



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



MIAMI-DADE COUNTY MISSION TO PARIS & MARSEILLE, FRANCE JUNE 16 - 20, 2019



Aerial view of Paris Air Show at "Le Bourget" & Marseille

Mission Leaders

**Honorable Carlos A. Gimenez
Mayor of Miami-Dade County**

**Honorable Barbara J. Jordan
Miami-Dade County Commissioner, District 1**

Organized By

Department of Regulatory and Economic Resources
Office of Economic Development and International Trade

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EXECUTIVE SUMMARY

The Office Economic Development and International Trade (OEDIT) is part of the Miami-Dade County Department of Regulatory and Economic Resources (RER). OEDIT promotes Miami-Dade County as a global gateway both locally and abroad by developing and expanding trade opportunities throughout the world. OEDIT coordinates with the principal economic development agencies in Miami-Dade County to ensure a comprehensive and unified approach to programs.

As part of its outreach activities, OEDIT organizes missions to promote commercial opportunities and investment in Miami-Dade and to bring business opportunities to local businesses. Elected officials of Miami-Dade County's government lead the missions, and they include the participation of senior personnel from key County departments and other local economic development agencies. One of the goals of these missions is to share best practices and to strengthen the relationship with the host government and local economic development agencies in the country.

According to WorldCity's 2018 *Miami Trade Numbers* publication, France is the Miami Customs District 52's 10th-largest trading partner and continues to be our top European trading partner. In 2018, total trade with France amounted to \$2.9 billion (up 9%), and the region ranked as France's 8th most important gateway for U.S. trade. In 2018, civilian aircraft engines, equipment and parts was our top export to France. Aircraft engines and engine parts were also the fastest-growing top import commodity (up 98% from 2017). France is one of the top foreign direct investment sources for South Florida. It has the 3rd most multinational corporations, 49, among all foreign countries with a presence in Miami.

In November 2017, Miami-Dade County hosted one of the largest inbound delegations to Miami-Dade County, led by the Honorable Jean Claude Gaudin, mayor of Marseille, France. A sister city agreement was signed between Miami-Dade County and Aix-Marseille-Provence Metropolis. Mayor Gaudin extended an invitation for Miami-Dade County Mayor Carlos A. Gimenez to visit Marseille.

In April 2019, Mayor Gimenez directed staff to begin planning a Miami-Dade County mission to France in June 2019, to coincide with the 53rd Paris Air Show and to visit Marseille. From April 9 to 17, OEDIT's Senior Trade Specialist Maria Dreyfus-Ulvert conducted a pre-mission trip to Paris and Marseille. The visit provided staff the opportunity to review and evaluate service providers, develop budget estimates and design and finalize all aspects of the draft program/agenda and logistics.

EXECUTIVE SUMMARY

(cont'd)

The 2019 Miami-Dade County Mission to Paris and Marseille, France was a collaborative effort between the Miami-Dade Aviation Department, PortMiami, and the Miami-Dade Beacon Council. The Consulate General of France in Miami supported this mission.

The objectives of the mission were to:

1. Attend the 53rd International Paris Air Show;
2. Promote Miami-Dade County as a global gateway;
3. Strengthen trade, investment, and cultural ties between Miami-Dade County and Marseille, France

The mission included the participation of 12 delegates from Miami-Dade representing the public sector and economic development organizations (EDO's). Eight participants were from the public sector, and four were from the local economic development agencies.

The Miami-Dade delegation included the following:

- The Honorable Carlos A. Gimenez, Mayor, Miami-Dade County (Mission Leader)
- The Honorable Barbara J. Jordan, Miami-Dade County Commissioner, District 1 (Co-leader)
- Mr. Lester Sola, director and CEO, Miami-Dade Aviation Department (MDAD)
- Mr. Juan Kuryla, director, PortMiami
- Mr. Michael Finney, president and CEO of the Miami-Dade Beacon Council
- Ms. Penny Shaffer, chair, Board of Directors of the Miami-Dade Beacon Council
- Mr. Alex Ferro, Mayor's chief of staff
- Mr. Andre Ragin, chief of staff of Commissioner Jordan
- Mr. Manny Gonzalez, chief, OEDIT
- Mr. James Kohnstamm, senior vice president of economic development programs, the Miami-Dade Beacon Council
- Mr. Stanley Rigaud, vice president of international economic development programs, the Beacon Council
- Ms. Maria Dreyfus-Ulvert, senior trade specialist, OEDIT

EXECUTIVE SUMMARY

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Miami-Dade County Mission to Paris and Marseille, France was held from June 16 to 20, 2019. On Sunday, June 16, several members of the Miami-Dade delegation attended a networking event organized by the Aerospace Alliance. The mission of the alliance, which consists of the states of Alabama, Florida, Louisiana and Mississippi, is to establish the region as a world-class aerospace and aviation corridor.

On Monday, June 17, the Miami-Dade delegation attended the 53rd International Paris Air Show at the Paris-Le Bourget Airport. Mayor Gimenez and Commissioner Jordan met with five companies that were either investing, expanding or seeking to invest in South Florida. At the meetings, the Mayor and Commissioner Jordan highlighted Miami-Dade's unique assets, its favorable business climate, and its role as an international trade platform and innovation and technology hub in the Americas.

On June 18, the Honorable Jean-Claude Gaudin, mayor of Marseille, hosted the Miami-Dade delegation. During the visit to Marseille, the delegation also met with investors and top executives from CMA-CGM, the third-biggest container shipping company in the world, with headquarters in Marseille, France. On June 19, the delegation visited Station F, the world's largest incubator for startups, located in Paris. The objective of the visit was to learn about best practices in the technology and innovation sector in France and foster possible collaboration.

MISSION HIGHLIGHTS BY THE NUMBERS:

- Total number of mission participants: **12**
 - 8 government representatives
 - 4 economic development organization representatives
- Total number of Government-to-Business (G2B) sector meetings: **7**
- Total number of Government-to-Government (G2G) meetings: **2**

Other Mission Highlights:

- Mayor Gimenez, Commissioner Jordan and representatives from the Beacon Council, PortMiami and MDAD met with various global aviation companies at the Paris Airshow to promote Miami-Dade County's competitive advantages in the aviation sector.

Other Mission Highlights

(cont'd)

- The Miami-Dade delegation met with Bollore Logistic to promote Miami-Dade as a global gateway. The newly appointed CEO of Bollore Americas visited Miami in August 2019. He indicated Bollore is considering expanding his operation in Miami by 2020.
- The Miami-Dade delegation met with Bombardier's CEO, who expressed interest in visiting Miami and supporting the development of local talent.
- The Airbus Urban Air Mobility team will visit Miami in October 2019. They expressed interest in signing an MOU with Miami-Dade.
- Mayor Gaudin hosted the delegation from Miami-Dade and discussed areas of mutual collaboration and exchange of best practices.
- A company from Marseille, named Colortrain, is interested in investing in Miami. Representatives of Colortrain met with Mayor Gimenez in July.
- The Miami-Dade delegation met with the head of La French Tech at Station F to learn about best practices in the technology and innovation sector in France. Representatives of La French Tech are planning to visit Miami in the second half of 2019. He expressed interest in attending the Emerge Americas Conference in 2020.
- The delegation extended invitations to all engaged government and private-sector organizations to bring a reciprocal trade mission to Miami-Dade and offered the County's support.

53rd INTERNATIONAL PARIS AIRSHOW AT LE BOURGET

On June 17, the Miami-Dade delegation attended the 53rd International Paris Airshow at Le Bourget. The Paris Air Show is the largest air show/aerospace industry exhibition in the world as measured by number of exhibitors and exhibition space. Approximately 360 U.S. companies exhibited at the show, and the Florida Pavilion, organized by Enterprise Florida, showcased 25 Florida companies/organizations that included four from Miami-Dade: Air Quality Aviation Inc., Delta International Inc., the Miami-Dade Aviation Department and the Miami-Dade Beacon Council.

The Miami aviation industry has four sectors that continue to grow and prosper: maintenance, repair and overhaul (MRO); flight simulator training; parts distribution; and Pharma Hub. According to the Miami-Dade Beacon Council, Miami-Dade is home to almost 500 aviation companies employing nearly 26,217 skilled workers.

The Miami-Dade delegation attended the inauguration of the Florida Pavilion. According to Jamal Sowell, secretary of commerce, president & CEO, Enterprise Florida, Inc.: "This is the ideal location for our small-and-medium-sized businesses to display their innovative products and services. It is also the perfect setting for our economic development partners to talk with industry leaders and share the Florida business story."

During the first day of the show, the delegation met with a number of leading global aviation companies. The objective of these meetings was to promote Miami-Dade as a strong aviation center and home to one of the largest clusters of MRO providers and training centers in the country. The delegation also met with logistic companies to promote Miami as a global hub. Meeting participants included Mayor Gimenez, Commissioner Jordan, Michael Finney, Lester Sola, Juan Kuryla, Penny Shaffer, James Kohnstamm, Alex Ferro, Manny Gonzalez, Andre Ragin and Maria Dreyfus-Ulvert. These meetings were organized by the Miami-Dade Beacon Council and OEDIT.

The Mayor and Commissioner Jordan also met with several Miami-Dade companies that were exhibiting or visiting the Paris Airshow. These companies came to take advantage of the opportunity to showcase their products and learn about the latest trends in the aviation/aerospace industry.

53rd INTERNATIONAL PARIS AIRSHOW AT LE BOURGET

(cont'd)



Pictures above, right and below: Mayor Gimenez and Commissioner Jordan meet with Miami-Dade companies attending the Paris Airshow.



GOVERNMENT TO BUSINESS (G2B) MEETINGS IN PARIS

MEETINGS WITH AVIATION & LOGISTICS COMPANIES AT LE BOURGET (JUNE 17)

Meeting with Atlas

On June 17, the Miami-Dade delegation met with John Dietrich, president and CEO, and Michael Steen, executive vice president and chief commercial officer, of Atlas Air, the leading cargo operator at Miami International Airport (MIA). Miami-Dade County is the flight training hub of the Americas, and Atlas maintains a flight training facility in Miami. The Mayor and Commissioner Jordan thanked Atlas Air for their investment in Miami and expressed support for Atlas' further growth in Miami-Dade County.



Above: Mayor Gimenez and Commissioner Jordan meet with John Dietrich, President and CEO of Atlas Air during the Paris Airshow at Le Bourget.

Meeting with Barfield/Air France

The delegation also met with Barfield /Air France Industries. Barfield, avionics MRO, is a wholly owned subsidiary of Air France Industries KLM Engineering & Maintenance (AFI KLM E&M) network, a major MRO provider. Founded in Miami in 1945, Barfield has three facilities located in Miami-Dade: Miami, Doral and Medley, to serve the needs of customers operating commercial or regional aircraft in North, Central and South America. During the meeting, the Mayor and Commissioner highlighted Miami's role as an MRO hub of the Americas. They also thanked Barfield/AFI/KLM representatives for the investments in Miami and expressed support for further growth in the area.

GOVERNMENT TO BUSINESS (G2B) MEETINGS IN PARIS

(cont'd)

Meeting with Bollore Logistics

On June 17, the Miami-Dade delegation met with Yves Laforgue, who was recently appointed as the new CEO of the Americas for Bollore Logistics. Thierry Ehrenbogen, CEO of Bollore, also welcomed the delegation. Bollore Logistics is a global leader in international transportation and logistics. During the meeting held at the Bollore Chalet, Mayor Gimenez and Commissioner Jordan thanked Bollore for their investment. Lester Sola highlighted Miami's role as a logistic and e-commerce hub for the region, and noted that Miami has been designated as a Pharma Hub. Mr. Laforgue thanked the delegation for their visit and indicated that he was impressed by the dynamism and vision of Miami-Dade County. As a follow up to this meeting, Mr. Laforgue is planning to visit Miami in August of 2019.



Above: Mayor Gimenez and Commissioner Jordan with Yves Laforgue, newly appointed CEO for the Americas at Bollore Logistics.

GOVERNMENT TO BUSINESSES (G2B) MEETINGS IN PARIS

(cont'd)

Meeting with Bombardier

On June 17, the Miami-Dade delegation met with Alain Bellemare, president and CEO of Bombardier, Inc., a Montreal-based regional and private aircraft manufacturer. During the meeting, Mr. Bellemare welcomed the delegation and highlighted Bombardier's investment in a new service center at Miami-Opa Locka Executive Airport that will double its services capabilities for U.S. and Latin American customers. The facility will become operational in 2020 and will provide a range of scheduled and unscheduled maintenance, modifications, avionics installations and on-ground support for Bombardier's Learjet, Challenger and Global business jet lines. Mayor Gimenez and Commissioner Jordan thanked Bombardier's president for their investment in a state-of-the-art facility in Miami-Dade County that will employ nearly 172 people in high-paying jobs. Mr. Bellemare also highlighted Bombardier's interest in developing and hiring local talent. Mayor Gimenez and Commissioner Jordan offered their support and assistance in facilitating partnerships with the local schools.



Above: Mayor and Commissioner Jordan meet with Alain Bellemare, president and CEO of Bombardier, at the Paris Airshow.

GOVERNMENT TO BUSINESS (G2B) MEETINGS IN PARIS

(cont'd)

Meeting with Airbus - Urban Air Mobility Team

The delegation met with Eduardo Dominguez-Puerta, senior vice president and head of urban air mobility at Airbus on June 17. Mr. Dominguez-Puerta explained Airbus' vision of urban air mobility (UAM). He said that UAM oversees the development of two eVTOL (electric vertical takeoff and landing) vehicle demonstrators such as the Vahana and the CityAirbus. Both vehicle demonstrators are the twin pillars of Airbus' initial vehicle demonstrator strategy, which focuses on exploring electric-powered vehicle prototypes using different configurations and technologies.

Since the Vahana was on display at the Paris Airshow, Mr. Dominguez-Puerta invited the delegation to see the Vahana up close and invited Mayor Gimenez to go inside the vehicle. The Vahana is an all-electric, single-seat, tilt-wing vehicle demonstrator designed to advance self-piloted, eVTOL flight. To date, the Vahana has flown over 80 full-scale test flights. Mayor Gimenez thanked Mr. Dominguez-Puerta for the briefing and tour and invited him to visit Miami. Mr. Dominguez-Puerta responded that a delegation from the UAM team will visit Miami in October to explore possible collaboration.



Above Left: Mayor Gimenez inside the Vahana at “Le Bourget”. **Above right:** Mayor Gimenez and Commissioner Jordan during the visit to the Vahana.

GOVERNMENT TO BUSINESS (G2B) MEETINGS IN PARIS

(cont'd)



Above (from left to right): Zachary Lovering, vice president of UAM systems at Airbus Americas; Commissioner Barbara J. Jordan; Mayor Carlos A. Gimenez; Jeff Knittel, CEO of Airbus Americas; Eduardo Dominguez- Puerta, senior vice president UAM; and Lester Sola, director of Miami-Dade Aviation Department during the visit to the Airbus Chalet.

GOVERNMENT TO BUSINESS (G2B) MEETINGS IN MARSEILLE

Meeting with Colortrain

During a networking lunch on June 18, Mayor Gimenez was introduced to Nicolas Swaton, partner of Société Marseillaise de Tourisme. Mr. Swaton explained that his group is interested in developing Colortrain, a sightseeing hop-on, hop-off clean, trackless train in Miami for tourists. Mayor Gimenez thanked him for his interest in investing in the Miami-Dade and offered the County's support to move this project forward. Representatives of Colortrain met with Mayor Gimenez in Miami following the trip to Marseille.



Above (from left to right): Michael Finney, Mayor Gaudin, Nicolas Swaton, Mayor Gimenez, Bertrand Swaton and Didier Parakian.

Meeting with CMA-CGM

On June 18, the Miami-Dade delegation visited CMA-CGM's headquarters in Marseille. CMA-CGM is the third-largest transportation and shipping company in the world. The delegation was greeted by Mr. Mathieu Friedberg, senior vice-president and Mr. Jean-Baptiste Olagnero, institutional relations, at CMA-CGM. Mr. Olagnero gave a company presentation and explained that CMA-CGM is a leading worldwide transport and logistics group led by Rodolphe Saade. Mr. Friedberg welcomed the group on behalf of Mr. Saade. He explained that CMA-CGM recently acquired CEVA, a world leader in logistics services. He noted the company is enjoying sustained growth and is innovating maritime, overland and logistics solutions. He added that with CEVA's acquisition, CMA-CGM has confirmed its position as a leading worldwide maritime transport and logistics group present in 160 countries, supported by a team of 110,000 employees with more than \$30 billion in revenue.

GOVERNMENT TO BUSINESS (G2B) MEETINGS IN MARSEILLE

(cont'd)

PortMiami Director Juan Kuryla thanked CMA-CGM for their presentation and shared an update on PortMiami. To conclude, Mr. Friedberg confirmed their commitment to continue growing its north/south operations through the regional office in Miami and thanked the Mayor for his visit. The Mayor extended an invitation for Mr. Saade to visit Miami.



Above (from left to right): Michael Finney, Mayor Gimenez, Mathieu Friedberg, Jean-Baptiste Olagnero, and Juan Kuryla at CMA-CGM Headquarters in Marseille.

GOVERNMENT TO GOVERNMENT (G2G) MEETING IN MARSEILLE

Mayor Gimenez's Official Visit to Marseille

On June 18, the Miami-Dade delegation visited Marseille, the second-largest city in France. The delegation was hosted by the Honorable Jean-Claude Gaudin, mayor of Marseille, who invited Mayor Gimenez to visit his city in 2015, when Miami-Dade County led a business development mission to Marseille.

A reciprocal inbound mission from Marseille led by Mayor Gaudin visited Miami in November 2017. The 120-member delegation included Ms. Martine Vassal, first vice-president of Aix-Marseille-Provence Metropolis; Mr. Jean-Luc Chauvin, president of the Chamber of Commerce and Industry of Marseille-Provence; and French organizations and companies interested in doing business in South Florida. On November 6, 2017, a sister city agreement was signed between Miami-Dade County and Aix-Marseille-Provence Metropolis. The agreement seeks to promote and expand trade, tourism, cultural, economic and educational opportunities between both counties/regions.

Mayor Gaudin greeted the delegation at Marseille City Hall and hosted a networking lunch. He thanked Mayor Gimenez for his visit and noted that both communities share many similarities, such as being international gateways. The Miami-Dade delegation had the opportunity to network with government officials such as Mr. Jean Roatta, deputy mayor in charge of international affairs and Euro-Mediterranean cooperation; Mr. Didier Parakian, deputy mayor in charge of economy and business affairs; and Ms. Dominique Vlasto, deputy



Above: Mayor Gaudin welcomes Mayor Gimenez at Marseille City Hall.

GOVERNMENT TO GOVERNMENT (G2G) MEETING IN MARSEILLE

(cont'd)

mayor in charge of tourism, convention and cruises. During the lunch, both Mayors discussed ways to strengthen the relationship between the two communities and identified areas of cooperation and best practices. Mayor Gaudin noted that one of the French companies that joined him during the trip to Miami, Société Marseillaise de Tourisme, wants to launch a tourism project in Miami and requested the Mayor's support.

After the networking lunch, Mayor Gaudin invited the Mayor to visit Notre Dame de la Garde, known to be the city's best-known symbol. Mayor Gimenez thanked Mayor Gaudin for his warm hospitality and invited him to come back to Miami-Dade soon.



Above (from left to right): Jean Roatta, Mayor Gimenez, Mayor Gaudin and Didier Parakian greet Mayor Gimenez at Marseille City Hall.

GOVERNMENT TO GOVERNMENT (G2G) MEETING IN MARSEILLE

(cont'd)



Left picture (from left to right): Deputy Mayor Didier Parakian, Mayor Gaudin and Mayor Gimenez during visit to Notre Dame de la Garde. **Right picture:** Mayor Gimenez inviting Mayor Gaudin to visit Miami. **Below:** Mayor Gaudin and Mayor Gimenez with children from Marseille visiting the Notre Dame de la Garde Basilica.



EXPLORATIVE MEETING

Site visit to Station F

The Miami-Dade delegation visited Station F on June 19. Station F is the world's largest business incubator for startups and is located in a former rail freight depot in Paris. The delegation was greeted by Gaultier Brand-Gazeau, head of international affairs of La French Tech at the Ministry of Economy and Finance of France.

Mr. Brand-Gazeau welcomed the delegation and explained that his office is at Station F. He stated that the 34,000 m² all-inclusive start up facility was financed by French telecom billionaire Xavier Niel. Station F was formally opened by President Macron in June 2017 to promote and support the French tech ecosystem. The facility provides office accommodation for up to 1,000 start-up and early-stage businesses, and established corporate interests such as Facebook, Microsoft and Naver. He noted that Station F currently has more than 30 startup programs, 35 public administrations, 40 venture capital funds, four mentorship offices and organizes about 600 events per year.



Mayor Gimenez thanked Mr. Gaultier Brand-Gazeau for his presentation and invited him to come to Miami and offered the County's support. The Mayor highlighted that Miami is the home of Emerge Americas and has been ranked as the #1 city for start-ups in the U.S. Mr. Brand-Gazeau thanked the Mayor and indicated that's his team will visit Miami-Dade in the fall to learn about the Miami's tech ecosystem and explore possible participation at Emerge Americas Conference in 2020.

Above and left: Miami-Dade Delegation with Gaultier Brand-Gazeau.

APPRECIATION

Miami-Dade County Mayor Carlos A. Gimenez, Commissioner Barbara J. Jordan, the Chair and the Board of Directors of the International Trade Consortium (ITC) wish to thank the many different organizations who contributed to the success of Miami-Dade County's mission to Paris and Marseille, France. While OEDIT-RER was pleased to be the lead planning agency, we offer our deepest thanks for the collaboration and support of our friends, and of local and foreign partners.

Supporting Organizations:

- Miami-Dade Aviation Department (MDAD)
- PortMiami
- The Miami-Dade Beacon Council
- Enterprise Florida
- The U.S. Commercial Service
- The Greater Miami Convention and Visitors Bureau (GMCVB) Office in France
- Consulate General of France in Miami
- Ministry of Economy and Finance of France
- Station F
- City of Marseille
- CMA-CGM
- Bollore Logistics
- Atlas
- Air France
- Airbus Urban Air Mobility (UAM)
- Bombardier



MIAMI-DADE COUNTY

Carlos A. Gimenez

Mayor

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