

MIAMI-DADE COUNTY
INTERNATIONAL TRADE CONSORTIUM

END OF MISSION REPORT



BUSINESS DEVELOPMENT MISSION

to Viareggio, Genoa,
and Florence, Italy

**OCTOBER 7-14
2021**



Miami-Dade County
Board of County Commissioners
International Trade Consortium



ORGANIZED AND LED BY

**MIAMI-DADE COUNTY
INTERNATIONAL TRADE CONSORTIUM (ITC)
CHAIRMAN**

**The Honorable
Jose “Pepe” Diaz
Chairman, Miami-Dade County Commissioner
& The International Trade Consortium**



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BACKGROUND

Miami-Dade County International Trade Consortium's (ITC) mission is to promote Miami-Dade County as a Global Gateway and enhance access to economic development opportunities. To expand trade and commerce, ITC engages with international trading partners through the local Miami Consular Corps and trade offices, the many bi-national chambers of commerce located in Miami, and by working closely with foreign governments in their home countries.

One of the key programs supporting this strategy is ITC's outbound business development missions program and its goals are to strengthen government to government relations, form business linkages through targeted meetings and various networking events.

At the July 8th, 2021, Board of County Commissioners (Board) meeting, Board members approved Resolution No. R-662-21 sponsored by Chairman Jose "Pepe" Diaz, directing the County Mayor or County Mayor's designee to negotiate and execute a sister cities agreement with Viareggio, Italy. The Miami-Dade County ITC Board of Directors, which is made up of local economic development and international trade stakeholders approved a business development mission to Italy at the ITC Board Meeting on July 29th, 2021.

The ITC team conducted several Zoom meetings with the City of Viareggio to discuss potential government and business meetings, agenda and mission logistics. They also held virtual meetings with local marine associations. ITC spoke with Patience Cohn, Industry Liaison, Marine Industries Association of South Florida to get reports on the marine industry in South Florida and its importance to the economy of the region.

The mission was initially planned for July 2021, but due to Chairman Jose "Pepe" Diaz testing positive with COVID-19, it was postponed to October. Chairman Jose "Pepe" Diaz met with Cristiano Musillo, Consul General of Italy in Miami to brief him about the trip and get his input.

Miami-Dade County Mayor, the Hon. Daniella Levine Cava and the Hon. Jose "Pepe" Diaz, Chairman, Board of County Commissioners, and ITC, led a business development mission to Viareggio, Genoa, and Florence in Italy from October 7th to October 14th.

Objectives of Mission

The purpose of the mission was to:

- promote bilateral trade, economic cooperation, culture, and tourism between Italy and Miami-Dade County.
- explore and foster business development opportunities with the marine industry between Italy and South Florida.

- sign a Sister Cities Agreement with Viareggio. The Agreement was signed on October 11th, 2021, by Mayor Daniella Levine Cava, Chairman Jose "Pepe" Diaz and the Mayor of Viareggio, the Hon. Giorgio Del Ghingaro.
- sign a Sister Seaports Agreement with the Ports of Genoa. The Agreement was signed on October 12th, 2021, by Mayor Daniella Levine Cava, Chairman Jose "Pepe" Diaz, PortMiami Director and CEO, Juan Kuryla; and Paolo E. Signorini, President, Western Ligurian Sea Port.
- to extend an invitation to bring a reciprocal inbound mission to Miami-Dade County.

WHY ITALY?

Italy is Miami-Dade County's 13th largest trade partner with a total bilateral trade of about US \$2.2 billion dollars in 2020. Italy has a Consulate General and a Trade Office in Miami.

ITALY (2020 trade value in USD)

Total Exports: \$671,133,232

Custom Import (Gen): \$1,581,035,397

Total Trade: \$2,252,168,629

Italy is the first European trading partner of PortMiami. An International Sister Seaports agreement was signed between PortMiami and the Western Ligurian Sea Port Authority which includes the ports of Genoa, Vado Ligure, Savona, and Genova-Pra'. This agreement was a renewal of the relationship between PortMiami and the Port of Genoa. Port of Genoa merged with several other ports to become the Western Ligurian Sea Port Authority.

Sister Cities and Sister Seaports

Sister Seaports (PortMiami)

1. Autorità Portuale di Bari
2. Autorità Portuale di Napoli
3. Autorità Portuale di Ravenna
4. Autorità Portuale di Venice
5. Autorità Portuale di Livorno

Sister Cities

1. Miami-Dade County and Asti Province - est. 1985

Key economic sectors between Miami-Dade County and Italy:

- 1. **Pharmaceuticals:** Miami-Dade County is a Pharma Hub and Italy has been an important trade partner for Miami International Airport (MIA) in terms of pharmaceuticals. In 2020, Pharmaceuticals was the top export commodity with Italy (by volume) with 146 tons. With the highest trade value with MIA among all other European countries, Italy – MIA trade amounted to a total of \$2.2 billion in 2019. A big proportion of that trade came from Pharmaceutical Exports to Italy valued at \$812 million.
- 2. **Flowers:** This is MIA’s #1 import commodity with Italy – 669 tons in 2020 (and 760 tons in 2019).
- 3. **Marine Ships:** It was the #4 largest Import commodity for MIA with Italy by volume in 2020 with 235 tons.

Italian Business Community in South Florida

The Italian Business community in South Florida is growing and is very strong. According to the Italy-America Chamber of Commerce Southeast, there are 149 subsidiaries of Italian companies in Florida (approx. 80% located in South Florida), which are in the following industries: interior design, building construction, and food and beverage.

Italy’s Marine Industry

Over the past decade, Italy has been responsible for constructing 46% of luxury mega yachts worldwide. The industry’s contribution to Italy’s GDP (2.22‰) is up by 11.9% from the previous year. The revenue is divided up as follows: 64.4% shipbuilding, 27% equipment, and 8.6% motors. Italian shipyards are the worldwide market leader in the Superyacht segment being responsible for 45.7% of projects currently in the Order Book and 30.7% of projects in terms of gross tonnage.

The Italian yachting industry shows an incredible growth sustained over the past five years. 2019 closed with a double-figure increase, bringing the sector’s revenue to USD 5.56 billion (+12% compared to 2018). Several Italian companies are planning to participate in the Miami International Boat Show scheduled from February 16th to 20th, 2022.

EXECUTIVE SUMMARY

The Honorable Jose “Pepe” Diaz, Chairman, Miami-Dade County Board of County Commissioners and ITC Chair worked to develop and strengthen the ties between Miami-Dade County and Italy. Under his guidance, the ITC team met with the Marine Association of South Florida, the organizers of the Miami International Boat Show, PortMiami, MIA, Italy-America Chamber of Commerce, and the Italian Consulate in Miami to research and gather information on the synergies between the two regions and identify sectors for business development opportunities.

Miami-Dade County Mayor Daniella Levine Cava and Chairman Jose “Pepe” Diaz conducted a business development mission to Italy from October 7th-14th, 2021. Other program participants included Juan Kuryla, Director & CEO of PortMiami; Maria Dreyfus-Ulvert, ITC Interim Director (mission coordinator); Veronica Pizzorni, Operations Manager, Office of the Mayor.

The County’s delegation met with elected officials of Italy’s port cities -- Viareggio, Florence, and Genoa – to strengthen ties with the Italian marine industry, to promote cruising, tourism, cargo, and future economic opportunities in Miami-Dade County. During the visit, an International Sister Cities agreement was signed between Miami-Dade County and Viareggio, Italy, and an International Sister Seaports agreement was signed between PortMiami and the Western Ligurian Sea Port Authority.

Government to Government (G2G) Meetings

The delegation had a total of 9 meetings with top government officials. They met with four Mayors and two regional representatives of Tuscany and Liguria. Italian government officials included The Hon. Giorgio del Ghingaro, Mayor of Viareggio; Paola Gifuni, Presidente del Consiglio, City of Viareggio; Federica Maineri, Deputy Mayor of Viareggio; The Hon. Dario Nardella, Mayor of Florence; Alessia Bettini, Deputy Mayor of Florence; The Hon. Giovanni Toti, President of the Liguria region; The Hon. Mario Bucci, Mayor of Genoa; The Hon. Matteo Viacava, Mayor of Portofino; Antonio Mazzeo, President of the Regional Council of Tuscany, and Paolo Emilio Signorini, President of the Port Authority of the Western Ligurian Sea.

Government to Business (G2B) Meetings

The delegation met with MSC Cruises and Fincantieri Infrastructure Group. The latter is designing and building the new MSC terminal at PortMiami.

In addition, the delegation met with several shipyards in Viareggio. They also met with Pietro Angelini, General Manager of Navigo, which is the largest network of nautical companies in Italy, and with Stefano Messina, Chairman of Assarmatori, which is an association of shipowners. Navigo and Assarmatori are considered two of Italy’s most prominent marine associations.

As an immediate result, an inbound delegation from Italy’s marine industry visited Miami-Dade County on October 28th, 2021, and an official mission led by the Mayor of Viareggio is planned for 2022.

VIAREGGIO

Mission Activities and Highlights

Government to Government Meetings in Viareggio



Chairman Jose "Pepe" Diaz and Mayor Giorgio Del Ghingaro discussed areas of collaboration between Viareggio and Miami-Dade County

The Mission started on October 8th with Chairman Jose "Pepe" Diaz meeting with Mayor Giorgio Del Ghingaro to discuss economic and cultural ties and business development opportunities between Miami-Dade County and Viareggio. Chairman Jose "Pepe" Diaz thanked Mayor Del Ghingaro for his hospitality and warm welcome and extended an invitation for him to visit Miami-Dade County. During the welcome dinner, Mayor Del Ghingaro greeted the delegation from Miami-Dade County and expressed his desire to develop a working relationship between both cities. He thanked Chairman Jose "Pepe" Diaz for spending time to get to know each other better prior to the signing of the International Sister Cities Agreement.

On October 9th and 10th, Chairman Jose "Pepe" Diaz held several Government to Business meetings in Viareggio and other cities in Tuscany.

Sister Cities Agreement Signing Ceremony Between Miami-Dade County and Viareggio



L-R Mayor Levine Cava, Mayor del Ghingaro and Chairman Diaz during signing ceremony.

On October 11th Mayor Daniella Levine Cava and Chairman Jose "Pepe" Diaz signed the Sister Cities Agreement between Miami-Dade County and Viareggio, Italy. The ceremony was held in a Cittadella room dedicated to Vianni, an artist who is representative of the community.

This partnership will solidify and strengthen the relationship between the two communities and usher in a new era of cooperation and collaboration. One of the objectives of the mission was to promote the collaboration of the marine industry between Viareggio and Miami-Dade County.

About 60 people attended the ceremony including US Consul General Ragini Gupta and Michele Comelli, Political/Economic Specialist, US Consulate General, Florence. The meeting was also attended by members of the City of Viareggio Council.

During the ceremony Mayor Del Ghingaro stated that it was a great honor to welcome the dignitaries from Miami-Dade County and that they had three days of discussions with the delegation prior to the signing ceremony to identify areas of collaboration. He said that he had formed a friendship with Chairman Jose "Pepe" Diaz that goes beyond the formal relationship.

Mayor Levine Cava thanked Mayor Del Ghingaro for his hospitality. She talked about the County and the similarities between Miami-Dade County and Viareggio in terms of culture, diversity, and the marine industry.



L-R US Consul General Gupta, Mayor Levine Cava, Mayor del Ghingaro and Chairman Diaz

United States Consul General Ragini Gupta who was present at the Sister Cities Agreement signing ceremony spoke about Miami-Dade County being economically vibrant and culturally diverse and represented what America excelled in. She stated that the partnership was a great opportunity to enhance trade and cultural ties.

The Miami-Dade County Sister Cities Program was founded in 1981 by the Miami-Dade Board of County Commissioners and is managed by the International Trade Consortium. The ITC team works with partners to develop projects to promote international cooperation and understanding and to brand Miami-Dade County as a Global Gateway.

Government to Business Meetings in Viareggio

As part of the business development mission, the Miami-Dade County delegation visited port cities to promote cruising, tourism, cargo, and future economic opportunities to build back the economy from the pandemic.

According to the Marine Industries Association of South Florida, the marine industry was responsible for more than 270,000 thousand jobs throughout Florida in 2020. Together Broward, Miami-Dade, and Palm Beach, the tri-county area was responsible for 149,000 marine industry jobs and more than one-half the state's total output in 2020. Miami-Dade County accounts for over 9000 jobs in the marine industry and total output of over \$900 million in FY 2020.



Chairman Jose 'Pepe' Diaz, Pietro Angelini, Valter Alberici and Maria Dreyfus-Ulvert

Institutional Meeting with the Marine Industry from Viareggio and Tuscany

On October 9th Chairman Jose "Pepe" Diaz and Maria Dreyfus-Ulvert met with Pietro Angelini, General Manager, Navigo Toscana, and Valter Alberici, Councilor of Maritime Policies, City of Viareggio. Navigo Toscana is the largest network of nautical companies in Italy with more than 300 members. Formed in 2007 as one of Tuscany's first service centers for yachting, Navigo is a benchmark and a point of reference for the industry. During the meeting, there was an exchange of ideas that could help them promote opportunities in the marine industry between Viareggio, Tuscany, and South Florida. Chairman Jose "Pepe" Diaz invited Navigo to visit and to open an office in Miami-Dade County.

Meetings with several Shipyards in Viareggio



L-R Giovanna Vitelli, Mayor del Ghingaro and Chairman Diaz during launch ceremony



L-R Maria Dreyfus-Ulvert, Mayor Del Ghingaro and Chairman Diaz

The Miami-Dade County delegation met with several of the top shipyards in the world. On October 9th Chairman Jose “Pepe” Diaz and ITC’s Interim Director, Maria Dreyfus-Ulvert met with two leading shipyards in Viareggio to brand Miami-Dade County and offer support if they decide to expand in Miami-Dade County. Chairman Jose “Pepe” Diaz attended the launch ceremony of Lucky Wave at the Benetti Yachts Shipyard in Viareggio, Italy. He met with the Azimut|Benetti Group VP & Principal Giovanna Vitelli and Sebastiano Fanizza, Chief Commercial Officer, to discuss plans for expansion in Miami-Dade County. As a follow-up, Chairman Jose “Pepe” Diaz met with Federico Ferrante, President, Azimut-Benetti at the Fort Lauderdale International Boat Show on October 28th. Azimut-Benetti is the largest network producing megayachts and the world’s leading private group in the luxury boating sector.

According to the Marine Industries Association of South Florida, Italian shipyards are the worldwide market leader in the megayacht segment being responsible for 45.7% of projects currently in the Order Book and 30.7% of projects in terms of gross tonnage.



Miami-Dade County delegation during presentation at SanLorenzo

On October 11th Mayor Daniella Levine Cava and Chairman Jose “Pepe” Diaz visited Sanlorenzo Spa and met with Massimo Perotti, Chairman, and Alessandra Capozzi, Marketing & Communication Manager. Sanlorenzo is looking to grow and expand in Miami-Dade County to better service the US Market. Sanlorenzo Chairman, Massimo Perotti, visited South Florida as a follow-up to the Chairman’s invitation and attended the Ft. Lauderdale International Boat Show. Chairman Jose “Pepe” Diaz met him on October 28th to discuss their expansion plans.



Miami-Dade County delegation site tour visit of Overmarine

On October 11th the Miami-Dade County delegation visited three shipyards located in Viareggio. They met with Katia Balducci, CEO, Mangusta Overmarine and Maurizio Balducci, CEO Overmarine Group and Vice President Confindustria Nautica Italia. The top executives at Balducci discussed business development opportunities in Miami-Dade County. Mayor Levine Cava and Chairman Diaz invited them to visit Miami-Dade County to discuss expansion plans. As a follow-up Chairman Jose “Pepe” Diaz met with Stefano Arlunno, President, Mangusta Yachts at the Fort Lauderdale International Boat Show on October 28th to continue the discussion about growing in the US.



Miami-Dade County delegation meeting with Codecasa and site visit



Site visit at Cantieri Viareggio

On October 11th Mayor Daniella Levine Cava, Chairman Jose “Pepe” Diaz, PortMiami Director & CEO Juan Kuryla and ITC interim Director Maria Dreyfus-Ulvert visited Codecasa. They met with Ennio Buonomo, Owner of Codecasa, who made a presentation of his company and discussed ways to explore business development opportunities between Miami-Dade County and Viareggio. The delegation also visited Cantieri Viareggio shipyard and met with President Roberto Lottini who is from Viareggio and resides in Miami. Chairman Jose “Pepe” Diaz thanked Mr. Lottini for his support during the planning of the mission and invited him to get actively involved in the Sister Cities activities between the two regions to help strengthen the relationship between Viareggio and Miami-Dade County. The meetings with the various shipyards from Viareggio were set to promote the marine industry of Miami-Dade County and invite them to grow and expand in the County.

Cultural Activities and Events

On October 10th Chairman Jose “Pepe” Diaz conducted a site visit of the Buonamico winery in Montecarlo, in the province of Lucca. He met Eugenio Fontana, Owner, Tenuta del Buonamico. Mr. Fontana said that he was already selling his products in the northeast coast of the United States and expressed interest in being introduced to the wine distributors in Florida. As a follow-up ITC shared with him a list of wine distributors and informed him about the World Trade Center Miami’s Annual Americas Food and Beverage Show at the Miami Beach Convention Center.



L-R During the Carnival Mayor del Ghingaro appoints Chairman Diaz as Mayor of Viareggio



Float at the Viareggio Carnival

The Sister Cities Agreement promotes cultural exchanges between the two regions and the Sister Cities Agreement mentions the expansion of cultural exchanges and promoting cultural initiatives. Viareggio is a candidate to be the Cultural Capital of Italy in 2024.

On October 9th the Miami-Dade County delegation led by Chairman Jose “Pepe” Diaz attended Italy’s world-famous Carnevale di Viareggio. This age-old tradition started in 1873, a celebration attracting thousands of spectators each year. The exchange of ideas and cultural experiences with Viareggio contribute to Miami-Dade County’s diversity. The new ‘Sister Cities Agreement’ between Miami-Dade County and Viareggio will allow to explore tourism, cultural and business opportunities benefiting both communities.

Mayor Del Ghingaro welcomed the delegation and noted that the exchange of cultural initiatives will work towards solidifying the special relationship between Viareggio and Miami-Dade County. Chairman Jose “Pepe” Diaz met with Marialina Marcucci, President of the Carnival Foundation and discussed areas of cultural exchanges with Miami-Dade County.



Mayor Levine Cava and Chairman Diaz at the Cittadella

On October 11th Mayor Daniella Levine Cava and Chairman Jose “Pepe” Diaz visited the Cittadella del Carnevale in Viareggio. The complex is dedicated to the creation and preservation of the enormous floats used annually during the carnival. A great opportunity to exchange cultural diversities and synergies between Miami-Dade County and Viareggio.

On October 9th Chairman Jose “Pepe” Diaz visited the Villa Puccini Museum, the house where famous composer Giacomo Puccini lived and worked. Chairman Diaz was greeted by the Cultural Affairs Representative of the City of Viareggio who gave a tour of the Museum. Chairman Jose “Pepe” Diaz met Maria Laura Simonetti, President, Foundation of the Puccini Festival.

ITC is working with the Miami-Dade County’s Cultural Affairs Department to introduce Ms. Simonetti to the organizers of cultural festivals in Miami-Dade County.

GENOA

Mission Activities and Highlights

Government to Government Meetings in Genoa



Miami-Dade County delegation meeting with the Liguria Region, City of Genoa and the Western Ligurian Sea Port Authority



L-R Chairman Diaz, President Toti of the Liguria region and Mayor Levine Cava during ceremony

On October 12th an institutional meeting was held between Mayor Daniella Levine Cava, Chairman Jose “Pepe” Diaz, PortMiami Director & CEO Juan Kuryla, and Western Ligurian Sea Port Authority President Paolo Signorini to discuss enhanced collaboration between the two ports through the exchange of information pertaining to the cargo and cruise industries in each port, formation of technical groups and sharing of best practices.

Paolo Signorini gave the Miami-Dade County delegation an update on upcoming projects of Ports of Genoa and expressed interest in learning from PortMiami’s experience as the cruise capital of the world. Mr. Kuryla spoke about the impact of the pandemic on the cruise industry and the growth the cargo industry experienced during COVID-19. Mr. Kuryla explained PortMiami’s plans to provide onshore power capabilities soon.

The delegation met with the Mayor of Genoa, Marco Bucci, exchanged protocol gifts, and discussed opportunities to develop trade ties between Miami-Dade County and Genoa. Mayor Levine Cava and Chairman Diaz noted the similarities between the two port cities and invited Mayor Bucci to bring a business delegation to Miami-Dade County.

The Miami-Dade County delegation also met with Giovanni Toti, President of the Liguria Region. They exchanged protocol gifts and discussed opportunities to strengthen the marine industry in both regions.

The International Sister Seaport Agreement between PortMiami and Ports of Genoa at Palazzo San George



L-R Chairman Diaz, Mayor Bucci, Paolo Signorini and Mayor Levine Cava at the Sister Seaport Agreement Signing Ceremony in Palazzo San George, Genoa

On October 12th PortMiami and the Ports of Genoa signed an International Sister Seaport Agreement at Palazzo San George. The agreement reinforces the collaboration between the two ports. It was signed by Paolo Emilio Signorini, President, West Ligurian Sea Port System Authority, Miami-Dade County Mayor Daniella Levine Cava, Miami-Dade Board of County Commissioners Chairman Jose “Pepe” Diaz, Juan Kuryla, Port Director & CEO, PortMiami, Marco Bucci, Mayor, City of Genoa, and Giovanni Toti President of the Liguria Region.

The agreement addresses sustainability, clean energy, and safety and security. It also encourages the creation of working groups to exchange information and to create opportunities for development through education on thematic specifications.

The Sister Seaport partnership will work towards:

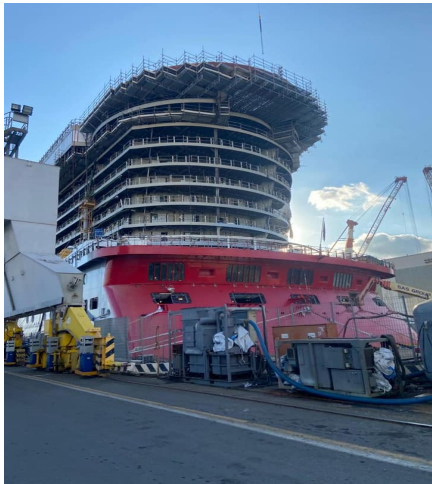
- The commitment to a free and uninhibited exchange of information pertaining to the cargo and cruise industries in each port, historical statistical information on each port, planned seaport infrastructure developments, and general marketing research aimed at increasing cruise and cargo traffic between ports.
- Creating the technical and financial circumstances necessary to promote increased traffic and port activities via joint ventures and other business arrangements.
- Forming groups that exchange security information with the aim of strengthening the safety of ports worldwide.
- Assisting in the implementation of educational programs that will help foster goodwill between ports.
- Global promotion of both the sister seaport relationship and the advantages of doing business with the sister seaports.

Joshua Lawrence, Commercial Specialist, U.S. Department of Commerce, American Consulate General, Milan, Isabella Cascarano, Senior Commercial Officer, Embassy of the United States of America, Rome attended the signing ceremony.

PortMiami’s International Sister Seaports Program was established in 1998 by Miami-Dade County Board of County Commissioners.

Government to Business (G2B) Meetings in Genoa

Site visit to Fincantieri



Meetings and site visit of Fincantieri’s shipyard

On October 12th the Miami-Dade County delegation visited the Fincantieri office and shipyard and met with Alessandro De Dominicis, Chairman, Fincantieri Infrastructure. Chairman De Dominicis thanked the Miami-Dade County delegation for visiting their headquarters and stressed the importance of the visit because of the high-value project that they have with tight deadlines with MSC Cruises to build the MSC Terminal at PortMiami. He briefed the delegation about the timelines and the milestones of the project and stated that the project is estimated to be completed in 2024. Mayor Levine Cava and Chairman Diaz emphasized the importance of the cruise industry and conveyed their commitment to support the industry.

To conclude, Director Giuseppe Torrente gave a tour of the Fincantieri Shipyard to the Miami-Dade delegation which included a tour of the anticipated Virgin Voyages Resilient Lady, expected to debut in 2022.

Meeting with MSC at MSC Towers



Meeting with MSC Chairman Pierfrancesco Vago and MSC top executives at MSC Towers

On October 12th the Miami-Dade County delegation met with Pierfrancesco Vago, Executive Chairman of MSC Cruises, for a site visit of the MSC Towers. They discussed the new MSC Terminal being designed and built by Fincantieri at PortMiami. Mr. Vago gave an overview of the company and talked about the importance of the new terminal. Chairman Diaz expressed the importance of the cruise industry for Miami-Dade County’s economy. Juan Kuryla, Director & CEO of PortMiami indicated that cruise operations were going to start shortly.

Mr. Kuryla stated that in February 2021 Miami-Dade County along with the local power utility signed a joint statement with leading cruise companies to bring shore power capabilities to PortMiami. MSC Cruises is one of the cruise partners who will participate in this initiative. Mayor Levine Cava and Chairman Diaz emphasized their commitment to support this important industry that enhances job creation.

Meeting with Assarmatori Association



Miami-Dade County delegation meeting with Stefano Messina, Chairman of Assarmatori Association



Miami-Dade County delegation meeting with Matteo Viacava, Mayor of Portofino

On October 12th the Miami-Dade County delegation met with Stefano Messina, Chairman of the Assarmatori Association, and his associates to discuss business opportunities to stimulate economic growth in the marine industry in both communities. The Association hosted a working dinner for the Miami-Dade County delegation which included Fabrizio Parodi, President of *Interglobo*, an Italian logistics company with a presence in Miami-Dade County. Mayor Levine Cava and Chairman Diaz thanked President Messina for his warm welcome and invited him to bring a business delegation to Miami-Dade County in 2022. The Miami-Dade County delegation exchanged protocol gifts with the Assarmatori Association.



L-R Meeting of Mayor Levine Cava with Matthew Rice from FIU

On October 12th, Mathew Rice, Program Manager at Florida International University (FIU), Genoa, met with the Miami-Dade County delegation and gave an update on the various educational programs FIU was delivering in Genoa. He explained FIU has been offering academic programs focused on the interior design of cruise ships and megayachts in Genoa, Italy since 2005. Mr. Rice indicated that in January 2020, FIU, University of Genoa, and the Municipal Government of Genoa signed a tri-party memorandum of understanding to expand academic, scientific, and career growth opportunities between Genoa and Miami-Dade County.

Mayor Levine Cava and Chairman Jose “Pepe” Diaz introduced Matthew Rice to MSC Cruises and the latter expressed interest in hiring FIU interior design graduates for cruise ship design work.

FLORENCE

Mission Activities and Highlights

Government to Government Meetings in Florence



L-R Deputy Mayor Maineri, Chairman Diaz, Mayor Levine Cava and Mayor Nardella



L-R Mayor Levine Cava and Chairman Diaz with Deputy Mayor Bettini of Florence and Deputy Mayor Maineri of Viareggio

On October 13th the Miami-Dade County delegation met with Mayor Dario Nardella and Deputy Mayor Alessia Bettini of Florence. The Miami-Dade County delegation was accompanied by Federica Maineri, Deputy Mayor of Viareggio who introduced the Miami-Dade County delegation to his counterparts in Florence. During the meeting they discussed views on activities related to the environment and solid waste. Mayor Levine Cava mentioned her trip to Glasgow, UK to attend COP26. Chairman Diaz discussed the County’s recycling program and sharing of best practices. Miami-Dade County’s Department of Solid Waste Management provides waste collection and recycling services. Chairman Diaz extended an invitation for the City of Florence to visit Miami-Dade County. The City of Florence gave the delegation a tour of Palazzo Vecchio.



L-R US Consul General Gupta, Chairman Diaz, President Mazzeo, Deputy Mayor Maineri, Mayor Levine Cava and PortMiami Director Kuryla

On October 13th the Miami-Dade County delegation met with Antonio Mazzeo, President of the Regional Council of Tuscany. They discussed synergies between the two regions and business development opportunities. Chairman Diaz noted that tourism was an important sector for both regions. Both the Mayor and the Chairman extended an invitation to President Mazzeo to visit Miami-Dade County.

US Consul General of Florence, Ragini Gupta attended the meeting. She welcomed the delegation and emphasized the importance of the partnership between both communities to promote tourism. The group exchanged protocol gifts.

MISSION OUTCOME

- Massimo Perotti, CEO of Sanlorenzo Yachts (www.sanlorenzoyacht.com) visited South Florida from October 28th to 31st, 2021 to discuss growth and expansion plans in Miami-Dade County with Chairman Jose ‘Pepe’ Diaz and attended the 2021 Ft. Lauderdale International Boat Show.
- Alessandro De Dominicis, President, Fincantieri Infrastructure will be visiting Miami-Dade County to establish a strong and efficient relationship with the County and make progress on the MSC-Fincantieri contract.
- Mauro Ferrando from the American Chamber of Commerce and President of the Porto Antico, the company that runs the waterfront concessions of the port, including the Aquarium and the fairgrounds where the Genoa Boat Show is held every year is interested to discuss bringing a business delegation to Miami-Dade County and meet the Italy-America Chamber of Commerce Southeast.
- ITC is working with the Cultural Affairs Department of Miami-Dade County to connect local cultural nonprofits with the organizers of the Carnivale di Viareggio and the Florida Grand Opera with Maria Laura Simonetti, President of the Foundation of the Puccini Festival to explore collaboration opportunities.
- Signing the Sister Cities Agreement between Miami-Dade County and Viareggio.
- City of Viareggio’s Mayor Giorgio Del Ghingaro expressed interest to visit Miami-Dade County in 2022.
- Established contact with the Marine Industry Association in Tuscany.
- Signing the Sister Seaports Agreement between PortMiami and the Ports of Genoa.
- Branding of Miami-Dade County and media exposure.

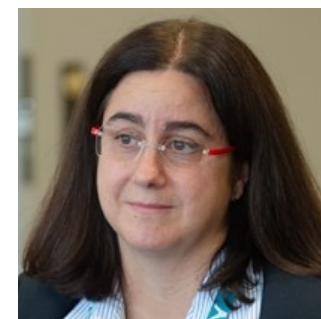
MISSION PARTICIPANTS



Mayor Daniella Levine Cava
Miami-Dade County



Chairman Jose “Pepe” Diaz
Miami-Dade Board of
County Commissioners & ITC



Maria Dreyfus-Ulvert
ITC Interim Director



Juan Kuryla
Director & CEO PortMiami



Veronica Pizzorn
Operations Manager,
Mayor’s Office

MEDIA COVERAGE

The Miami-Dade County delegation received broad local media coverage during the Sister Cities Agreement Ceremony in Viareggio and the Sister Seaport Agreement Ceremony in Genoa, Italy.

/CRONACA

ITALIA-USA

Viareggio-Miami, firmato il patto di amicizia che strizza l'occhio al settore nautico

Collaborazione turistica, culturale e commerciale. Del Ghingaro: «Relazione che nasce dalla nautica ma che speriamo possa interessare altri settori»

di SIMONE DINELLI

di Simone Dinelli



Accrescere le relazioni e le collaborazioni in ambito turistico, culturale e commerciale, partendo dal settore della nautica: questi i principali obiettivi del patto di amicizia siglato ufficialmente lunedì mattina fra Viareggio e la contea di Miami Dade, al cui interno si trova la città di Miami. La firma è avvenuta nella galleria d'arte "Viani" di Viareggio, dopo che la nutrita delegazione giunta in Italia da oltreoceano aveva trascorso già qualche giorno in città, assistendo sabato scorso anche all'ultimo corso del Carnevale.

VIAREGGIO NEL MONDO «La relazione tra Miami e Viareggio – spiega il sindaco Giorgio Del Ghingaro - è nata dalla nautica, ma ci auguriamo che possa implementare e coinvolgere altri settori. Un patto di amicizia ha un valore istituzionale, ma anche una valenza emozionale. A maggior ragione quando si tratta di una realtà così grande come quella della contea di Miami Dade: **significa che il nome di Viareggio è davvero arrivato ovunque nel mondo.** Un ringraziamento speciale va anche per il supporto garantito alla candidatura di Viareggio a capitale italiana della cultura nel 2024». Tra gli obiettivi del patto ci sono quelli di **“esportare” il Carnevale a Miami** e, sul piano strettamente commerciale, di **creare una collaborazione che veda la presenza di Viareggio a Miami in occasione del salone della nautica che si svolge in Florida.** A tale proposito nei giorni scorsi la delegazione statunitense ha avuto modo di assistere al varo in acqua di uno degli ultimi yacht prodotti dai Cantieri Benetti. Il programma delle visite ufficiali proseguirà anche martedì e mercoledì con tappe al porto di Genova - già gemellato con quello di Miami - in Regione Toscana e al Comune di Firenze.

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VERBILIA

Del Ghingaro: “Patto d’amicizia con Miami occasione per Viareggio”

In città una delegazione guidata dal presidente della Contea Pepe Diaz

di Redazione - 09 Ottobre 2021 - 15:18



Viareggio e Miami sempre più vicine. In questi giorni una delegazione istituzionale della città statunitense, guidata dal presidente della Contea Pepe Diaz, è venuta in **visita ufficiale a Viareggio per sancire un patto d'amicizia** con la città.

“È un evento importante e significativo – osserva il sindaco Giorgio Del Ghingaro -, che dimostra quanto sia conosciuta Viareggio nel mondo e quanto sia apprezzata la sua industria cantieristica navale, le sue manifestazioni culturali, il suo territorio affascinante.

Messaggero Marittimo

Autorità di Sistema Portuale del Mar Ligure Occidentale

International Agreement tra Genova e Miami

Sostenibilità, energia pulita e sicurezza fra i temi principali

Redazione

GENOVA Un Seaport International Agreement che rinsalda la collaborazione fra i porti di Genova e Miami, è stato siglato oggi a Palazzo San Giorgio, tra il presidente dell'Autorità di Sistema portuale del Mar Ligure occidentale, Paolo Emilio Signorini, e il Port Director & Ceo di Port Miami, Juan Kuryla. Sostenibilità, energia pulita e sicurezza, intesa sia come safety che come security, sono alcuni dei principali temi che l'accordo vuole affrontare in maniera sinergica anche attraverso l'istituzione di working group per lo scambio di informazioni e per la creazione di occasioni di sviluppo attraverso educational su specifiche tematiche. Nel Seaport International Agreement, sottoscritto anche da Daniella Levine Cava, mayor Miami Dade County; dal sindaco di Genova Marco Bucci e dal presidente della Regione Liguria Giovanni Toti, si fa riferimento alla condivisione di progetti relativi all'implementazione dei traffici crocieristici, uno dei core business di entrambi i porti, al comune obiettivo di creare occasioni di ulteriore sviluppo per la nautica da diporto, il tutto nell'ottica di accompagnare ogni attività con progetti legati alla sostenibilità. Nell'accordo un passaggio è dedicato alla

possibilità di realizzare attività di promozione internazionale congiunta dei due sistemi portuali. Con il Porto di Miami avviamo oggi una collaborazione che sarà rivolta soprattutto allo scambio di best practice nell'ambito della sostenibilità, del turismo crocieristico e della nautica. I nostri porti hanno diversi punti di contatto e hanno già fatto investimenti per l'elettrificazione delle banchine mentre altri sono in programma per rendere a basso impatto ambientale lo stazionamento delle navi passeggeri attraccate alle banchine spiega il Presidente Paolo Emilio Signorini Inoltre, condivideremo e studieremo opportunità e sfide sul fronte della digitalizzazione e cyber security. L'ambizione è fare sempre più di Genova e Miami due porti landmark Sono particolarmente orgoglioso di sottoscrivere in qualità di testimone' questo protocollo di sorellanza' tra l'Autorità portuale del Mar Ligure occidentale e il porto di Miami commenta il presidente di Regione Liguria Giovanni Toti Questo accordo unisce e avvicina il più grande sistema portuale italiano con Miami, il più importante scalo crocieristico statunitense. L'accordo di partnership prevede lo sviluppo di rapporti di collaborazione, scambio di buone pratiche e know how, avvio di progetti di sviluppo, sia nell'ambito crocieristico che commerciale, per promuovere i collegamenti e le interazioni tra le due sponde. Un accordo che conclude Toti è ancora più significativo se si pensa che proprio a Miami si svolge il salone nautico di Fort Lauderdale: in questo modo le location dei due principali saloni al mondo sono unite da un filo. Il Salone Nautico di Genova, con il suo enorme successo di quest'anno, è uno dei simboli della ripartenza del nostro Paese: il nostro obiettivo è farlo crescere sempre di più, e siamo certi che questo accordo e le sinergie future che ne deriveranno saranno determinanti per raggiungere questo risultato Il sindaco Marco Bucci ha detto: L'accordo di collaborazione tra le

Autorità portuali di Miami e Genova non è solo una grande opportunità di scambi di esperienza per il nostro porto ma diventerà uno spunto ed uno stimolo importante anche per la città di Genova. Cercheremo di comprendere e sfruttare al meglio le pratiche e il know how di questa grande realtà degli Stati Uniti d'America. Tra le nostre due grandi realtà ci sono tante affinità legate al turismo crocieristico, al commercio e l'affinità di ospitare due tra i saloni nautici più interessanti e partecipati nei nostri ambiti di competenza. Oggi iniziamo un percorso importante che dimostra come Genova abbia un appeal di rilievo anche dall'altra parte dell'oceano: questo ci rende particolarmente orgogliosi della nostra realtà e di quanto stiamo facendo come istituzioni locali per renderla sempre di più protagonista La delegazione americana e quella ligure avranno occasione di fare il punto sui progressi legati a questa nuova collaborazione in occasione dell'evento biennale Sister Seaport Convention, pensato come momento di riflessione sui risultati raggiunti da tutti i porti internazionali gemellati con l'hub della Florida, nonché partecipando alla più nota Seatrade Global Cruise Convention, la più importante fiera mondiale dedicata al settore crociere, che si terrà nuovamente in presenza nella primavera del 2022, dopo il periodo di sospensione a causa della pandemia mondiale.



APPRECIATION

Chairman Jose “Pepe” Diaz thanks mission participants, hosts, and staff of the many different organizations who contributed to the success of the Business Development Mission to Viareggio, Genoa, and Florence, Italy. While ITC was pleased to be the lead planning agency, we offer our deepest thanks for the collaboration of our partners and hosts of this mission:

Miami-Dade County

- Office of the Chair
- PortMiami
- Miami International Airport
- Marine Association of South Florida
- Miami International Boat Show
- Consulate General of Italy in Miami
- Italy-America Chamber of Commerce Southeast
- Enterprise Florida
- US Commercial Service
- The Miami-Dade Beacon Council

Italy

- | | |
|----------------------|-------------------------------------|
| • City of Viareggio | • Buonamico |
| • City of Genoa | • Societa Agricola Sri |
| • City of Florence | • Assarmatori Association |
| • Liguria Region | • Foundation of Puccini Festival |
| • Tuscany Region | • Fondazione Carnevale di Viareggio |
| • Ports of Genoa | • US Embassy in Rome |
| • MSC Cruises | • US Consulate in Milan |
| • Fincantieri Group | • US Consulate in Florence |
| • Navigo | |
| • Azimut-Benetti | |
| • Sanlorenzo | |
| • Overmarine | |
| • Codecasa | |
| • Cantieri Viareggio | |

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Daniella Levine Cava
Mayor

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