

# **MIAMI-DADE BRANDING MISSION TO THE REPUBLIC OF KOREA**

## **(SEOUL & BUSAN)**

MAY 10 - 16, 2014

LED BY

**THE HONORABLE JOSE “PEPE” DIAZ**  
MIAMI-DADE COUNTY COMMISSIONER

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**ORGANIZED BY**

ECONOMIC DEVELOPMENT & INTERNATIONAL TRADE UNIT  
MIAMI-DADE COUNTY, FLORIDA

## **END OF MISSION REPORT**

COMPILED BY

**DESMOND ALUFOHAI, CMP**  
INTERNATIONAL TRADE COORDINATOR

JUNE, 2014



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## Appreciation & Condolence

Commissioner Jose “Pepe” Diaz and the Miami-Dade County Korea Mission participants send their deepest sympathy and condolences to the government and people of the Republic of Korea following the deadly sinking of the Sewol ferry on April 16th, 2014 that left more than 300 passengers dead or missing, many of whom were schoolchildren. Our thoughts and prayers are with all the bereaved families and their relatives and friends. We also want to express our gratitude to the Korean officials for making time to meet with the Miami-Dade delegation during the national mourning period.

We extend our appreciation and gratitude to the service providers, volunteers, agencies and mission partners for their invaluable support and assistance towards the planning and execution of the 2014 Miami-Dade County Branding mission to Korea. The successful outcomes from this mission could not have been achieved without the cooperation and collaboration of numerous individuals and the following agencies:

- ◆ American Presence Post Busan
- ◆ Busan Metropolitan City
- ◆ Busan Port Authority
- ◆ Korea International Trade Association
- ◆ Korea Tourism Organization
- ◆ Korea Trade-Investment Promotion Agency (KOTRA) Miami
- ◆ Seoul Metropolitan Government
- ◆ United States Embassy Seoul
- ◆ U.S. Commercial Service Seoul
- ◆ The staff and Management of Westin Chosun Seoul and Westin Chosun Busan

*Thank  
You*

## Background

The Economic Development & International Trade (EDIT) Unit, by County Ordinance, is authorized to “promote Miami-Dade County as a Global Gateway both locally and abroad by developing and expanding trade opportunities.” EDIT’s mission is to promote Miami-Dade County as a Global Gateway, to enhance access to economic opportunities in international commerce and other areas of economic development, and to foster goodwill and cultural understanding.

At the International Trade Consortium (ITC) Board of Directors meeting held on September 18, 2013, the Board approved South Korea as a destination for an ITC trade mission. The rationale for Korea was in part due to the U.S.-Korea Free Trade Agreement (FTA) ratified by the U.S. Congress on March 15, 2012. The FTA is expected to create numerous new opportunities for U.S. exporters to sell more Made-in-America goods, services, and agricultural products to Korean customers, as well as support more American jobs. The Agreement is also expected to increase U.S. exports to Korea by approximately \$10 to \$12 billion annually.

Additionally, Korea is the United States’ eighth largest export market. The U.S. is the third largest exporter to Korea, with an 8.3 percent market share of Korea’s total imports. Total U.S. exports to Korea exceeded \$42.3 billion in 2012. Korea is the 29<sup>th</sup> ranked trade partner with South Florida with two-way merchandise trade valued at \$1.14 billion (2013).

The purpose of the County’s Branding Mission to Korea was “to foster bilateral trade, commerce, tourism and cultural exchanges between Miami-Dade County and the Republic of Korea.” The mission dates were scheduled for May 10 - 16, 2014. Seoul and Busan were chosen as the two cities to visit.

Desmond Alufohai, EDIT’s International Trade Coordinator assumed responsibility of mission coordinator - to plan and execute all aspects of the mission. Mr. Alufohai contacted Eduardo Torres, Director of the U.S. Export Assistance Center, John Diep, Regional Manager, International Trade Development for Enterprise Florida, and the U.S. Embassy in Seoul. Mr. Alufohai visited the Korea Trade-Investment Promotion Agency (KOTRA) Miami to discuss the mission with KOTRA’s officials and to solicit their support and assistance. Subsequently, Mr. Alufohai travelled to Seoul and Busan to conduct a pre-mission site and facilities inspection from February 7 - 15, 2014. A site inspection visit is invaluable for judging the suitability and current condition of meeting facilities. It also provides an opportunity for staff to:

- Become familiar with the destination and the meeting locations.
- Review and evaluate service providers on-site.
- Assess local traffic conditions in real-time.
- Confirm sites and facilities as needed.
- Determine budget estimates, and
- Design and finalize all aspects of the program/agenda and logistics.

A save-the-dates flyer was prepared and sent to prospects followed by the mission registration package. Four (4) participants registered to join the mission from the following agencies: The Beacon Council, Greater Miami Convention and Visitors Bureau, Miami International Airport and PortMiami. A pre-mission delegates’ briefing was held on April 30, 2014 to acquaint participants with the mission logistics, protocol, itinerary and program.

The delegation departed for Seoul on May 10<sup>th</sup>, led by Commissioner Jose “Pepe” Diaz. The mission highlights and activities are presented in the following pages of this report.



## Mission Highlights & Activities at a Glance

### Seoul (May 11 – 14, 2014)

- ♦ Visited the United States Embassy Seoul. Delegates received In-Country briefing about the geo-political, social and economic issues between Korea and the U.S. from **Mitch Larson**, Counselor for Commercial Affairs and **Catherine Spillman**, Commercial Attaché, U.S. Commercial Service Korea.
- ♦ Met with **Mr. Hyo-sung Jung**, Assistant Mayor for Planning & Coordination, Seoul Metropolitan Government (SMG) to discuss matters of mutual interest. The delegation subsequently toured SMG's City Hall and Citizens' Hall and visited Seoul Historical Museum.
- ♦ Met with officials of Korea International Trade Association (KITA) / Korea-US Economic Council (KUSEC) at the World Trade Tower to discuss fostering bilateral trade and collaborating on economic programs. **Mr. Ho Keun Jang**, Executive Managing Director of KITA accepted Commissioner Jose "Pepe" Diaz invitation to bring a reverse trade mission to Miami. KITA has more than 70,000 members.
- ♦ Attended the Seoul Food 2014 International Exhibition Show in Seoul. It is the 3<sup>rd</sup> largest food industry exhibition show in Asia, with more than 1,200 qualified exhibitors and 51,00 visitors from than 50 countries.
- ♦ Met with **Ms. Jee Eun Lee**, Deputy Director, Marketing & Planning Team, Korea Tourism Organization (KTO) to discuss strengthening tourism and cultural ties between Miami-Dade County and the Republic of Korea.
- ♦ The Miami-Dade delegation hosted a Branding Presentation & Workshop to highlight the business, trade, culture, tourism and investment opportunities in Miami-Dade County to invited guests from the Korean Economic Development Agencies and International Trade Organizations.

### Busan (May 14 – 16, 2014)

- ♦ Met with **Mr. Jonathan Lee Yoo**, Consul, America Presence Post in Busan.
- ♦ Met with **Mr. Lim Ki-tack**, President of Busan Port Authority (BPA), and toured the Port of Busan. The Busan Port Authority and PortMiami has been engaged in an International Sister Seaport Agreement since 2009.
- ♦ Met with **Mr. Jung Hyo-sung**, Vice Mayor for Economic Affairs, Busan Metropolitan Government. Both sides expressed a strong desire to explore a Sister Cities engagement in light of the International Sister Seaport Agreement between Busan Port Authority and PortMiami.

## Miami-Dade Branding Workshop - Westin Chosun Seoul

The purpose of the Miami-Dade Branding Presentation was to highlight Miami-Dade County's unique attributes, assets, and its strategic role as the "Gateway to the Americas," to the Korean Economic Development Agencies and International Trade Organizations. **Commissioner Jose "Pepe" Diaz** started the workshop by welcoming all the invited guests. He enumerated the purpose of the mission and gave an overview about the services and programs that Miami-Dade County provides to its residents. He was followed by **Joe Napoli**, who gave a synopsis about Miami International Airport, its economic impact and role as an economic engine and international trade hub. **Eric Olafson's** presentation focused on International Trade through PortMiami, while **Rolando Aedo** gave an overview about the tourism and hospitality industry in Miami-Dade County. **Mario Sacasa's** presentation was focused on the investment opportunities in Miami-Dade County and how it compares favorably to other U.S. cities as an investment destination. Desmond Alufohai's presentation focused on the programs and services provided by the Economic Development & International Trade Unit of Miami-Dade County and the County's pre-eminence as a platform for global trade.



**Commissioner Jose "Pepe" Diaz**  
Welcoming guests to the Branding Workshop



**Rolando Aedo**  
Greater Miami Convention & Visitors Bureau



**Joe Napoli**  
Miami International Airport



**Eric Olafson**  
PortMiami



**Mario Sacasa**  
The Beacon Council



**Desmond Alufohai**  
Econ Devt & Intl Trade



Networking pictures of the Miami-Dade Branding Workshop in Seoul



Commissioner Diaz pose with Mr. Sung-hoon Kang, General Manager, Information Cooperation Office, Korea Importers Association (KOIMA)



Commissioner Diaz and Jinwon “Jim” Kim, Ph.D., Director, Korea Representative Office, State of Oregon, USA.

Below: Mission delegates pose with guests at the Branding Networking session.



## Government-to-Government Meetings

### The United States Embassy Seoul

The Miami-Dade County delegation visited the United States Embassy Seoul as its first official mission business. The delegation was received by **Mitch Larson**, Commercial Affairs Counselor and **Catherine Spillman**, Commercial Attaché. They provided detailed briefing about the political and economic relations between the United States and Korea. The delegation was informed that the U.S. and South Korea share a long history of friendship and cooperation based on common values and interests. The two countries work together to combat regional and global threats and to strengthen their economies. The United States has maintained Army, Air Force, Navy, and Marine personnel in South Korea in support of its commitment under the U.S. - R.O.K. Mutual Defense Treaty to help South Korea defend itself against external aggression.



Furthermore, In 2013, the two countries celebrated the 60th anniversary of the U.S.-South Korea Alliance. A Combined Forces Command coordinates operations between U.S. units and South Korean armed forces. The United States and South Korea coordinate closely on the North Korean nuclear issue and the denuclearization of the Korean Peninsula. As South Korea's economy has developed (Korea joined the Organization for Economic Cooperation and Development (OECD) in 1996), trade and investment ties have become an increasingly important aspect of the U.S.-South Korea relationship.

In recent years, the U.S.-South Korea Alliance has expanded into a deep, comprehensive global partnership, and South Korea's role as a regional and global leader continues to grow. The United States and South Korea are also expanding cooperation on development assistance and aid. People-to-people ties between the United States and South Korea have never been stronger. South Korea, on a per capita basis, sends the highest number of students to the United States to study of any industrialized country. Educational exchanges include a vibrant Fulbright exchange program as well as the Work, English Study, and Travel (WEST) program that gives a diverse group of South Korean students the opportunity to learn more about the United States. Over the past several decades, South Korea has achieved a remarkably high level of economic growth and is now the United States' sixth-largest goods trading partner with a trillion-dollar economy. Major U.S. firms have long been leading investors in South Korea, while South Korea's top firms have made significant investments in the United States.

There are large-scale flows of manufactured goods, agricultural products, services, and technology between the two countries. Also, the landmark Korea-U.S. Free Trade Agreement (KOR-US FTA) entered into force on March 15, 2012, underscoring the depth of bilateral trade ties. The agreement is expected to boost exports by billions of dollars annually for both sides and create new export-related jobs in both South Korea and the United States.

Commissioner Diaz expressed his appreciation to the Embassy for their commitment and support for the Miami-Dade County mission to Korea. He noted in particular the support that the Embassy provided during the pre-mission visit of Mr. Alufohai and prior to the arrival of the delegation. He thanked Mr. Larson and Ms. Spillman for the briefing and pledged to follow-up with some educational institutions in Miami-Dade County regarding opportunities in the education sector.



## Pictures of the visit to the U.S. Embassy Seoul



Mission participants pose at the entrance of the United States Embassy Seoul.



Pictured L - R:

**Mitch Larson**, Counselor for Commercial Affairs; **Catherine Spillman**, Commercial Attaché—US Embassy Seoul; **Commissioner Jose “Pepe” Diaz** and **Desmond Alufohai** pose for a picture during the Miami-Dade Branding Breakfast at the Weston Chosun Seoul.

The Miami-Dade delegation visited the Seoul Metropolitan City Hall and met with **Mr. Hyo-sung Jung**, Assistant Mayor for Planning and Coordination and staffers of the SMG. Commissioner Diaz thanked the SMG officials for receiving his delegation and explained the purpose of the mission to Korea. Mr. Hyo-sung Jung, narrated the history of the City of Seoul and how strategic investments made by the city resulted in Seoul's recognition as a world renowned metro city. Seoul Metropolitan Government is the administrative organization of Seoul responsible for the administration of the city government. SMG deals with administrative affairs including public education, correctional institutions, libraries, public safety, recreational facilities, sanitation, water supply, and welfare services. The SMG has a mayor and three vice mayors, and subdivided into 25 autonomous "gu" or districts and 522 administrative "dong" or communities/neighborhoods.

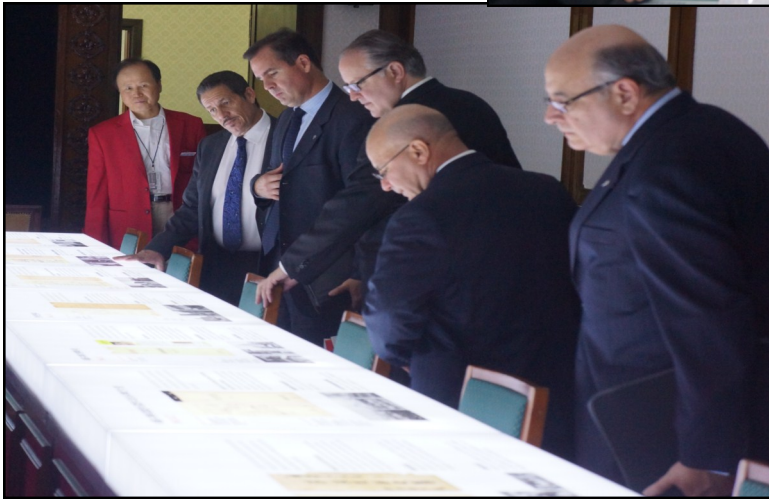
Seoul is not only the capital city of the Republic of Korea, it is also the largest metropolis in Korea, with an estimated population of 10.4 million. It is one of the largest cities in the world and a leading global city. Seoul has become the headquarters for many international companies like Samsung, LG, Hyundai and Kia. It also generates over 20% of South Korea's gross domestic product. Seoul's economy is focused on tourism, building and manufacturing. The City is also the main financial center and transactional hub for many companies, such as Citigroup, Deutsche Bank, and UniCredit.

After discussing matters of mutual interest, both sides agreed to continue the dialogue on how best to forge economic and cultural ties. Commissioner Diaz also extended an invitation to Mr. Hyo-sung Jung to consider leading a mission to Miami in the near future.

After the meeting, the Miami-Dade delegation toured the Seoul Metropolitan City Hall, the Citizen's Hall as well as the Seoul Historical Museum. The tour afforded the delegation the opportunity to learn first-hand about the City.



## Pictures with officials of Seoul Metropolitan Government (SMG)



### Top right:

Miami-Dade delegation meet with **Mr. Hyo-sung Jung**, Assistant Mayor for Planning & Coordination, SMG and other SMG City officials.

### Middle:

Miami-Dade delegation on-tour of City hall.

### Below:

Miami-Dade delegation and Seoul Metropolitan City officials pose for a group photo.





The Miami-Dade County delegation met with **Mr. Lee Young-hwal**, Vice Mayor for Economic Affairs, Busan Metropolitan City and other officials of the City. Commissioner Diaz expressed his appreciation to the staff of the city for their support and assistance during the mission planning phase and for receiving his delegation. He explained the purpose of the mission and noted that Busan has numerous physical and geographic similarities with Miami-Dade County and that the Busan Port Authority and PortMiami have been engaged in a Sister Seaport Agreement since 2009. He invited Vice Mayor Lee to consider a reciprocal mission to Miami and for both sides to work together to achieve mutually beneficial outcomes, such as engaging in a Sister City relationship.

Vice Mayor Lee thanked the delegation for visiting Busan and reiterated that the City was open to forging closer ties with Miami-Dade County in light of the numerous similarities between both communities. He pledged to work with Commissioner Diaz to ensure that both communities continue to work together on issues of mutual interest.

Busan (formerly Pusan) is Korea's second largest metropolis after Seoul, with a population of about 3.6 million. The City is situated on the southeastern tip of the Korean peninsula, Busan is Korea's foremost trading port. Korea's first truly international city, Busan connects Asia, Europe, and North America. This geopolitically situated harbor city sits adjacent to the Korean Straits and Japan, bringing about an interchange of trade and tourism. This inter-cultural current has made Busan into a modern international metropolis. The Busan metro area is divided into 15 administrative "gu" or districts and a single county. Busan has Korea's largest beach and longest river.



**Pictured above**

**Commissioner Diaz** engages in a discussion with **Mr. Lee Young Hwal**, Vice Mayor for Economic Affairs, Busan Metropolitan City.

**Below**

Busan Metropolitan City officials pose with Miami-Dade County delegation.





## American Presence Post in Busan

The Miami-Dade Delegation also visited the American Consulate in Busan. **Consul Jonathan Lee Yoo**, welcomed the delegation to Busan and gave a detailed briefing of the programs and services provided by the Post. He stated the geographic and logistical advantages of the City of Busan, its strengths as a port city and a manufacturing base, and its potential as a tourist destination. Commissioner Diaz thanked Consul Yoo for his support, prior to and, during the mission. **Mr. Junghwan Byun**, Senior Advisor at the American Post was also on hand to welcome the delegation. He also accompanied the delegation to the Port of Busan.



Mission delegates pose with **Consul Jonathan Lee Yoo** (3rd from right) at the American Post in Busan

## Private Sector & Agency Meetings

### Korea International Trade Association (KITA)

### Korea-US Economic Council (KUSEC)



The Miami-Dade County delegation met with **Mr. Ho Keun Jang**, Executive Managing Director, International Marketing Group, KITA. He was accompanied by **Mr. Choi Jungseok**, Secretary General, Korea-US Economic Council Inc (KUSEC) and Ms. Yang Jiwon, Assistant Manager, Americas Department, KITA. Discussions focused on areas of trade and economic cooperation and collaboration, including organizing reciprocal missions, economic development initiatives and participation in economic forum, trade shows, etc. Mr. Jang accepted Commissioner Pepe Diaz' invitation and indicated that KITA will explore bringing a trade delegation to Miami-Dade County in the near future. Commissioner Diaz thanked both organizations for the support and assistance they provided to ensure the success of the Miami-Dade County' Mission to Korea.

#### About KITA

KITA was established in 1946 with the objective of advancing the Korean economy through trade. It is currently the largest business organization in Korea with over 71,000 member companies. Representing the interests of Korea's global traders, KITA serves a diverse range of roles including: providing hands-on support to trade companies, drawing trade cooperation from the private sector, formulating new trade strategies, nurturing trade professionals and building trade infrastructure. KITA's goal is to contribute to the development of the national economy as a private economic organization through advocacy of the Korean trade industry's rights and interests, and thereby facilitating global trade. For more information about KITA, please visit: [www.kita.org](http://www.kita.org)

#### About KUSEC

KUSEC, chartered in 1973, was established as a broad-based organization to promote economic cooperation between the Republic of Korea and the United States, and to promote greater awareness of Korea's role as an important partner to the United States for mutual security, trade, and investment. KUSEC fulfills its objectives through the following functions: Organizing and managing "Economic Cooperation Committees" between KUSEC and individual or regional groups of American States, assisting the economic authorities of individual states or independent agencies with their promotional activities in Korea, etc. KUSEC serves as the Secretariat for the Korea-U.S. Business Council whose American counterpart is the U.S.-Korea Business Council based in Washington D.C. The two Councils meet every January in Hawaii and again in June, alternating between Washington D.C and Seoul for the annual Korea-U.S. Business Conference. The Conference is a forum for CEOs of major corporations from both countries to update each other on the current status of economy and finance, trade, politics, and matters of security (From 1988 to October 1999, KUSEC has served as the Secretariat for the Korea-U.S. Business Council, but since November 1999, the Korea-U.S. Business Council meetings have been organized by the Federation of Korean Industries (FKI). To learn more about KUSEC, visit [www.kita.net/kusec/eng/index.html](http://www.kita.net/kusec/eng/index.html).



## Pictures of the visit to KITA at the World Trade Tower Seoul



The Miami-Dade County delegation discussing ways to collaborate on economic exchange programs with KITA officials at the office of KITA's Director General—**Mr. Ho Keun Jang**.



Miami-Dade delegation pose with officials of KITA/KUSEC

**L-R: Mr. Choi, Jungseok**, Director General, Americas Department (KITA) & Secretary General (KUSEC); **Mario Sacasa** (The Beacon Council); **Desmond Alufohai** (EDIT); **Joe Napoli** (MIA); **Mr. Ho Keun Jang**, Executive Managing Director (KITA); **Commissioner Jose “Pepe” Diaz**; **Rolando Aedo** (GMCVB) and **Eric Olafson** (PortMiami).

## Meeting with Korea Tourism Organization

During the mission **Mr. Rolando Aedo**, Executive Vice President & Chief Marketing Officer for the Greater Miami Convention & Visitors Bureau met with **Ms. Jee Eun Lee**, Deputy Director, Marketing and Planning Team, Korea Tourism Organization (KTO) to discuss areas of mutual interest in the Tourism and Hospitality sector. KTO is a global public enterprise that promotes Korea as a world class travel destination. Its corporate philosophy is to improve the quality of life in Korea and spread Korean culture worldwide through strengthening and development of the tourism industry.

To learn more about KTO visit: <http://english.visitkorea.or.kr/enu/index.kto>.



**Mr. Rolando Aedo** exchanges his business card with **Ms. Jee Eun Lee** at the Westin Chosun Seoul



The Miami-Dade delegation was received at the Port of Busan by **Mr. LIM Ki-tack**, President of Busan Port Authority. Mr. LIM thanked Commissioner Diaz for leading Miami-Dade's first official mission to the Port of Busan since the Sister Seaport Agreement between BPA and PortMiami was signed in 2009. He informed the delegation that BPA handles approximately 75.4% of total container-throughput in Korea. The BPA, he said was ranked as the 5<sup>th</sup> busiest port in the world in 2013, with 1,769 TEUs. The four busiest ports in the world ahead of Busan were: Hong Kong, China - 2,235 TEUs (4<sup>th</sup>); Shenzhen, China - 2,328 TEUs (3<sup>rd</sup>); Singapore, Singapore - 3,258 TEU's (2<sup>nd</sup>); and Shanghai, China - 3,262 (1<sup>st</sup>). BPA serves 15 national shipping lines and 35 foreign shipping lines with a total of 368 weekly service. He also noted that BPA is currently in the final phase of a New Port Development Plan which will be completed by 2020.

Commissioner Diaz expressed his gratitude and appreciation to the President and to his staff for receiving the Miami-Dade delegation and for the Port's support and assistance for the mission. Commissioner Diaz introduced his delegation and stated the purpose of the Branding Mission to Busan. He also invited the Port President to consider a return visit to Miami in the near future.

Mr. Eric Olafson, PortMiami's Manager of Intergovernmental Affairs & Cargo Development then proceeded to enumerate PortMiami's on-going capital projects, including:

- The \$2 billion post-Panamax infrastructure improvements to be ready to welcome the new class of mega cargo ships that begin pass through after the Panama Canal is expanded in 2015.
- Minus 50ft deep dredge, scheduled for completion by the Spring of 2015, at t cost of \$180 million.
- Intermodal/Freight rail restoration to connect the Port with the improved City of Hialeah intermodal rail yard.
- Super post-Panamax cranes upgrade in order to receive new Panamax ships.
- Tunnel project: A tunnel from PortMiami that will directly link the U.S. Interstate Highway System with Port facilities, providing quicker and easier access for both container traffic and cruise passengers.
- Bulkhead strengthening program. A comprehensive strengthening program to include new bollards, fenders, and water stations.

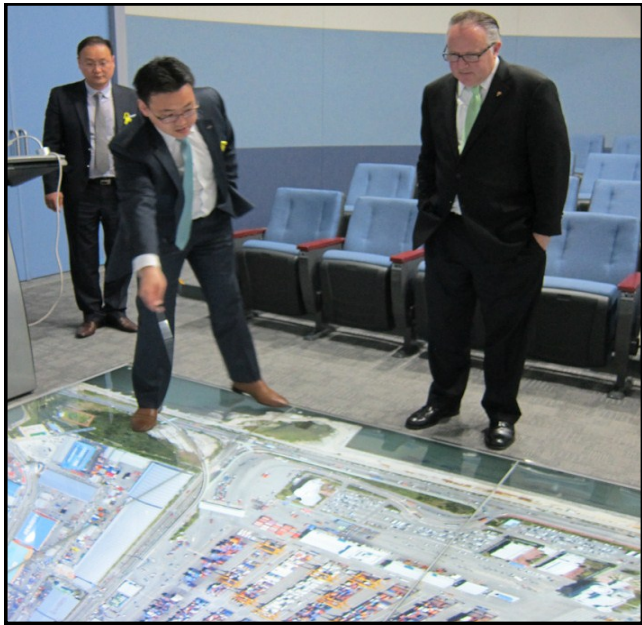
At the end of the meeting, BPA officials took the delegation on a boat tour of the Port and thereafter, Mr. Olafson joined BPA staff to visit the new Port. Mr. LIM Ki-tack hosted a special luncheon in honor of the Miami-Dade delegation to commemorate the Sister Seaport relationship.

**Pictures of meetings with officials of Busan Port Authority (BPA)**



**Foreground: Commissioner Diaz** discussing with **Mr. LIM Ki-tack**, BPA’s president during the Port visit.

**Below:** Various pictures of the boat tour of Busan Port.





## Seoul Food 2014 International Food Industry Exhibition

At the invitation of the Korea Trade-Investment Promotion Agency (KOTRA) Miami, the Miami-Dade County delegation visited the 2014 Seoul Food Show held at the Korea International Exhibition Center (KINTEX). **Mr. Joseph Kim**, KOTRA's Business Development Specialist who travelled from Miami to Seoul for the Food Show arranged the access into the KINTEX Exhibition Hall for the delegation.

The delegation met **Mr. Steven Karski**, President and CEO of South Beach Wine, a Miami-based wine business owner, at the Seoul Food Show. The Seoul Food Show was established in 1983 and it is the third (3rd) largest food industry exhibition in Asia, with more than 1,200 qualified exhibitors and 51,000 visitors from more than 50 nations.



Miami-Dade Mission Participants at the Seoul Food 2014 Show

L-R: Eric Olafson, Rolando Aedo, Steve Karski, Commissioner Diaz, Desmond Alufohai, Joe Napoli & Mario Sacasa



Left:

The Seoul Food Show signage at the entrance of KINTEX.



Right:

Pictures of Miami-Dade delegation at the Seoul Food Show.



## Comments & Feedback

“The meeting with the Miami-Dade County mission delegation presented me with a wonderful opportunity to better understand the development and areas of interest in Miami-Dade County. As our two communities have many things in common, I look forward to promoting mutually beneficial exchanges, especially in the areas of economy and tourism.”

- **Mr. Lee Young-hwal**, Vice Mayor for Economic Affairs, Busan Metropolitan City Republic of Korea.

“Hope you returned home safely with some fruitful development from the recent Korea visit. The (*Miami-Dade County Branding*) presentations were very impressive because I have been engaged in the international consultation fields representing State of Oregon and Port of Portland over 20 years in Korea...”

- **Jinwon " Jim " Kim**, Ph. D, Chairman, Association of American State Offices in Korea.

“It was a great opportunity to learn more about the Miami-Dade region and we hope to work more closely with Miami-Dade business partners to expand their business in Korea.”

- **Jessica Son**, Commercial Specialist, U.S. Embassy - Commercial Service Korea.

“This mission was exceptionally well organized with an aggressive set of productive meetings in both Seoul and Busan. Recipients were generally unaware of the potential of Miami-Dade offered and were enthusiastic about learning more and establishing a dialogue to pursue opportunities.”

- **Joe Napoli**, Miami International Airport (Mission participant).

“The Beacon Council has the opportunity to promote Miami-Dade County as the Gateway of the Americas and international trade hub at every meeting, but especially during the Miami-Dade County Branding Presentation and Workshop...Desmond Alufohai deserves our recognition for an excellent job handling the coordination of all mission related logistics.”

- **Mario Sacasa**, The Beacon Council (Mission participant).



## Mission Participants



**Jose "Pepe" Diaz**  
Miami-Dade County Commissioner



**Eric Olafson**  
PortMiami



**Roland Aedo**  
Greater Miami Convention & Visitors Bureau



**Joe Napoli**  
Miami International Airport

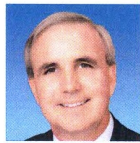


**Mario Sacasa**  
The Beacon Council



**Desmond Alufohai**  
Economic Development & International Trade

# 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*



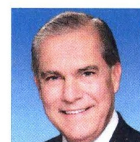
**Bruno A. Barreiro**  
*District 5*



**Xavier L. Suarez**  
*District 7*



**Dennis C. Moss**  
*District 9*



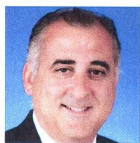
**Sen. Javier D. Souto**  
*District 10*



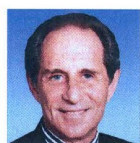
**Carlos C. Zapata**  
*District 11*



**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.