



POST-MISSION REPORT



Miami-Dade County
Economic Development
& International Trade and
International Trade Consortium

MIAMI-DADE COUNTY FLORIDA
BUSINESS DEVELOPMENT MISSION



Republic of China (Taiwan)
(Taipei)

April 20-23, 2016

ORGANIZED BY THE OFFICE OF ECONOMIC DEVELOPMENT AND INTERNATIONAL TRADE
DEPARTMENT OF REGULATORY AND ECONOMIC RESOURCES, MIAMI-DADE COUNTY





Business Development Mission Republic of China (Taiwan)

(Taipei)

April 20 - 23, 2016

Mission Leader

The Honorable Jose “Pepe” Diaz

Miami-Dade County Commissioner

Chairman, International Trade Consortium (ITC) Board of Directors

Post-Mission Report

Office of Economic Development and International Trade

Department of Regulatory and Economic Resources

Miami-Dade County, Florida, USA

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Appreciation

The Honorable Jose “Pepe” Diaz, Chairman, ITC Board of Directors and members of the ITC Board of Directors, as well as the Office of Economic Development and International Trade (EDIT) of Miami-Dade County extend their appreciation and gratitude to Mr. Philip Wang, director-general of the Taipei Economic and Cultural Office (TECO) in Miami; Ms. Sandra Sun, director of Taiwan Trade Center (TAITRA) in Miami; mission participants; sponsors; vendors; service providers; interns; volunteers and partners for their invaluable support and assistance towards the planning and execution of the 2016 Business Development Mission to the Republic of China (Taiwan). The successful outcomes from this mission could not have been achieved without their support, cooperation and collaboration.

Thank You!

Executive Summary

The ITC Board of Directors approved an out-bound mission to the People's Republic of China (PRC) on February 11, 2015. By the summer of 2015 staff commenced work on the mission. Meetings were held with officials of the U.S. Export Assistance Center in Miami, Enterprise Florida Inc., (EFI) and other stakeholders. At that time, EFI was already planning its own Export Sales Mission to Korea and Taiwan, scheduled for April 2016. In light of EFI's mission, staff included Taiwan as an option for mission participants and aligned the dates accordingly. Subsequently, the 2016 mission dates were finalized as follows: **Shanghai** (April 12 - 15); **Hangzhou** (April 15 - 17), **Guangzhou** (April 17 - 20) and **Taipei** (April 20 - 23,) Taipei was included as optional.

EDIT staff had follow-up meetings with Manny Mencia and John Diep of EFI to coordinate the mission details. Additionally, staff met with Philip Wang, director-general of the Taipei Economic and Cultural Office (TECO) in Miami and Sandra Sun, director of the Taiwan Trade Center (TAITRA) in Miami to discuss and plan for the mission. TECO and TAITRA provided invaluable support, leads and access to the Ministry of Foreign Affairs (MOFA) and TAITRA in Taipei. Mr. Wang also hosted a pre-mission dinner briefing for the delegation prior to departure.



L-R: Anabel Mendez, Manny Gonzalez, Philip Wang, Commissioner Jose "Pepe" Diaz, Sandra Sun, Sara Chen and Desmond Alufohai at the pre-mission planning meeting.

The purpose of the business development mission was to foster bilateral trade, commerce, economic cooperation, tourism and cultural exchanges between Miami-Dade County and Taiwan.

EDIT staff planned, organized and recruited participants for the mission, and prepared a comprehensive agenda for mission participants. During the mission, participants had ample opportunities to meet with high-level U.S. government officials, representatives of U.S. Department of Commerce and World Trade Center Taipei, and obtained customized economic briefings and presentations from officials of the American Institute in Taiwan (AIT). Additionally, the delegation met with the mayor and officials of New Taipei City, conducted a branding workshop to promote the County's attributes and unique assets, and visited the Yingge Ceramics Museum, the Giftionery Taipei 2016 and Taiwan Souvenir Trade Show.

No funds from Miami-Dade County government or tax payers were used for the mission. Mission-related expenses, including travel and lodging, for the mission leader and two staff members were solicited and acquired through sponsorships from the private sector and from the Trade Mission Center (TMC) not-for-profit account.

Mission Activities and Highlights

Meeting with the Mayor of New Taipei City, Taiwan

The Miami-Dade delegation met with the Honorable (Dr.) Eric Liluan Chu, mayor of New Taipei City. Commissioner Diaz and Dr. Chu discussed ways to foster and expand trade and cultural exchanges. Miami-Dade County and New Taipei City (formerly Taipei County) have been engaged in a sister cities relationship since 1989.



Top: Commissioner Jose “Pepe” Diaz meets with Dr. Eric Liluan Chu, mayor, New Taipei City, Taiwan.

Below: Mission delegates with Mayor Eric Chu and New Taipei City officials.



Luncheon hosted by Deputy Mayor Chen Shen-hsien

After meeting with Mayor Eric Chu, the delegation was hosted at a luncheon at the city hall by Deputy Mayor Chen Shen-hsien and city commissioners. Both sides exchanged ideas about municipal governance, best practices and private-public partnerships (P³).



Commissioner Diaz and Mr. Chen Shen-hsien, deputy mayor, New Taipei City.



Rolando Aedo pins a New Taipei city commissioner with GMCVB's symbolic palm tree lapel pin.



Manny Gonzalez (standing) presents a Miami Marlins baseball cap to one of the guests.

Tour of New Taipei City Hall

The delegation also participated in a show/exhibition of products at the lobby of city hall. The pictures below show mission participants viewing the various displays in the lobby.



Below : Commissioner Diaz and Councilman Cabrera observe a presentation.



Mission participants at the New Taipei city hall lobby.

In-Country & Market Opportunity Briefing in Taipei

Mr. Mark A. Lewis, commercial deputy chief, American Institute in Taiwan, briefed the Florida delegation on trade and market opportunities in Taiwan. Florida Secretary of Commerce Bill Johnson and Commissioner Diaz also made brief remarks at the event. Commissioner Diaz expressed his appreciation to AIT and EFI for providing support and assistance to Miami-Dade's mission to Taiwan and proceeded to introduce the Miami-Dade delegation.



L-R: Bill Johnson, Mark A. Lewis and Commissioner Diaz at the briefing.



L-R: Commissioner Diaz, Rolando Aedo and Ken Pyatt at the AIT in-country briefing.

Below: Miami-Dade delegation with EFI mission participants and AIT staff.



Miami-Dade Branding Workshop at the World Trade Center, Taipei

The Miami-Dade delegation gave presentations at the joint Florida Business Seminar and Branding Workshop organized by Enterprise Florida. The event was held at the World Trade Center, Taipei. The presenters include Florida Secretary of Commerce Bill Johnson, David Hart, Florida Chamber of Commerce; Fred Glickman, Vice President of EFI; Jim Pyburn, Port Everglades; Manny Gonzalez and Commissioner Diaz. The Miami-Dade contingent showed a video entitled “Come Trade with Us,” and gave a presentation about trade and business opportunities in the County. They also highlighted tourism and investments as well as Miami International Airport and PortMiami as trade and logistics hubs.



Commissioner Diaz addresses guests during the branding presentation.



Top and bottom pictures of participants at the briefing session.



Meeting with representatives of Evergreen Marine Corporation (Taiwan) Ltd.

One of highlights of the mission to Taipei was the meeting with representatives of Evergreen Marine Corporation Ltd. Commissioner Diaz, together with Eric Olafson, Ken Pyatt and Rolando Aedo, visited Evergreen to discuss the County's geographic advantages and PortMiami's readiness to receive the Evergreen shipping line in light of its capital projects and port improvement initiatives for the post-Panamax ships. The meeting ended on a very positive note, and PortMiami may be announcing details of the outcome of this meeting in the near future.



Top and bottom pictures show Miami-Dade County officials meeting with representatives of Evergreen Marine Corp., Taipei.



Meeting with representatives of Yang Ming Marine Transport Corporation, Taipei

The Miami-Dade delegation also met with representatives of Yang Ming Marine Transport Corporation to present PortMiami's geographic advantages and recent capital improvements and upgrades. This meeting also ended on a very positive note.



Top: Eric Olafson of PortMiami making his presentation to officials of Yang Ming.

Below: The meeting in progress.



Dinner Reception hosted by the Ministry of Foreign Affairs, Republic of China (Taiwan)

Ms. Christine M. Y. Hsueh, director-general, Department of North American Affairs, Ministry of Foreign Affairs, (MOFA) hosted a dinner reception in honor of the Florida delegation during the mission. Secretary Johnson thanked MOFA for hosting the event and reiterated the purpose of EFI's mission to Taiwan. Commissioner Diaz also gave brief remarks on behalf of the Miami-Dade County delegation and presented Ms. Hsueh with a protocol gift at the conclusion of dinner.



L-R: Manny Gonzalez, Commissioner Diaz and Christine M. Y. Hsueh, receiving a protocol gift.



Seated from L-R: Councilman Pete Cabrera, Commerce Secretary Bill Johnson, Christine M. Y. Hsueh, Commissioner Diaz, Wennie Chen, Enterprise Florida, Taipei Office.

Standing: Mission participants and guests at the MOFA event.

Business Networking Reception hosted by the American Institute in Taiwan

Mission participants joined EFI delegates and Taiwanese guests at the networking reception organized by EFI and AIT.



Rafael Hernandez exchanges business card, with a potential client.



L-R: Commissioner Diaz, Robert W. Forden, Deputy Director of AIT; and Secretary of Commerce Bill Johnson.



Anabel Mendez and Commissioner Diaz at the networking reception.



Delegates listening to remarks by a speaker at the reception.



L-R: David Liu, former Director of Taiwan Trade Center in Miami; Wennie Chen, Director of EFI Office in Taiwan; and Desmond Alufohai at the Miami-Dade branding event.

Giftionery Taipei 2016 & Taiwan Souvenir Trade Show

Delegates attended the 70th edition of Giftionery Show & Souvenir Trade Show, with exhibitions by big brands and innovative small companies. The show is attended annually by more than 20,000 buyers and 700 exhibitors. TAITRA provided complimentary entry tickets for mission participants.



Tour of Yingge Ceramics Museum, Taipei

Mission participants also toured the New Taipei City Yingge Ceramics Museum (YCM). The museum displays ceramic products and masterpieces created with wind stoves, clay and glazes, showcasing the beauty of Taiwanese ceramics renowned worldwide. Since the YCM opened in 2000, it has become the leading county museum in Taiwan and the first professional museum wholly dedicated to ceramics. The museum also combines the essence of the wisdom of the ceramics industry, government and scholars to ensure that the “fire” in Yingge's kilns will never be extinguished.



L-R: Jose Tovar, Rolando Aedo and Rafael Hernandez listening to the museum staff guide.

Mission Participants

INDUSTRY SECTOR

GOVERNMENT & ECONOMIC DEVELOPMENT



Hon. Jose "Pepe" Diaz
Miami-Dade County
Commissioner -
District 12



Hon. Pete Cabrera
Councilman -
City of Doral



Kenneth Pyatt
Miami-Dade Aviation
Department



Rolando Aedo
Greater Miami Convention
& Visitors Bureau



Manny J. Gonzalez
EDIT
Miami-Dade County



Mario Sacasa
The Beacon Council



Desmond Alufohai
EDIT
Miami-Dade County



Eric Olafson
PortMiami
Miami-Dade County



Anabel Mendez
Office of Commissioner Jose
"Pepe" Diaz
Miami-Dade County
District 12

INDUSTRY SECTOR TOURISM (HOSPITALITY & EB-5 PROGRAM)



Rafael Hernandez
Sunsol Hotels

INDUSTRY SECTOR LEGAL & PROFESSIONAL SERVICES



Ileana Arias Tovar
Arias Tovar & Associates



Jose G. Tovar
Arias Tovar & Associates

MIAMI-DADE COUNTY OFFICIALS



Carlos A. Gimenez
Mayor



Jean Monestime
District 2
Chairman, Board of
County Commissioners



Esteban Bovo, Jr.
District 13
Vice Chairman, Board of
County Commissioners



Barbara J. Jordan
District 1



Audrey M. Edmonson
District 3



Sally A. Heyman
District 4



Bruno A. Barreiro
District 5



Rebeca Sosa
District 6



Xavier L. Suarez
District 7



Daniella Levine Cava
District 8



Dennis C. Moss
District 9



Sen. Javier D. Souto
District 10



Carlos C. Zapata
District 11



José "Pepé" Díaz
District 12



Harvey Ruvín
Clerk of Courts



Pedro J. Garcia
Property Appraiser



Abigail Price-Williams
County Attorney

MIAMI-DADE BOARD OF COUNTY COMMISSIONERS

The Commissioners set policies and establish laws for the community. 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 Jean Monestime as Chairman, with his two-year term as Chair beginning Jan. 1, 2015.

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.

STRONG MAYOR

Miami-Dade has a Strong 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.