

Florida Foreign Trade Review



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Rafael Puga, President

Jorge A. Ramirez, Editor & Communications Director

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MARCH

"TRADE USA" A Successful Program of Incoming Trade Missions to Florida

By Jorge A. Ramirez, Editor

Trade USA is a program of "Incoming Trade Missions" to Florida, developed by the Florida Foreign Trade Association and supported and co-sponsored by the U.S. Department of Commerce, Enterprise Florida Inc., the City of Miami's International Trade Board and Miami-Dade County's Trade Mission Center of the Americas, Inc.

The program was launched in 2001 as a dynamic project featuring a series of bilateral commercial missions, which focus on increasing trade between Florida and its foreign partners. "We look for markets that want to increase trade with Florida, we then work through our in-country partners such as the AmChams and other trade organizations, and supported by the U.S. Commercial Service offices based at U.S. embassies, we identify SME's interested in purchasing U.S. goods or services", stated FFTA's president Mr. Rafael Puga. "We then coordinate a series of appointments between the participating SME's and the pre-qualified Florida companies that can provide the required product or service", he added.

Each Trade USA mission includes: Pre-qualified appointments between foreign buyers and Florida sellers, Orientation & Educational seminars on "Doing Business in the US" (trade practices, local law, customs – transportation and distribution issues, trade finance services and programs), and visits to airports, ports, free zones and local government offices.

It is projected that as Trade USA missions expand, they will reach other Florida destinations such as Tampa and Orlando in 2003 and the rest of the State in 2004/2005.

If you are interested in participating in an upcoming Trade USA mission, or if you need additional information about this or other programs offered by the Florida Foreign Trade Association, visit our web site at: www.ffa.com or call (305) 471-0737.

**We look for
markets that
want to
increase trade
with Florida.**

Governor Bush Announces FTAA Leadership Team and Date for November Ministerial Meetings

Joining a select group of South Florida business, community, and government leaders in Miami, Governor Jeb Bush announced the dates for the Free Trade Area of the Americas (FTAA) Ministerial meetings and the VIII Americas Business Forum (ABF), as well as a leadership team that will guarantee the success of both events.

The eighth round of FTAA trade negotiations, to be held in Miami, will bring together ministers from 34 nations in the Western Hemisphere on November 20-21, 2003, with the ABF taking place the week of Monday, November 17 and overlapping the ministerial meetings. The dates for the events were selected by the United States Trade Representative (USTR) and coordinated with the government of Brazil, which co-chairs the FTAA negotiation process with the United States.

"Hosting the FTAA Ministerial and the Americas Business Forum provides a unique opportunity for Florida to build upon Miami's position as the undisputed trade capital of the Western Hemisphere, and an ideal place for conducting global business," said Governor Bush. "Over the coming months, the impressive group gathered here will work together to ensure Florida hosts the best FTAA Ministerial ever. However, our eye is on the bigger prize of being selected to serve as the FTAA Permanent Secretariat. We all know that a successful FTAA Ministerial in November is absolutely essential to winning the Permanent



Gov. Jeb Bush
Governor of Florida

Secretariat for Miami, and I thank Ambassador Cobb and his Board for their commitment to seeing this effort through to fruition."

During the event, Governor Bush confirmed the establishment of a 40 member Board of Directors for the Miami-based FTAA Ministerial and ABF, as chaired by

former Ambassador Chuck Cobb. Ambassador Cobb also serves as the Governor's selected point in leading the statewide effort to secure Florida as the permanent site for the FTAA Secretariat, in part through his service as chairman of Florida FTAA, Inc. Dr. Antonio Villamil, CEO of the Washington Economics Group and chair of the Governor's Council of Economic Advisors, continues to serve as vice chair for Florida FTAA, Inc.

The newly created Board of Directors for the FTAA Ministerial and ABF includes the mayors of Miami Dade County, the City of Miami, the City of Coral Gables, the City of Miami Beach, commissioners of Miami-Dade County and the City of Miami, members of Florida FTAA Inc.'s Board of Trustees, eminent business leaders, and former ambassadors now residing in South Florida.

District Export Councils (DEC) What is a DEC?

District Export Councils (DECs) are organizations of leaders from the local business community, appointed by successive Secretaries of Commerce, whose knowledge of international business provides a source of professional advice for local firms. For more than 25 years, DECs have served the United States by assisting companies in their local communities to export, thus promoting our country's economic growth and creating new and higher-paying jobs for their communities.

In 1960, the President asked the Secretary of Commerce to enlist the efforts of the US business community in enlarging export opportunities for American firms. Responding to this challenge, the National Export Expansion Council was formed.

In response to the Council's recommendations, the President signed an executive order in 1973 which directed the Secretary of Commerce to establish District Export Councils throughout the United States.



John McCartney
US Commercial
Services Dir. – Secretary,
South Florida DEC

What Do DECs Do?

Closely affiliated with the U.S. Commercial Service's U.S. Export Assistance Centers, the 56 DECs combine the energies of more than 1,500 exporters and private and public export service providers throughout the United States. DEC members volunteer their time to sponsor and participate in numerous trade promotion activities, as well as to supply specialized expertise to small and medium-sized businesses that are interested in exporting.

From the Basics of Exporting and Trade
(See DEC on next page)



DEC ...

(Continued from previous page)

Finance Seminars to mentoring firms on all aspects of the export process, DEC's bring a comprehensive array of export services directly to local firms. DEC's provide a link to the Export Assistance Center's target customer – small and medium sized U.S. Exporters.

ADVOCATING FOR THE SMALL AND MEDIUM SIZED U.S. EXPORTER

Active on the national and local level, DEC's work tirelessly to educate their local communities about international trade. They are a valuable resource in promoting trade initiatives, having

been active in recent debates regarding the World Trade Organization (WTO), North American Free Trade Agreement (NAFTA) and Fast Track Authority.

How Are DEC Members Appointed?

At the beginning of a nomination process for an upcoming term, notices requesting applications for nomination are placed in the Federal Registrar and on the Internet. Through these vehicles, members of the exporting community have access to information about the DEC's, how they can become active and who to contact.

Recommendations for appointment are based on the candidate's position in the local business community, knowledge of the day to day

international operations, interest in export development, and willingness and ability to devote time to the council.

Membership includes exporters (representatives from manufacturing, services industry, and export trading companies); bankers; US Small Business Administration representatives, state and local officials, and other "partners" including international lawyers and accountants as well as representatives from world trade centers, chambers of commerce, export management companies and freight forwarders.

For more information about your local DEC, contact the U.S. Department of Commerce's Export Assistance Center in your area or visit: <http://www.usatrade.gov/dec>.

SeaCargo Americas – May 7-8, 2003

SeaCargo Americas will bring together top executives from all sectors of the maritime community to exchange views and experiences that will enhance the growth of the maritime industry in Western Hemisphere. Conference topics include port security, regional consolidation, manufacturer and shipper needs in high growth cargo, trade facilitation and responding to market changes and demands from shippers, consolidators and forwarders.

Workshops will focus on providing updates on U.S. Customs and U.S. Coast Guard requirements and demonstrating new security products and technologies. The Exhibition will display the services and facilities of many of the ports of the Western Hemisphere and showcase products, services, and technologies that are available in the Americas.



Charlotte Gallogly
President
WTC Miami

materials

- Provide workshops on the U.S. Customs & U.S. Coast Guard's most recent requirements for the entry of products/vessels into the U.S.
- Provide a platform for the ports of the

Objectives:

- Increase two-way cargo growth and international business in the Americas
- Present updates on the latest security and safety regulations being used in the Western Hemisphere to secure cargo from the intrusion of biological, chemical or explosive

Americas to exhibit their facilities, services and market strengths

- Provide a forum on international maritime and logistics issues in the Western Hemisphere
- Showcase the latest security products, e-commerce solutions, technologies and services
- Provide a venue for pre-scheduled and "at-the-show" appointments between potential buyers and sellers

To reserve your booth or attend the conference log onto www.seacargoamericas.com or call the World Trade Center Miami at 305-871-7910.



Metro Orlando Economic Development Commission

The Metro Orlando Economic Development Commission (EDC) is an organization that helps business. The EDC provides key services and support, which range from relocation and expansion expertise to export counsel to long-term planning with our community partners. A not-for-profit, public-private partnership, the EDC serves the City of Orlando, and Orange, Seminole, Lake and Osceola counties. We are proud to be consistently recognized as one of the top economic development groups in the world.

Our purpose is basically two-fold. To attract new business investment, we market the Orlando region worldwide as a top location for business. In addition, we work with local companies to assist them with expansion plans and other business concerns.

Positioning Metro Orlando as a leader in the global economy is a priority of the EDC's International Trade & Investment Team, operating as the Metro Orlando International



Carmenza U. González
V.P. International
Business Development
& MOIAC Managing
Director

on sales opportunities worldwide

With the support of our community partners, the EDC, in the past five years alone, has successfully assisted hundreds of companies. These efforts have resulted in more than \$7 billion in capital investment, almost

Affairs Commission (MOIAC). MOIAC works to enhance international business in the region by directly assisting hundreds of local companies develop and enhance their export sales strategies. We also host international business development missions and inbound trade missions, helping local companies identify and capitalize

40,000 jobs and nearly 21 million square feet leased or constructed. More than 750 film and television productions have been filmed in the Metro Orlando Region during the past 10 years, and with \$1.54 billion in exports, the region is consistently ranked as the fastest growing export market in the state of Florida.

Orlando...known worldwide for creativity, imagination and high-tech savvy, where you will discover the emerging center of technology and innovation that gives the area its reputation as a "high tech hot spot" and one of the best locations in the nation for entrepreneurs. You can also access a global center of commerce that ranks as the fastest-growing export market in the state of Florida.

For more information and upcoming events, please visit our Web Site OrlandoEDC.com or contact Carmenza.Gonzalez@OrlandoEDC.com.