



Miami-Dade County  
Board of County Commissioners  
International Trade Consortium



MIAMI-DADE  
BEACON COUNCIL



# BUSINESS DEVELOPMENT MISSION TO FRANCE

END OF MISSION REPORT

JUNE 18-24, 2023

ORGANIZED BY

**MIAMI-DADE COUNTY INTERNATIONAL TRADE CONSORTIUM (ITC)  
IN COLLABORATION WITH MIAMI-DADE BEACON COUNCIL**



# OFFICIAL BRIEFING

ORGANIZED BY  
**MIAMI-DADE COUNTY**  
**INTERNATIONAL TRADE CONSORTIUM (ITC)**  
**IN COLLABORATION WITH MIAMI-DADE BEACON COUNCIL**

LED BY  
**The Honorable Oliver G. Gilbert, III**  
**Chairman, Miami-Dade Board of County Commissioners &**  
**The International Trade Consortium**

JOINED BY  
**The Honorable Kevin M. Cabrera, Commissioner, District 6, Miami-Dade**  
**Board of County Commissioners & Vice Chairman, ITC**

**and**

**The Honorable Keon Hardemon, Commissioner, District 3, Miami-Dade**  
**Board of County Commissioners and Chairman, Airport and Economic**  
**Development Committee**

**PARIS & MARSEILLE, FRANCE**  
**JUNE 18-24, 2023**

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## ABOUT US

The International Trade Consortium (ITC) promotes Miami-Dade County as a Global Gateway for bilateral trade and enhances access to economic development opportunities for local companies. Established in November 2002, our office is the lead liaison between the County and the Consular Corps of Miami and serves as a one-stop information and referral resource for international affairs and trade.

ITC works with a wide range of partners, including foreign diplomatic and trade offices, bi-national chambers of commerce and county, state and federal government agencies, and economic development agencies, along with the Miami International Airport and PortMiami. We plan the County's official outbound business development missions, support inbound trade missions, and manage the Sister Cities program of Miami-Dade County.

## ITC SERVICES

**International Business Development Missions and Shows:** International outbound missions consist of meeting with high-level government officials and economic development agencies to promote Miami-Dade County's role as a "Global Gateway" and the "Gateway to the Americas" for international trade.

**Inbound Trade Missions:** Foreign inbound trade missions are diplomatic reciprocal visits made by cities visited by Miami-Dade County. The ITC is the one stop center for incoming trade missions looking to do business in Miami-Dade County.

**Calendar of Events:** Listing of events hosted by the ITC and strategic business partners promoting bilateral trade.

**Business Trade Alerts Newsletter:** Miami-Dade County's latest trade alerts, international affairs, and consular corps news.

## MIAMI-DADE COUNTY IS A GLOBAL TRADE HUB

- GDP: \$151.9 billion
- Population: 2.8 million residents
- \$11 billion annual budget
- Operates Miami International Airport & PortMiami
- Growing tech + innovation ecosystem
- 4<sup>th</sup> largest Consular Corps in the US
- 73 consulates in South Florida
- 29 binational chambers
- 14 foreign trade offices
- 1400+ multinational corporations in South Florida, 72% in Miami-Dade County

## ITC BOARD MEMBER ORGANIZATIONS

The ITC Board of Directors is made up of 14 member organizations from public and private sectors of economic development agencies in the community and 17 directors appointed by the Mayor and County Commission that advise on matters related to Miami-Dade County's international trade.

CAMACOL

Select Florida

Florida Custom Brokers & Forwarders Association

Florida International Bankers Association

Greater Miami Chamber of Commerce

Greater Miami Convention & Visitors Bureau

Miami-Dade Beacon Council

Miami-Dade Chamber of Commerce

Miami International Airport

PortMiami

South Florida District Export Council

World Trade Center Miami

The Foundation for Democracy in Africa

Miami-Dade County Asian American  
Advisory Board

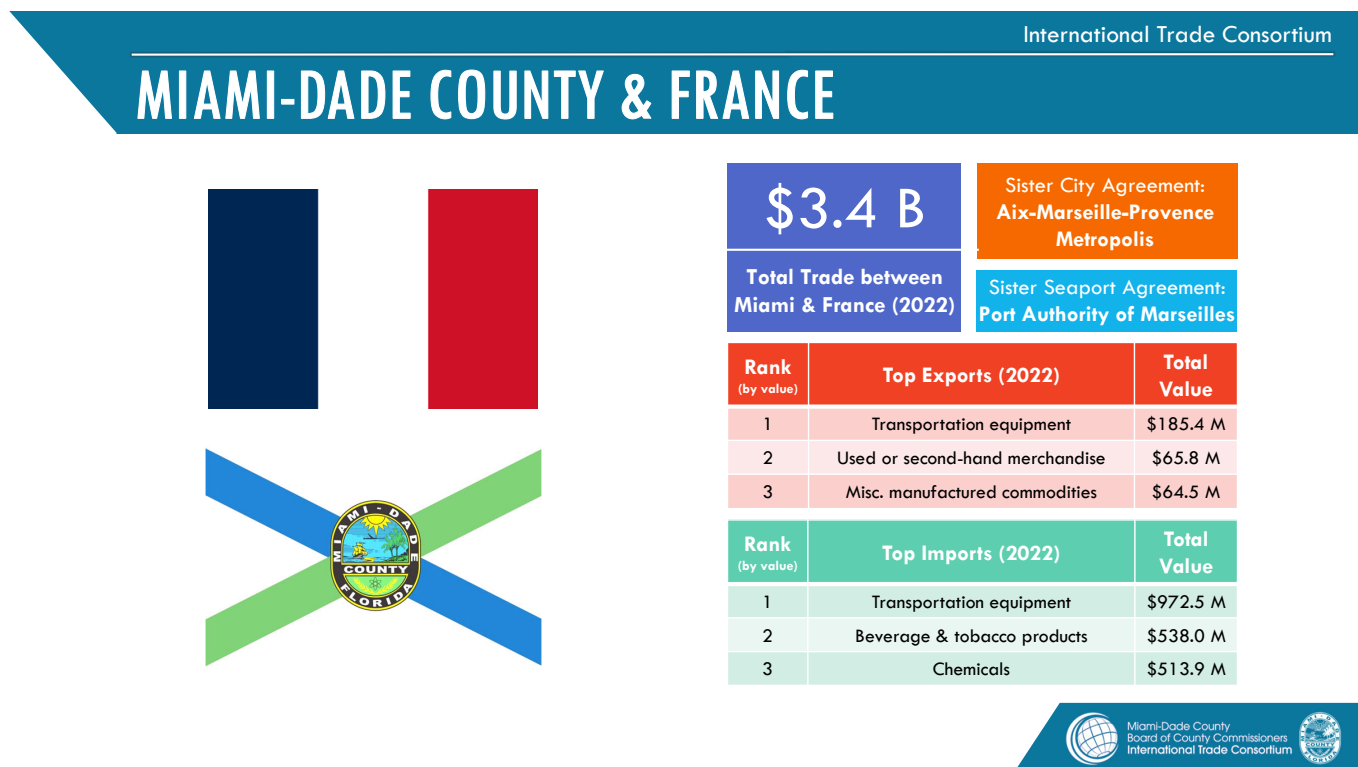


# MIAMI-DADE COUNTY & FRANCE

France stands as a significant trading ally for Miami-Dade County, ranking 12th in trade and investment and boasting a bilateral relationship worth \$3.4 billion in 2022. With France being a robust foreign direct investment source for the County, it presents numerous economic opportunities. Companies like Airbus, CMA CGM, Daher, Thales, Sodexo employ thousands in Miami. The emerging tech sector is an area of focus between the two regions.

The Miami-Dade County International Trade Consortium (ITC) has taken 4 Business Development Missions to France since 2015 and received 3. In November 2017, Miami-Dade County hosted one of the largest inbound delegations to the County, led by the then Mayor of Marseille, France. A sister cities agreement was signed between Miami-Dade County and Aix-Marseille-Provence Metropolis during that visit. The County took a business development mission to France in 2019 to attend the Paris Air Show and visit Marseille to solidify the Sister Cities ties along with the Sister Seaports relationship with Port of Marseille.

Both France and Miami-Dade County boast a rich tapestry of commercial, entrepreneurial, cultural, and social ties that significantly underpin the burgeoning relationship.



# EXECUTIVE SUMMARY:

## Mission Overview, and Objectives

The Miami-Dade County International Trade Consortium (ITC) partnered with the Miami-Dade Beacon Council on a business development mission to Paris and its Sister City, Aix Marseille Provence Metropole. This mission was led by the Chairman of the Board of County Commissioners and ITC The Honorable Oliver Gilbert and joined by District 6 Commissioner and ITC Vice Chair The Honorable Kevin Cabrera and District 3 Commissioner, The Honorable Keon Hardemon. Over 40 delegates, including these officials, attended the 54th International Paris Air Show at Le Bourget and other meetings, carefully curated by the ITC and the Miami-Dade Beacon Council.

In Aix Marseille Provence, ITC arranged several government-to-government and business meetings, involving entities like the Port of Marseille and CMA CGM.

The delegation highlighted Miami-Dade County's strengths in sustainable infrastructure, innovation, and sectors like Aviation, Finance, Healthcare, Technology, Trade and Logistics, Fashion, and Tourism. ITC worked closely with the Consulate General of France in Miami and the French-American Chamber of Commerce in coordinating this mission. Both these entities provided pivotal support.

### MISSION OBJECTIVES:

1. Promote Miami-Dade County as a Global Gateway. showcase the strengths, innovations, and offerings of the County to the French audience, highlighting sectors of growth and opportunity.
2. Attend the 54th International Paris Air Show at Le Bourget.
3. Strengthen trade ties between Miami-Dade County and French businesses, exploring both import and export opportunities and encouraging French businesses and investors to consider opportunities in Miami-Dade County, showcasing its advantages as an investment destination.
4. Help Miami-Dade County businesses identify and pursue opportunities in the French market, and vice versa.
5. Solidify Sister Cities ties with Aix Marseille Provence Metropole and Sister Seaport Ties with Port of Marseille Fos.



# FRANCE – MISSION ACTIVITIES AND HIGHLIGHTS

## Paris (June 18 to June 21, 2023)

### BRIEFING AND NETWORKING RECEPTION

The mission began on Sunday evening with a Mission briefing at the Pullman Paris Montparnasse Hotel. Chairman Gilbert, Ms. Yolanda Cash, and Mr. Roderick Miller welcomed the delegation and urged the delegates to take advantage of the meetings and networking opportunities to promote their businesses.

The briefing was followed by a Business Networking Reception organized by the Aerospace Industries Association. It was attended by aviation executives and leaders across the public and private sectors, and US defense industry leadership. Miami-Dade County delegates met with targeted prospects and partners.



## MEETINGS AT PARIS AIR SHOW

The delegation participated in the 54th International Paris Air Show at Le Bourget, the world's premier aviation event. They had scheduled private meetings with exhibitors in both the main hall and hospitality chalets. Key discussions were held with industry giants like Boeing and Airbus about expanding Miami-Dade County's aviation sector and potential investment avenues. The Florida Pavilion, the state's largest to date, featured five aviation firms from Miami-Dade. Lieutenant Governor Jeanette Nunez and Select Florida's leadership inaugurated the pavilion. Additionally, the Miami-Dade County and MDBC leadership Delegation the new Paris Air Mobility Hall, highlighting innovations in Advanced Air Mobility (AAM) and Electric Vehicle Take off and Landing (eVTOL).





## FRANCE – MISSION ACTIVITIES AND HIGHLIGHTS

Paris (June 18 to June 21, 2023)

**G2B MEETINGS**

The delegation met with BNP Paribas' senior leadership and discussed their Miami expansion plans followed by an aviation networking event hosted by the Aerospace Industries Association in Paris.

The delegation also toured Station F a business incubator, noted as the world's largest startup facility.

The delegation attended a networking reception hosted by AAR – a global Aviation firm with significant presence of over 1,000 employees, in Miami-Dade County. Delegation Leadership met with John Holmes, CEO to discuss their plans for growth in our community.

The Miami-Dade Beacon Council produced an event in Paris titled, "Miami: New Tech Hub of the Americas." Over 50 French startups attended this event. Chairman Gilbert addressed the audience, talking about opportunities in Miami-Dade County and emphasizing the robust business environment of the County and the ease of doing business component.



## FRANCE – MISSION ACTIVITIES AND HIGHLIGHTS

Paris (June 18 to June 21, 2023)

**MEETING WITH THE 2024 OLYMPIC & PARA OLYMPIC GAMES COMMITTEE**

The day started with the delegation arriving at Quartier Jeunes, to meet with The Honorable Pierre Rabadan, Deputy Mayor of Paris in charge of Sport, the 2024 Olympic and Paralympic Games, and the Seine and his team including Mathieu Tremblay, Deputy Mayor Rabadan's Chief of Staff, Ivoa Alavoine, General Delegate for the 2024 Olympic and Paralympic Games and Major Events, François Herault, International Relations Manager, General Delegation for the 2024 Olympic and Paralympic Games and Major Events and Samuel Finch, Major International Sporting Events Manager, General Delegation for the 2024 Olympic and Paralympic Games and Major Events.

The discussion spanned issues like mobility, infrastructure, communication, and governance for major public events. This meeting was a fantastic peer exchange opportunity.





# AIX MARSEILLE PROVENCE METROPOLE

## (June 21 to June 23, 2023)

WEDNESDAY, JUNE 21



### WELCOME RECEPTION HOSTED BY AIX MARSEILLE PROVENCE METROPOLE

The Honorable Didier Parakian, Vice President, Aix Marseille Provence Metropole, welcomed the Miami-Dade County delegation to Marseille. He stressed the importance of the Sister Cities relationship between the two regions and talked about the thriving bilateral trade and investment opportunities in the logistics, emerging technology, and fashion and education sectors.

Chairman Gilbert thanked Vice President Parakian and his team for their hospitality and introduced the delegation. He talked about the opportunities the Mission offered to both Miami-Dade County and Aix Marseille Provence in terms of solidifying existing partnerships and laying the foundation for potential collaborative ventures.

## THURSDAY, JUNE 22

**MEETING WITH PORT OF  
MARSEILLE FOS**

Miami-Dade County delegation led by Commissioner Kevin Cabrera, Vice Chairman of ITC, met with the representatives of Port of Marseille Fos on June 22 and discussed various strategic topics pertinent to both. They discussed strengthening trade ties and logistics collaboration between the two ports.

The meeting focused on the shared interest in implementing innovative technologies to enhance port operations and strategies related to smart port initiatives. The Port of

Marseille Fos is an innovative port committed to supporting innovation, and digital transition. In 2018, they installed the next-generation Cargo Community System (CCS), Ci5. Ci5 enables better control and management of the entire logistic chain by integrating new technologies and innovations from Big Data, IoT, AI, the smart container, and blockchain among others and is of great interest to PortMiami. Another area of interest for PortMiami was wind power farms. Port of Marseille Fos is working with local players to develop the floating offshore wind energy sector.

Both Miami-Dade County and Port of Marseille Fos, expressed a strong commitment towards environmental sustainability. They exchanged ideas on how to reduce carbon emissions and pollution, considering the use of renewable energy in port operations and strategies and technological innovations aimed at achieving net zero goal.

The meeting solidified the Sister Seaports relationship between PortMiami and Port of Marseille Fos, fostering mutual growth, exchanging best practices, and contributing to each other's economic development.

**MEETING WITH FASK ACADEMY**

Miami-Dade County delegation led by Chairman Gilbert, visited FASK Academy in Marseille and met with Jocelyn Meire, Founder, and his team. The delegation had the opportunity to tour the Academy's state-of-the-art facility and gain insight into the innovative programs designed to equip young professionals with the skills required to thrive in the textile industry.





## AIX MARSEILLE PROVENCE METROPOLE (JUNE 21 TO JUNE 23, 2023)



During the visit, Mr. Meire emphasized FASK's unique governance model, maintained by a broad panel of public and private sector partners. This collaborative approach has allowed the Academy to stay responsive to industry changes and provide relevant, industry-focused training to its students.

ITC proposed a connection between Mr. Meire and Ms. Pamela Fuertes, the Dean of Miguel B. Fernandez Family School of Global Business, Trade & Transportation at Miami Dade College. This potential collaboration offers exciting prospects for both institutions, opening avenues for knowledge exchange and possible student exchange programs.

## BUSINESS ROUNDTABLE WITH THE CHAMBER OF COMMERCE & INDUSTRY AIX MARSEILLE PROVENCE

Miami-Dade County delegation met with the members of the Chamber of Commerce & Industry Aix Marseille Provence on Thursday, June 22.

The meeting was focused on exploring potential opportunities for bilateral trade and investment and aimed to strengthen economic ties between the two regions and enhance collaboration in various sectors. Representatives from both Miami-Dade County and the Chamber of Commerce Aix Marseille Provence discussed key areas of mutual interest and potential avenues for cooperation.



Both parties acknowledged the importance of promoting bilateral trade between Miami-Dade County and Aix Marseille Provence. Chairman Gilbert highlighted Miami-Dade County's favorable investment climate, particularly in sectors such as technology, tourism, real estate, and infrastructure. Commissioner Hardemon shared the initiatives of the County's Airport and Economic Development Committee that he chairs.

Rodrick Miller, President and Chief Executive Officer of Miami-Dade Beacon Council emphasized the potential for attracting foreign direct investment between the two regions. He also talked about the significance of innovation and technology in driving economic growth. The meeting participants explored possibilities for collaboration in research and development, start-up ecosystems, and technology transfer.





## AIX MARSEILLE PROVENCE METROPOLE MID-TERM REVIEW PRESENTATION

Chairman Gilbert was invited by President Martine Vassal to attend the Mid Term Review presentations on Thursday, June 22. During the fifth and final stage of the mid-term review, President Vassal and the elected metropolitan officials unveiled 35 major commitments to be achieved by 2035.

A special mention was made about the Miami-Dade County and Aix Marseille Provence Metropole Sister Cities relationships and the large trade delegation led by Chairman Gilbert visiting Marseille at that time.

## MEETING WITH CMA CGM

The Miami-Dade County delegation met with CMA CGM on Thursday, June 22.

The meeting was a collaborative discussion focused on strengthening ties between the two that included potential trade and logistics improvements, with CMA CGM discussing plans to enhance operations and increase its presence in PortMiami.



Representatives from ZeBox presented their latest efforts in fostering innovation in the supply chain and logistics sectors, with a particular focus on startups that could contribute to local economic growth and the sustainability of shipping operations.

Chairman Gilbert offered the County's support to ZeBox's plan to expand in Miami. Discussions were also held on potential public-private partnerships, exploring how all parties could contribute to creating an environment favorable to trade, logistics and economic development. The meeting concluded with a mutual commitment to further these discussions and collaborate on future initiatives.

## AIX MARSEILLE PROVENCE METROPOLE (JUNE 21 TO JUNE 23, 2023)

### NETWORKING DINNER HOSTED BY AIX MARSEILLE PROVENCE METROPOLE

Aix-Marseille-Provence Metropole hosted a networking dinner for the Miami-Dade County delegation on Thursday, June 22, further strengthening the bonds between the two major regions and opening avenues for future collaboration.

Attendees from Marseille included the Metropole officials, business leaders, and cultural representatives, all with the aim of fostering a spirit of cooperation and mutual growth. The primary focus areas were logistics, innovation, sustainability, fashion and tourism, and how cross-Atlantic cooperation can bolster these sectors.

The event concluded with both parties expressing commitment towards mutual growth and cooperation. Plans were made for future exchanges, to create a meaningful, lasting partnership, a significant step towards strengthening the Sister Cities relationship and fostering bilateral relations, promoting business, and embracing cultural exchange between the two regions.

## FRIDAY, JUNE 23

### MEETING WITH US CONSUL GENERAL IN MARSEILLE



The Miami-Dade County delegation met with The Honorable Kristen K. Grauer, US Consul General in Marseille on Friday, June 23. The Consul General provided a comprehensive update on the economic and political climate of the Metropole. She stated that Aix-Marseille-Provence Metropole is an important region in the South of France, known for its dynamic economy, rich culture, and historical significance.

She talked about the current business environment in Aix-Marseille-Provence, including sectors like manufacturing, services, retail, technology, tourism, and others and potential trade and investment opportunities between Miami-Dade County and Aix-Marseille-Provence, focusing on areas with strong potential for collaboration or growth.

The Consul General touched upon the political landscape in Aix-Marseille-Provence, upcoming elections, policies impacting economic activities and bilateral relations. She offered the Consulate's help to assist Miami-Dade County companies interested in expanding in Aix Marseille Provence Metropole.



## FRANCE – MISSION ACTIVITIES AND HIGHLIGHTS

Paris (June 18 to June 21, 2023)

## AIX MARSEILLE PROVENCE METROPOLE

(JUNE 21 TO JUNE 23, 2023)

## Mission Outcome and Follow-up

The distinct interest and awareness shown by French firms towards Miami-Dade County underscore this dynamic. With a robust and favorable brand perception of our community in France, the engaging presentations and materials shared during our meetings were positively received by the attending companies, fortifying their optimistic outlook on our community.

During the 2023 mission to France, the leadership met with BNP Paribas Securities Corp, who announced plans to open a new office in Miami that will support the continued growth of its Global Markets business in the US, and the increasing number of clients with a foothold in South Florida. As a follow-up to the meeting with CMA CGM, PortMiami is working with them on their expansion plans of ZeBox, the incubator for fostering innovation in the supply chain and logistics sectors.

The leadership met with John Holmes, CEO, AAR Corp to discuss their plans for growth in Miami-Dade County and offered the County's support for their expansion. AAR recently announced an expansion in Miami-Dade County - a new 3-bay \$50M hangar supporting 250 new aviation jobs.

BNP Paribas inaugurated their new Miami office in December 2023.

One of the important linkages was with the fashion industry. These connections are vital in developing the fashion industry in Miami-Dade County.

These interactions have set the stage for a marked increase in prospective projects and collaborations originating from France, as a result of the Mission. Follow-up actions are being conducted by ITC with the various firms engaged during the Mission.

Chairman Gilbert invited Congressman Didier Parakian to Visit Miami-Dade County and as a result of that invitation, Aix Marseille Provence Metropole is planning a mission to the County in January 2024.



# Mission Delegates

1. **The Honorable Oliver G. Gilbert, III**, Chairman, Miami-Dade Board of County Commissioners and the International Trade Consortium (ITC) and leader of the mission
2. **The Honorable Kevin Marino Cabrera**, Commissioner District 6 and Vice Chairman ITC
3. **The Honorable Keon Hardemon**, Commissioner District 3
4. **Yolanda Cash Jackson**, Chair, Miami-Dade Beacon Council
5. **Rodrick T. Miller**, President & CEO, Miami-Dade Beacon Council
6. **The Honorable Robert Stephens, III**, Councilman, City of Miami Gardens
7. **The Honorable Alex Diaz de la Portilla**, Commissioner, City of Miami
8. **The Honorable Mary Estimé-Irvin**, Vice Mayor, City of North Miami
9. **Theresa Therilus**, CEO, Office of the Chair
10. **Basil A. Binns, II**, Deputy Aviation Director, Miami-Dade Aviation Department
11. **Andrew Hecker**, Deputy Director & CFO, PortMiami
12. **Emir Pineda**, Director Marketing & Air Service Development, Miami-Dade Aviation Department
13. **Rolando Aedo**, CEO, Greater Miami Convention & Visitors Bureau
14. **Alex Heckler**, Managing Partner & Founder, LSN Partners, LLC
15. **Erin Hendrix**, Partner, LSN Partners, LLC
16. **Nicole Gomez**, Partner, LSN Partners, LLC
17. **Amasvido Rodriguez**, Chief Commercial Officer, Xtreme Aviation, LLC
18. **Yadira Puga**, Chief Financial Officer, Xtreme Aviation, LLC
19. **Javier Pineda**, Xtreme Aviation, LLC
20. **Ana Rodriguez**, Xtreme Aviation, LLC
21. **Ernesto Antoine Vila**, CEO, AP Trade Finance
22. **Gina Polo**, Shareholder, Buchanan Ingersoll & Rooney
23. **Alan Sutin**, Principal Shareholder at Greenberg Traurig and EACC Florida President
24. **Hernando Gomez**, Partner, BDO, USA, LLP
25. **Peter Stratos**, International Tax Advisor, Kauffman Rossin
26. **Ashley Wright**, Founder & CEO, WOT Educational Services
27. **Gerard Philippeaux**, Senior Advisor - Trade & Intergovernmental Affairs, Office of the Chair
28. **Sudeshna Chatterjee**, Global Engagement Officer, ITC
29. **James Kohnstamm**, Executive Vice President, Miami-Dade Beacon Council
30. **Christina Cicilia**, Deputy Chief of Staff, Commissioner Cabrera
31. **Jenny Bonostro**, Office Manager, Commissioner Hardemon's Office
32. **Sh'Kayla Jackson**, Gulf Coast Regional Secretary, IOTA Sweethearts
33. **Maria Budet**, Chief Marketing Officer, Miami-Dade Beacon Council
34. **Madeline Mesa**, Director, International Economic Development, Miami-Dade Beacon Council
35. **Tyrus Fleetwood**, Commissioner's Aide, Office of Chairman Gilbert
36. **Unri Thomas**, Sergeant at Arms, BCC
37. **Ashley Blake**, Commission Aide, Office of the Chair
38. **Stanley Paul-Noel**, Police Sergeant, City of Miami

# MIAMI-DADE COUNTY ELECTED OFFICIALS



**Daniella Levine Cava**  
*Mayor*



**Oliver G. Gilbert, III**  
*Chairman  
District 1*



**Anthony Rodriguez**  
*Vice Chairman  
District 10*



**Marleine Bastien**  
*District 2*



**Keon Hardemon**  
*District 3*



**Micky Steinberg**  
*District 4*



**Eileen Higgins**  
*District 5*



**Kevin Marino Cabrera**  
*District 6*



**Raquel A. Regalado**  
*District 7*



**Danielle Cohen Higgins**  
*District 8*



**Kionne L. McGhee**  
*District 9*



**Roberto J. Gonzalez**  
*District 11*



**Juan Carlos Bermudez**  
*District 12*



**Sen. René García**  
*District 13*



**Juan Fernandez-Barquin**  
*Clerk of the Court and  
Comptroller*



**Pedro J. Garcia**  
*Property Appraiser*



# Appreciation

Chairman Oliver G. Gilbert, III, thanks mission participants, hosts, and staff of the many different organizations who contributed to the success of the Business Development Mission to France. While ITC was pleased to plan the mission with the Miami-Dade Beacon Council, we offer our deepest thanks for the collaboration of our sponsors, partners, and hosts of this mission:

Miami-Dade County, FL, USA:

1. Office of Chairman Oliver G. Gilbert, III
2. Office of Commissioner Kevin M. Cabrera
3. Office of Commissioner Keon Hardemon
4. PortMiami
5. Miami-Dade Aviation Department
6. Greater Miami Convention & Visitors Bureau
7. Miami-Dade Beacon Council
8. LSN Partners, LLC
9. Xtreme Aviation, LLC

France:

1. Consulate General of France in Miami
2. Aix Marseille Provence Metropole
3. US Embassy in Paris
4. US Consulate in Marseille
5. French American Chamber of Commerce in Miami
6. CMA CGM





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