in light of the fact that Miami-Dade County and Cape Town are “Gateway Cities” with many similarities.

She also indicated that both communities will benefit mutually from the partnership and long-standing relationship as “married couple.” Commissioner Edmonson then presented the official certificate of agreement from the Sister Cities International, Washington D.C., which authenticates the “union” between Cape Town and Miami-Dade County. The Western Cape Tourism Agency and the Port of Cape Town made PowerPoint presentations about their respective organizations.



Mayor Patricia de Lille of Cape Town (left) and Commissioner Audrey Edmonson pose for a picture at the Radisson Blu Hotel, Cape Town



Delegates networking at the Mayor's Breakfast meeting in Cape Town

PRESENTATIONS BY REGIONAL TRADE PROMOTION AGENCIES & ECONOMIC DEVELOPMENT ORGANIZATIONS

GAUTENG GROWTH & DEVELOPMENT AGENCY (GGDA)

The Team Florida delegation visited the Gauteng Investment Center (GIC) in Sandton, Johannesburg to learn first-hand about the trade and investment opportunities in Gauteng Province. Mr. Ntwanana Mtungwa, GGDA's Head of Investments and Ms. Rosemary Meintjies welcomed delegates to the GIC. Mission participants learned from the PowerPoint presentation, presented by a GGDA's official that: GGDA's purpose is to grow Gauteng's economy by positioning Gauteng as a globally competitive city; GGDA aims to demonstrate thought leadership in implementing key programs and provide support for the development of key sectors of the economy.

GGDA's vision is to be the premier catalyst of innovative and sustainable growth and socio-economic development within the Southern African Region and its mission to create an enabling environment for growth through targeted investment facilitation, strategic infrastructure development and social transformation, thus positioning Gauteng as a leading Global City Region.

The presenter also noted that the GIC offers businesses and prospective investors in Gauteng a one-stop, seamless and hassle-free service with easy access to various government agencies and functions.

The center offers the following key services:

- Access company registration, tax registration services and information sharing
- Administrative assistance in getting started
- Pre-investment support services
- Aftercare.

At the end of the presentation, delegates had ample opportunity to meet with local businesses and were shown samples of the products produced by small "mom and pop" businesses. The Gauteng Investment Center (GIC) was launched in February 2014.

Top Right Photo Abigail Ellary (standing) engaged in a conversation with Mr. Ntwanana Mtungwa.



Pictured Below: Delegates listening attentively to the PowerPoint presentation at the GIC.



GAUTENG CONVENTION & EVENTS BUREAU (GCEB)

Mr. Bill Talbert and Abigail Ellary met with Nonnie Kubeka and other officials of the Gauteng Convention and Event Bureau (GCEB) in Johannesburg. The GCEB works with organisations and business event leaders to provide support services including, standard bid support material, venue and accommodation sourcing, networking to gain local association support, government lobbying and promotional support.

The GCEB also provides information and assistance to meeting and incentive planners, media, corporate and association buyers. The groundwork for mutual cooperation between the Greater Miami Convention and Bureau (GMCVB) and the Gauteng Tourism Authority (GTA) was first established in 2007 during the ITC Trade Mission to South Africa. Ms. Sandra Daley-Francois, who represented the GMCVB on that mission, met with representatives of the GTA. Mr. Talbert stated the meeting was a great opportunity for building future relationship with an emerging market in Africa.

The meeting also provided an opportunity for both the GMCVB and GCEB to re-engage and expand their scope, commitment and collaboration on mutually beneficial tourism related issues. Discussions also focused on partnerships and creative marketing initiatives that will help increase tourism from South Africa to Miami-Dade and vice-versa.



Pictured Above: Nonnie Kubeka (left), Abigail Ellary (middle) and Bill Talbert (right).

SOUTH AFRICAN BOAT BUILDERS EXPORT COUNCIL (SABBEX) & MARINE INDUSTRY ASSOCIATION OF SOUTH AFRICA (MIASA)

Commissioner Edmonson, together with Bill Talbert, Desmond Alufohai, Richard Zurba, Akeem Brutus and Abigail Ellary, met with representatives of the South African Boat Builders Export Council (SABBEX) and the Marine Industry Association of South Africa (MIASA) at the Hilton Hotel, Cape Town.

Ms. Vanessa Davidson, MIASA's representative indicated that SABBEX and MIASA participates annually in the Miami International Boat Show and the organizations were interested in setting up a "Boat Showroom" in Miami-Dade County. They are requesting the support of the County Government and the idea is to provide up to eight (8) completely-built boat models for display in a warehouse/showroom.

She noted that they were interested in Miami-Dade County because it is the Hemispheric Gateway with direct access to the Latin American and Caribbean markets (in particular, the Brazilian market - Brazil is Miami-Dade's number one trade partner). She cited Brazil's membership in BRICS (Brazil, Russia, India, China and South Africa) and its status as an "emerging middle economy" nation as some of the reasons for targeting Brazil. She also indicated that they were waiting for the relevant funds from the South African government in order to initiate the process.

Commissioner Edmonson reiterated her support and assured Ms. Davidson of the County's support for such an initiative. The Commissioner also encouraged MIASA to continue to work with the relevant agencies in South Africa to secure the funding necessary to proceed with the project.

Commissioner Edmonson indicated staff will remain engaged with SABBEX and MIASA and suggested sending "Business Incentives information about Miami-Dade to MIASA's officials.



Pictured above: Commissioner Edmonson stresses a point about the strategic advantages of Miami-Dade County to representatives of SABBEX & MIASA in Cape Town.

TRADE & INVESTMENT KWAZULU-NATAL (TIKZN)

Mr. Donny Pethan, General Manager of Business Retention and Expansion, Trade and Investment KwaZulu-Natal (TIKZN) presented a PowerPoint presentation and briefed the delegation about the trade and investment opportunities in the Province of KwaZulu-Natal. Mr. Donny Pethan stressed the need for closer working ties between TIKZN and the Miami-Dade County's Office of Economic Development and International Trade. He then outlined South Africa's integrated planning and implementation system, where funding from a number of sources move through a planning council. The benefit of such a system he noted, were to ensure effective communication and that it brings all players to the same table when allocating resources.

Commissioner Edmonson expressed interest in learning more about the integrated model and how successful it has been. Both parties agreed to embark immediately on the following:

- o TIKZN sending students to Miami-Dade County for training in the hospitality industry
- o Provide training to CEO's of companies that focus on benefits of customer service; And
- o Miami-Dade County could send trainers to South African to reach a larger audience.



PICTURED ABOVE

Delegates listening to the PowerPoint Presentation about TIKZN in Durban.



PICTURE ON LEFT:

Commissioner Edmonson poses with Mr. Donny Pethan

WESTERN CAPE DESTINATION MARKETING, INVESTMENT & PROMOTION AGENCY (WESGRO)

The Team Florida Mission delegation met with Solly Fourie, Head of the Economic Development and Tourism Department of the Western Cape Government and Nils Flaatten, CEO of WESGRO. They were accompanied by Dinesh Harry, WESGRO's Investment Promotion Manager and Cllr. Garreth Bloor, city of Cape Town. The Florida delegation consisted of Commissioner Edmonson, Bill Talbert, Bryant Salter, Richard Zurba, Desmond Alufohai, Akeem Brutus, Abigail Ellary and Gakunga Kihohia.

Nils Flaatten began by explaining that WESGRO now has a state-wide mandate in its role as the Western Cape's Destination Marketing, Investment and Trade Promotion Agency. Mr. Flaatten pointed out that there are many similarities between Florida and the Western Cape, as well as between Miami and Cape Town. He stated that Cape Town's interest in promoting the Meetings, Incentives, Conferences and Events (MICE) tourism programs was a strategic initiative to showcase the Western Cape to the world. He also emphasized WESGRO's much improved working relationship with the South African Government and South African Airlines.

Commissioner Edmonson requested that the parties at the table should work on a strategy that would result in ensuring the restoration of direct air service between Miami International Airport and Cape Town. The Team Florida Mission members outlined many of the incentives available for bringing new air routes to MIA.

An informal coalition, as a way forward, was established which includes EFI, EDIT, GMCVB, Western Cape Government, WESGRO and the City of Cape Town to pursue the above stated objective. It was also agreed that the South African team should directly communicate with SAA officials on a regular basis and the Team Florida delegation should focus on garnering support from Florida's executive and/or legislative branches for the flight. The Florida team will also provide information about incentive packages for airlines as well as facts on the profitability of SAA's flight to MIA prior to the route being closed.

Both sides also discussed the topic of establishing a South African trade office in South Florida and it was suggested that EFI solicit letters from the Governor's office while Mr. Solly and Mr. Flaatten will work on getting same from the Premier of the Western Cape. The letters would be sent to DIRCO as official reminders about the establishment of a South African Consul in South Florida. Commissioner Edmonson suggested the involvement of the South African Ambassador in Washington or the South African Consulate General in New York, because a new South African Consulate in South Florida may be a tactical advantage to the South African government and a great opportunity and precursor to restoring direct air service between Cape Town and Miami.

Bryant Salter concluded that the initiatives discussed would be of mutual benefit to both sides and would help to foster bilateral trade, tourism, cultural ties and goodwill between South Florida and the Western Cape.



Commissioner Edmonson and Bill Talbert present a token of appreciation to Nils Flaatten, CEO of WESGRO in Cape Town.

MIDDLE & BOTTOM PHOTOS:

Pictures of the meeting between Team Florida delegation and Western Cape officials - discussing partnership and collaboration strategies.



TRANSNET NATIONAL PORTS AUTHORITY - SOUTH AFRICA

One of the most important highlights of the mission was the signing of a Sister Seaport Agreement between Transnet and PortMiami. The official signing ceremony was held at the Port of Cape Town. Mr. Bryant Salter noted that the partnership between Florida and Transnet was first developed in 2002. As a result, several Florida Ports, including PortMiami signed the International Sister Seaport Agreements with the Ports of Durban and Cape Town in 2005. Mr. Salter also mentioned that Transnet played a prominent role and assisted with the private sector business development successes for this mission. Transnet also provided overall logistics support.

Commissioner Audrey Edmonson expressed her appreciation to the management and staff of Transnet for providing immense support for the mission, and for hosting a delegates' luncheon at the Port of Durban, Port of Cape Town as well as a reception in Cape Town. She also thanked Mr. Sipho Nzuza, Port Manager, Port of Cape Town for hosting the delegation. Commissioner Edmonson then introduced PortMiami's representative on the mission - Ms. Debra Duster Owens and enumerated the on-going transformation and capital improvement projects at PortMiami. She also invited Mr. Morwe to visit Miami-Dade County.

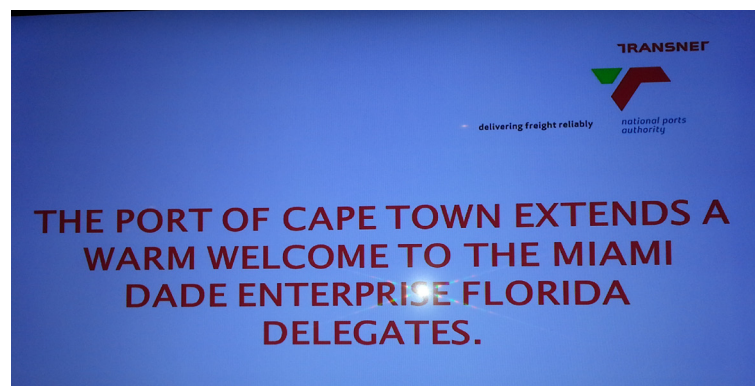
Mr. Tau Morwe, Chief Executive of Transnet National Ports Authority noted that the signing of the Agreement between Transnet and PortMiami indicated that both parties were committed to working toward the formation of technical working groups to exchange educational visits, goodwill, etc. Mr. Morwe thanked the Commissioner for leading an important mission to South Africa and accepted the Commissioner's invitation to visit Miami-Dade County.

After the signing ceremony, delegates toured the facilities of the Port of Cape Town. Prior to arriving in Cape Town, the delegation visited Port of Durban and were hosted by Mr. Thami Ntshingila, Port Manager, Port of Durban and senior Port officials.

Transnet is fully owned by the South African government but operates as a corporate entity aimed at both supporting and contributing to the country's freight logistics network. It aims at developing South African industry, reducing the cost of doing business, while at the same time operating efficiently and profitably. Transnet is the largest and most crucial part of the freight logistics chain that delivers goods to each and every South African. Every day Transnet delivers thousands of tons of goods around South Africa, through its pipelines and both to and from its ports. It moves that cargo on to ships for export while it unloads goods from overseas.

Transnet's vision and mission is to be a focused freight transport company, delivering integrated, efficient, safe, reliable and cost-effective services to promote economic growth in South Africa. The new Transnet is made up of the following operating divisions:

- Transnet freight rail.
- Transnet rail engineering.
- Transnet national ports authority.
- Transnet port terminals.
- Transnet pipelines.





TOP PHOTO (Port of Cape Town): Commissioner Edmonson and Mr. Tau Morwe display the signed Declaration between Transnet and PortMiami.



MIDDLE(Port of Durban): L-R: Desmond Alufohai, Debra Duster Owens, Thami Ntshingila, Durban's Port Manager, Commissioner Edmonson, Vusi Khumalo Transnets, Sr. Manager, Bill Talbert and Kunga Kihohia.

BOTTOM: Round table meeting at the Port of Durban prior to the signing ceremony.



DUBE TRADEPORT - DURBAN

Mission participants visited Dube TradePort during the visit to Durban, KwaZulu-Natal. Mr. Hamish Erskine, ICT and Property Sales Executive of Dube TradePort gave a PowerPoint presentation and a video clip about the facility. Dube TradePort, Southern Africa's premier air logistics platform is a catalyst for global trade and a portal between KwaZulu-Natal and the world.

It is the only facility in Africa that brings together an international airport, a cargo terminal, warehousing, offices, a retail sector, hotels, and an agricultural area. Dube TradePort is positioned between the two biggest sea ports in Southern Africa, and linked to the rest of Africa by road and rail. Dube TradePort reinvents the way of doing business and opens the door to global business and trade, creating new opportunities, employment and economic growth. According to Mr. Erskine, Dube TradePort is a passenger and airfreight hub, with the following main development zones:

King Shaka International Airport

One of the world's few greenfield airports, it currently has the capacity to handle 7.5 million passengers per annum (and 45 million passengers by the last phase of the development). It has the longest sea-level runway (3.7 km) in the country, capable of accommodating the latest new generation wide-bodied aircraft.

Cargo Terminal

Dube Cargo Terminal is the most secure and state-of-the-art cargo terminal in Africa. The latest ramp handling cargo equipment ensures faster turnaround times for freighter aircraft. The terminal has the capacity to handle 100,000 tons per annum, with the ability to expand to 2 million tons by 2060.

Dube City

A commercial development opposite the passenger terminal that will accommodate hotels, offices and retail outlets.

TradeZone

A state-of-the-art industrial sector, adjacent to the Cargo Terminal, that houses freight-forwarding and air-cargo-related businesses.

AgriZone

A 20-hectare development with 16 hectares of greenhouses for flower and vegetable production, a tissue culture lab, nursery and research centre.

Dube iConnect

Dube iConnect provides state-of-the-art telecommunications, IT and value-added services to the community of users in and around Dube TradePort, ensuring fast global connections 24/7. It is committed to achieving the highest standards of quality, performance, security and support.



TOP PHOTO
Commissioner Edmonson poses with Mr. Hamish Erskine.

BOTTOM: Participants listening to the PPT Presentation by Mr. Erskine.



NETWORKING EVENTS IN PICTURES...



NETWORKING EVENTS IN PICTURES...



COMMENTS & FEEDBACK

"We were able to develop working relationships with economic development units in each of the cities we visited, while completing or making substantial progress towards our three main objectives. The trade relationship between Miami-Dade County and the Republic of South Africa is a natural fit due in part to our common position as "Gateways" to our respective continents..."

- **The Honorable Audrey M. Edmonson**, Miami-Dade County Commissioner (*mission leader*).

"I am glad that I participated in this mission which was very well organized. South Africa is an emerging market...the GMCVB looks forward to doing business with South Africa."

- **Bill Talbert, III**, President & CEO, Greater Miami Convention & Visitors Bureau (*mission participant*)

"From inception to completion, the planning and execution of the the Trade Mission to South Africa was professional and well-planned. I was also impressed with the government-to-government aspect which dealt with several significant issues including restoring the direct flight between Miami and Cape Town as well as development of a collaboration between Transnet and PortMiami which should facilitate more trade between the United States and South Africa."

- **Retha Boone-Fye**, Sales Representative for Miami To Go Inc. (*mission participant*)

"Good mission...The networking opportunities were phenomenal. Bryant and Lauren did an absolutely fantastic job for us. "

- **Jay Sumners**, Director, International Operations, Certified Slings Inc. (*mission participant*).

"This trip was extremely successful for my company as well as on a personal level. .. this type of results from any trade mission is priceless. I must say that this is the first time that I have been involved in such a well-organized and most successful event led by such a wonderful team. I have no other words to use but "THANK YOU" and I look forward to working with you all again very soon."

- **Monica Richardson-Morley**, VP of Intl Business Development, Palladio Comsetics (*mission participant*)

"I would like to express our great appreciation and thanks for the hard work that all of you put into the entire mission. Your focus around the business to business meetings and networking on Pyramid Mouldings' behalf is greatly appreciated. Abigail and Lauren deserve an additional thank you for all of the planning and work that went into this mission for all of its participants...This mission has given us a close up perspective of the pro-business climate and the potential opportunities that are available for Pyramid Mouldings to pursue in South Africa."

- **Pat Connor**, International Sales Manager, Pyramid Mouldings (*mission participant*).

"The mission was exceptionally organized and executed by the mission leaders - Mr. Alufohai, Mr. Salter and Commissioner Edmonson...My business relations and soon to be business contract/sales were greatly enhanced by the one-to-one business meetings and government-to-government meetings."

- **Kunga Kihohia**, Managing Director, Azor Enterprises LLC (*mission participant*).

"Our trip to South Africa was our first look into the potential of doing business in South Africa and we met our expectations. The trip was a launching point to network and gain first-hand understanding of the South African market. The staff of Enterprise Florida's execution of this trip was fabulous. We made good contacts and have begun the process of building business relationships to help grow and export our business globally.

- **Bill Munch**, Vice President, Pyramid Mouldings (*mission participant*).

APPRECIATION

The Honorable Audrey M. Edmonson and the staff of the Economic Development and International Trade Unit of Miami-Dade County would like to extend their appreciation and gratitude to the mission participants, sponsors, vendors, Enterprise Florida Inc., South African Airways, Protea Travel Services, and mission partners for their invaluable support and assistance towards the planning and execution of the 2014 Business Development Mission to South Africa organized by the Economic Development & International Trade Unit of Miami-Dade County and supported by Enterprise Florida Inc. The successful outcomes from this mission could not have been achieved without the cooperation and collaboration of those mentioned above and below.

We also want to extend our gratitude and very special thanks to the following organizations and agencies:

- Dube TradePort, Durban
- Embassy of the United States of America, Pretoria
- Enterprise Florida Inc and EFI Southern Africa
- Gauteng Conventions & Events Bureau (GCEB)
- Gauteng Growth & Development Agency (GGDA)
- Gauteng Investment Center (GIC), Sandton, Johannesburg
- Greater Miami Convention & Visitors Bureau
- Office of the Speaker, Gauteng Legislature
- Office of the Mayor, City of Cape Town
- Office of the Mayor, City of Durban
- Office of the Deputy Minister of Trade & Industry Republic of South Africa
- Port of Cape Town
- Port of Durban
- PortMiami
- Trade & Investment KwaZulu-Natal (TIKZN)
- Transnet National Ports Authority
- United States Commercial Service - South Africa.
- Western Cape Destination Marketing, Investment & Trade Promotion Agency (WESGRO)

Thank You!

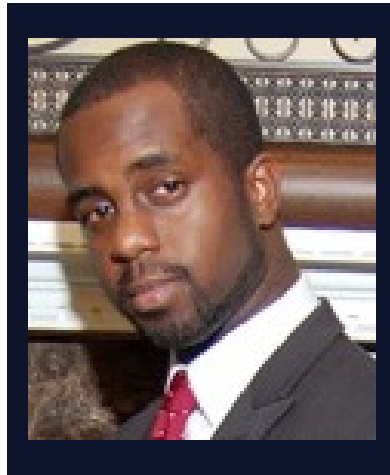
MISSION PARTICIPANTS (PUBLIC SECTOR)



Commissioner Audrey M. Edmonson
Miami-Dade County Commissioner



Desmond Alufohai, CMP
Econ Development & Intl Trade



Akeem Brutus
Office of Commissioner Audrey Edmonson



Debra Duster Owens
PortMiami



Bryant J. Salter
Enterprise Florida Inc.

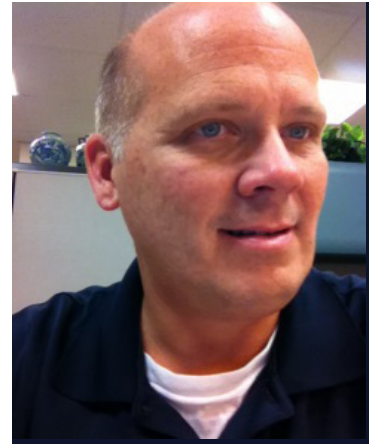
MISSION PARTICIPANTS (PRIVATE SECTOR)



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Miami To Go



Retha Boone-Fye
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Patrick Connor
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Belief Emadamerho
Expedite International



Daniel Joseph
Double Ace Cargo



Gakunga "Kunga" Kihohia
Azor Enterprises LLC.

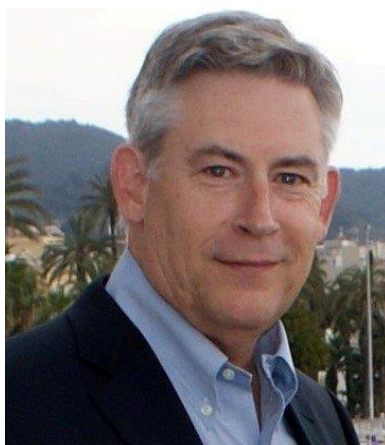


Juan Jose Lopez
Certified Slings Inc.

MISSION PARTICIPANTS (PRIVATE SECTOR)



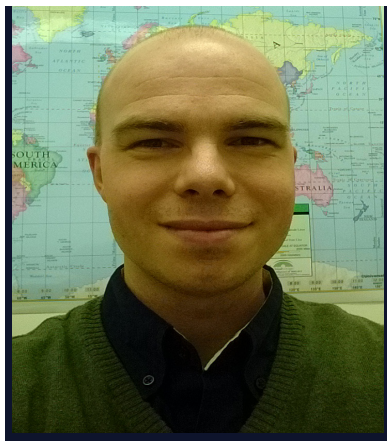
Janice Maycock
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William "Bill" Munch
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Monica Richardson-Morley
Palladio Cosmetics



Jay Sumners
Certified Slings Inc.



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Dora Williams-Moten
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ENTERPRISE FLORIDA SOUTHERN AFRICA STAFF



Abigail Ellary
Enterprise Florida Southern Africa

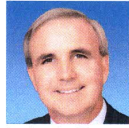


Lauren Shaw
Enterprise Florida Southern Africa



Richard Zurba
Enterprise Florida Southern Africa

MIAMI-DADE COUNTY OFFICIALS



Carlos A. Gimenez
Mayor



Rebeca Sosa
District 6
Chairwoman, Board of
County Commissioners



Lynda Bell
District 8
Vice Chair, Board of
County Commissioners



Barbara J. Jordan
District 1



Jean Monestime
District 2



Audrey M. Edmonson
District 3



Sally A. Heyman
District 4



Bruno A. Barreiro
District 5



Xavier L. Suarez
District 7



Dennis C. Moss
District 9



Sen. Javier D. Souto
District 10



Carlos C. Zapata
District 11



José "Pepe" Díaz
District 12



Esteban Bovo, Jr.
District 13



Harvey Ruvin
Clerk of Courts



Lazaro Solis
Property Appraiser



Robert A. Cuevas, Jr.
County Attorney

MIAMI-DADE BOARD OF COUNTY COMMISSIONERS

Commissioners are chosen in non-partisan, single-district elections. Miami-Dade County is structured into 13 districts. Residents choose only from among candidates running in the district in which they live. Commissioners serve four-year staggered terms, with elections scheduled every two years. Effective with the terms starting in 2012, Commissioners are limited to no more than two consecutive terms.

The Board of Commissioners selected Rebeca Sosa as Chairwoman of the 13-member Miami-Dade Board of County Commissioners in 2012. The Commissioners set policies and establish laws for the community.

GOVERNANCE

The Miami-Dade Board of County Commissioners is the governing body of unincorporated Miami-Dade County, and has broad, regional powers to establish policies for services that transcend city boundaries. The government provides major metropolitan services countywide and city-type services for residents of the unincorporated areas.

EXECUTIVE MAYOR

Miami-Dade has an Executive Mayor with the power to veto Commission action items. In January 2007, the Mayor was given additional powers providing for the oversight of the day-to-day operations of Miami-Dade. The Mayor can only serve two full terms of four years.

OTHER OFFICIALS

The Miami-Dade County Clerk is a constitutional officer of the State of Florida, elected to a four-year term. The Clerk serves as the County Recorder, custodian of all records filed with the Court and as Clerk of the Board.

In 2008 voters made the position of Property Appraiser an elected one. The Property Appraiser is charged with determining the value of all property within the County for tax purposes, maintaining related records and granting exemptions.

The Miami-Dade County Attorney's Office provides legal representation to all aspects of Miami-Dade County government, including the Mayor, Board of County Commissioners, Property Appraiser, County departments and numerous boards, authorities, councils and commissions.

BUSINESS DEVELOPMENT MISSION TO SOUTH AFRICA

MIAMI-DADE COUNTY, FL

MARCH 2014