

Florida Foreign Trade Review



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The British Consulate

By Jorge A. Ramirez, Editor

The British Consulate Miami, three years ago, added a new team to its staff to look at ways of increasing trade from South Florida's strongest European partner, the United Kingdom.

As Florida's largest international investor and employer, the UK has long since seen the benefits that South Florida can offer to British companies who are seeking to grow into Latin America and the Caribbean.

With numerous linkages between the UK and the Caribbean already in place, South Florida is a natural environment to develop British interest in the whole Latin American/Caribbean region.

With over 550 British companies already in Florida, employing in excess of 90,000 people, the British Consulate Miami opened up this new department to get the word out to those UK companies that have not yet found a route into the Latin and Caribbean markets.

Having already led highly successful missions from Florida to the UK with the Greater Miami Chamber, Governor Bush and the Team Florida and CAMACOL, the British Consulate is now focusing on establishing permanent trading links between South Florida and the United Kingdom. As part of this, 2004 should see up to 4 incoming trade missions for South Florida, with all the participants looking to establish partners to develop Latin/Caribbean trade. The first is scheduled for January 2004 and will focus on giftware and the hospitality industry, to coincide with the Miami International Gift Show.

John Wright, Vice Consul for Latin America and the Caribbean, says "we have now focused our efforts to key industry sectors where Britain has a lot to offer the Latin/Caribbean markets. Initially we shall be focusing on five key sectors — Giftware, Financial services, IT and Telecommunications, Food and Drink and Healthcare/Pharmaceuticals. These are the areas where we firmly believe there are proven track records of success upon which increased trade can be built."

With the strong possibility that Miami may become the permanent home to the FTAA secretariat, the British Consulate is already gearing itself up to maximise the opportunities that this will bring about.

For information on trade opportunities with the UK, you may contact Mr. John R. Wright, Vice Consul at (305) 374-1522 or you may visit their website at <http://www.tradepartnersuk-usa.com>

Gov. Bush Continues Effort to Bring FTAA Permanent Secretariat to Fla.

As Miami prepares to host trade ministers from across the Western Hemisphere next month, Governor Jeb Bush stepped-up his efforts to bring the Free Trade Area of the Americas (FTAA) permanent Secretariat to Miami. The Governor toured the LanChile Cargo



Gov. Jeb Bush
Governor of Florida

North American headquarters in Miami and then addressed the Venezuelan-American Chamber of Commerce's annual luncheon — at both events touting the benefits of the FTAA to Florida.

"Both Chilean-based LanChile Cargo and the Venezuelan-American Chamber are great examples of the international companies that choose to do business in Miami," said Governor Bush. "Our undisputed status as the 'Gateway to the Americas' and our cultural diversity help us in our quest to win the FTAA Secretariat. I thank LanChile and the Venezuelan-American Chamber for their support and their continued commitment to our state."

LanChile Cargo's facilities are the largest at Miami International Airport. Sitting on forty-four acres, the North American corporate headquarters and cargo handling facility boast the largest parcel of land ever granted to an international-based carrier anywhere in the United States.

"It is a great honor to welcome Governor Bush here in our Miami headquarters. The company has based its worldwide cargo headquarters and North American passenger operations here in this important state, providing

employment for nearly 900 local people," said Jorge Awad, chairman of LanChile. "We want to reaffirm our ongoing day-to-day commitment to this community and the development of South Florida."

With more than 180 corporate members, the Venezuelan-American Chamber of Commerce is a key business group in Florida's efforts to attract the FTAA Secretariat to Miami. Venezuela ranks in the top five of Florida's two-way trading partners — totaling 3.7 billion in 2001.

Just last month, Florida received its first commitment for the FTAA headquarters when Uruguay's President Jorge Batlle publicly announced his support for Miami. Another key moment takes place next month when Miami will host the eighth round of FTAA trade negotiations. The event will bring together ministers from 34 nations in the Western Hemisphere on November 20-21, with the VIII Americas Business Forum taking place the week of November 17 and overlapping the ministerial meetings. Those meetings could play a vital role in determining if Miami is selected as the permanent Secretariat of the FTAA.

The Free Trade Area of the Americas Treaty, to be completed by 2005, will create the largest free trade area in the world, stretching from Tierra del Fuego to Alaska, with a total Gross Domestic Product of more than \$14 trillion and 800 million consumers. Locating the FTAA Secretariat in Florida will create nearly 90,000 new jobs in the state, boost Florida's payrolls by about \$3.2 billion each year, and add about \$13.6 billion annually to Florida's Gross State Product, according to a recent study conducted by Enterprise Florida, Inc.

Celebrating its 'First Year' Anniversary

The Florida Foreign Trade Review would like to thank The Florida Shipper and staff, and all those collaborators who have helped make this publication an ongoing success



Jorge A. Ramirez



Isilio Arriaga

New President and CEO of Greater Miami Chamber of Commerce

The Greater Miami Chamber of Commerce (GMCC) Executive Committee appointed Isilio Arriaga President and CEO on September 10, 2003. Arriaga is the first Hispanic President and CEO of the Chamber and follows the nearly 23 year legacy of William O. Cullom.



Isilio Arriaga,
President and CEO
Greater Miami
Chamber of Commerce

Isilio Arriaga is an experienced executive with management expertise in the private, public and social service sectors; and a strong background in corporate development, senior management and operations. Most recently, Arriaga served as President and CEO of Hispanic Unity of Florida, a social services agency located in Broward County with over 30,000 clients striving to improve their quality of life and fostering leadership in the community. He grew the agency income in 2002 by 25%, managed a staff of 40 and nearly a 3 million dollar budget.

Arriaga's community involvement includes: active membership in the Venezuelan American Brotherhood Foundation, the Broward Workforce Development Board, the South West Council of United Way, and being appointed by the Board of Trustees as a member of the Search Committee for the new President of Broward Community College.

Greater Miami Chamber's International Services Network (ISN) Recognized 12 Miami Businesses for their Success in Export Services

The International Services Network (ISN) was created by the Greater Miami Chamber of Commerce (GMCC) to facilitate business between Florida Service Providers and companies abroad. The program is a pioneering model of a statewide effort to promote international services. ISN is partially funded by the U.S. Department of Commerce and is supported by the Institute for International Professional Services at Florida International University, Enterprise Florida and the private sector.

The International Services Network (ISN), and the Department of Commerce recognized the achievements of 12 Miami companies and organizations, as well as ISN participants, who have

had noted success in exporting their services during the past year. The **First Annual International Services Network Awards Ceremony** was held **Friday, Oct. 10, 2003, at noon at The New Radisson Hotel Miami, 1601 Biscayne Blvd.**

Over the past four years, participants of the International Services Network have generated more than \$600 million in actual and projected sales. Representatives from the Miami business community, as well as special guests from the U.S. Department of Commerce and more than 70 Latin American executives participating in this year's Americas Linkage program attended attend the awards ceremony.

The following companies were the award recipients by category:

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| New to Export: | DRSre, PA; and Project Development International. |
| New to Market: | Fortune House International Realty |
| Export Performance: | Coldwell Banker Real Estate. |
| Special Recognition: | Pronto Wash; e-volution; and TECNONEXO. |
| Best Services Export Practices: | Concepción, Rojas and Santos LLP; Baptist Health International Medical Center; Carib Telecon; and Realtor Association of Greater Miami and the Beaches. |
| Outstanding Partner: | Enterprise Florida. |

Hong Kong Jewelry Exhibition to be held October 31-November 2, 2003

The Hong Kong Trade Development Council is the global marketing arm and public service hub for Hong Kong-based manufacturers, traders and service exporters. Our activities are especially geared to small and medium-sized enterprises (SMEs), the chief drivers of Hong Kong's trade. The TDC is objectives are to develop and diversify markets for Hong Kong Companies, promote Hong Kong's products and services throughout world markets and enhance Hong Kong as a standing partner and platform for global business and supporter of free trade.

Miami has been home to the Hong Kong Trade Development Council's Jewellery Exhibition for the past 4 years. In it's fifth year, the show will be even grander than past. Buyers will be given the unique opportunity to select from a large range of exciting new collections.

Hong Kong is the third largest exporter of precious jewelry in the world; total jewelry exports to the United States surged by 30% from \$845 million in 2001 to \$1.1 million in 2002.

This year over 40 companies from Hong Kong will be traveling to Miami to exhibit their products. Major jewelry companies from Latin America as well as United States and Canada are expected to attend the event as well, said Winchell Cheung, Director of the Hong Kong Trade Development Council in Miami.

The event is organized by the **Hong Kong**



Winchell Cheung
Director
Hong Kong Trade
Development Council

Trade Development Council and it will be held at the **Hyatt Regency Hotel** located at **400 SE 2nd Ave, Miami, Florida 33131**. Event dates are **October 31-November 2, 2003**.

Other news from Hong Kong

Hong Kong and the Chinese mainland have signed a Closer Economic Partnership Arrangement (Cepa). This free trade agreement under World Trade Organization rules equals "WTO-Plus" for Hong Kong-based companies and **their overseas partners**. From January, Cepa-qualified companies of all nationalities will have preferential access to China's market. That equals first mover advantage

For further information on trade opportunities with Hong Kong, you may contact the Hong Kong Trade Development Council in Miami at (305) 577-0414.