Post Event Report

Florida International Trade & Cultural Expo
Connect Your Business to the World!

OCTOBER 12-16, 2015 | FORT LAUDERDALE, FL

Broward County Office of Economic and Small Business Development

August 10, 2016
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Executive Summary
The Florida International Trade and Cultural Expo (FITCE) was sanctioned by the Broward County Board of County Commissioners, with the goal to promote international trade and culture in Broward County, to educate Broward County businesses on international trade resources and export opportunities around the world, and to promote Broward County as the ideal location for business relocation and expansion.

FITCE took place on October 12-16, 2015 at the Broward County Convention Center and welcomed former heads of state, high level international dignitaries, international delegations and local experts in the field of international trade, for a week-long program of seminars and panels, including a special event called “Doing Business with the World” that attracted consulates, trade commissions, bi-national chambers and delegation representatives from over 30 countries. More information on the daily activities of FITCE is listed in Appendix A.

FITCE was organized by a group of founding partners in the region involved in international trade promotion and cultural exchange. Each of the founding partners hosts yearly international trade conferences in South Florida individually and agreed this year, to make their annual events part of FITCE. Founding members include: The Zambrano Foundation (Democracy in the Americas Symposium), The Puerto Rico Hispanic Chamber of Commerce, The Lauderhill Regional Chamber of Commerce, Americas Community Center, United Way (fiscal agent) and the Global Trade Chamber.

Broward County agencies participating in the planning of the conference included the Broward County Office of Economic and Small Business Development (OESBD), the Broward County Cultural Division, the Greater Fort Lauderdale Convention and Visitors Bureau (CVB) and Port Everglades Department.

FITCE 2015 Objectives that were met include:

Promoting international trade and culture in Broward County

- The expo hosted dignitaries including former heads of state, high ranking officials and consuls representing 33 countries (Bangladesh, China, Kingdom Bahrain, Hong Kong, India, Israel, Taiwan, Haiti, Jamaica, Barbados, Antigua, Dominican Republic, Guadalupe, Guyana, Trinidad & Tobago, Finland, France, Germany, Italy, Macedonia, Netherlands, Spain, Sweden, Slovak Republic, UK, Argentina, Brazil, Ecuador, Colombia, Honduras, Panama, Canada) – These dignitaries learned about the opportunities in Broward County and as a result of strengthening our relationship with these countries, they now reach out to us (versus only Miami) when they have international delegations in town or when they hear of companies from their countries looking to relocate/expand to Florida.
Increased visibility of our international activities with the State of Florida (Enterprise Florida) and the federal government through the U.S. Department of Commerce and the International Trade Administration (ITA) that are starting to recognize our efforts and impact in the sphere of international trade for the country. For example, the ITA requested a copy of our “11 Steps to Exporting – A Roadmap to your Exporting Success!” printed guide to present to authorities in Washington to show our efforts to educate and encourage more businesses to exports.

Educating Broward County businesses on international trade resources and export opportunities around the world -

The table below lists the educational panels/segment and how many businesses attended:

<table>
<thead>
<tr>
<th>Panels, Special Events &amp; Seminars Attendance</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Doing Business with the World</td>
<td>200</td>
</tr>
<tr>
<td>11 Steps to Exporting Seminar</td>
<td>70</td>
</tr>
<tr>
<td>How to Import Seminar</td>
<td>70</td>
</tr>
<tr>
<td>Exp. Sales to Latin America and Caribbean</td>
<td>35</td>
</tr>
<tr>
<td>Financing your Small Business Exports</td>
<td>25</td>
</tr>
<tr>
<td>South Florida Ports &amp; Foreign Trade Zones</td>
<td>30</td>
</tr>
<tr>
<td>Expanding your Business to South Florida</td>
<td>15</td>
</tr>
<tr>
<td>Best Market Opportunities to Europe</td>
<td>20</td>
</tr>
<tr>
<td>Success in Emerging Markets</td>
<td>35</td>
</tr>
<tr>
<td>Leveraging Global Con. with Social Media</td>
<td>50</td>
</tr>
<tr>
<td>Importance of Culture in Global Economy</td>
<td>50</td>
</tr>
</tbody>
</table>

Promoting Broward County as the ideal location for business relocation and expansion

- The Spain Trade Commission organized a follow-up visit to Broward County including a tour of Port Everglades to learn more about our programs in order to refer companies from Spain to not only consider Miami for relocation but Broward as well.

- After attending the expo, the Made in Britain Trade Center is looking to consider opening their trade center in Broward County instead of any other major cities in the United States.

- The Mayor of Dothan, Alabama, the Honorable Mike Schmitz, attended the conference with the President of the Dothan Chamber of Commerce and is looking to partner with Broward County to have their manufacturer strategically explore opening warehouses in Broward County to export to Latin America and the Caribbean.

Based on this report, here are recommendations for FITCE 2016:

- Reduce length of the event from 5-days to 2-days.
- Reduce event partners to 2-3 primary partners (United Way and Fort Lauderdale Chamber are already committed) and reduce planning committee size and focus. Encourage more independent planning of events by international groups that could be co-promoted with FITCE, but planned, organized and financed separately.
- Make the event free of charge for attendees and free of charge for international delegations to participate.

Role of the Office of Economic and Small Business Development (OESBD)

The role of the OESBD in FITCE was management of program planning, participation in various FITCE panel discussions, assistance in promotion of the event, and performance of post-event follow up with firms and participants of the event. On behalf of OESBD, Economic Development Specialist, Paola Isaac Baraya, was responsible for planning and organization of FITCE panels and seminars, including the “Doing Business with the World” event, with the exception of events organized and sponsored by the founding partners, which included the Presidential Dinner held October 12th and all programming Thursday, October 15th (sponsored and organized by the Zambrano Foundation), the luncheon on Tuesday, October 13th (sponsored and organized by the Laudermill Regional Chamber of Commerce), and afternoon programming on Wednesday, October 14th (sponsored and organized by the Americas Community Center).

OESBD Economic Development Specialist, Paola Isaac-Baraya, served as Moderator for “11 Steps to Exporting – A Roadmap to your Exporting Success!” training seminar and “Leveraging Global Connections through Social Media” panel discussion, and also hosted the “Doing Business with the World” event. OESBD organized the Bi-National Chamber cocktail reception following the “Doing Business with the World” event as well. OESBD Director, Sandy-Michael McDonald, was featured as a speaker at the Opening Ceremony Breakfast and Economic Development Manager, Steven Tinsley, was a panelist for the “Expanding your Business to South Florida” panel discussion.

OESBD assisted in promoting the event through its outreach section, prominent placement of event details on the OESBD website, email blasts and promotion at OESBD events. OESBD also engaged community partners to assist in promoting the event.

OESBD is continuing to schedule follow up meetings with Broward County businesses who attended FITCE, to provide export assistance, leverage the knowledge gained at the conference and strengthen bilateral trade ties with international contacts made at the conference.
Doing Business with the World
Doing Business with the World is a yearly signature event created by OESBD with the objective to connect Broward Businesses to opportunities in various countries though the consulates, trade commissions, bi-national chambers and international government agencies/associations. The 1st edition was introduced on November 6th, 2014 and hosted 12 countries that presented about the top three (3) import/export products between Florida and their country and how to access trade opportunities overseas. This year, the event was hosted within FITCE and included the participation of 30 countries. OESBD looks to add more countries every year.

Attendance

Listed below is information on pre-registration, general attendance and attendance for some of the main panels, seminars and other activities.

<table>
<thead>
<tr>
<th>FITCE General Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Pre-Registration</td>
</tr>
<tr>
<td>Total Conference Attendees (5 days)</td>
</tr>
<tr>
<td>Average Daily Attendance</td>
</tr>
<tr>
<td>Exhibitors</td>
</tr>
<tr>
<td>Panels, Special Events &amp; Seminars Attendance</td>
</tr>
<tr>
<td>Presidential Dinner (Zambrano Foundation)</td>
</tr>
<tr>
<td>Doing Business with the World</td>
</tr>
<tr>
<td>11 Steps to Exporting Seminar</td>
</tr>
<tr>
<td>How to Import Seminar</td>
</tr>
<tr>
<td>Exp. Sales to Latin America and Caribbean</td>
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<tr>
<td>Financing your Small Business Exports</td>
</tr>
<tr>
<td>South Florida Ports &amp; Foreign Trade Zones</td>
</tr>
<tr>
<td>Lauderhill Chamber of Commerce Luncheon</td>
</tr>
<tr>
<td>Expanding your Business to South Florida</td>
</tr>
<tr>
<td>Best Market Opportunities to Europe</td>
</tr>
<tr>
<td>Success in Emerging Markets</td>
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<td>Leveraging Global Con. with Social Media</td>
</tr>
<tr>
<td>Importance of Culture in Global Economy</td>
</tr>
</tbody>
</table>

Unfortunately, geographic information for all attendees was not collected (registration was managed by Delucca events/Event Logistic Planner). OESBD was responsible for event programming and subsequently collected information on speakers and international delegates. 41 delegates represented 33 countries. Out of the 41 delegates, 12 were international and 29 were regional (consulates, bi-national chambers and trade commissions). We also had 1 speaker from Washington D.C. from the International Trade Administration (ITA) and 1 speaker from Alabama (the Mayor of Dothan, Alabama with his delegation which comprised the President of his local chamber and a municipal staff member). The event planner (Delucca Events) prepared a test survey and sent it to a very limited test group of FITCE committee members, with the original intent of surveying all attendees, however it was subsequently not distributed.
Financial Report

Sources of revenues for FITCE included corporate sponsorships, ticket revenues and financial support from the Board of County Commissioners. United Way served as the fiscal agent for FITCE 2015. Revenues managed by United Way included sponsorships’ fees and ticket sales. Financial support from the Board of County Commissioners ($50,000), was managed through OESBD. Below is a consolidated summary report of revenues and expenses. Sources of information for the summary report below include the United Way (fiscal agent), DeLucca Events (event organizer) as well as OESBD and the Broward County Office of Management and Budget. A more detailed financial report is available in Appendix “C”.

<table>
<thead>
<tr>
<th>Source</th>
<th>Revenue</th>
<th>Expenses</th>
<th>Surplus/(Deficit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Way (Fiscal Agent)</td>
<td>$42,916.37</td>
<td>$37,503.62</td>
<td>$5,412.75</td>
</tr>
<tr>
<td>Broward County BOCC</td>
<td>$50,000.00</td>
<td>$48,015.54</td>
<td>$1,984.46</td>
</tr>
<tr>
<td>Other Reported Revenue (Ticket Sales-DeLucca Events)</td>
<td>$6,195.00</td>
<td></td>
<td>$4,000.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$99,111.37</td>
<td>$85,519.16</td>
<td>$13,592.21</td>
</tr>
</tbody>
</table>

**Ticket Revenues**

DeLucca Events (event organizer) reported approximately $6,195.00 in ticket revenues collected for the event which remain in an account controlled by the event organizer. Staff recommends that the event organizer remit all ticket revenues to the fiscal agent.

**Clarifications on Founding Members Agreements and Outstanding Amounts**

**Lauderhill Regional Chamber of Commerce** – The Lauderhill Regional Chamber of Commerce (LRCC) organized its annual luncheon within FITCE on Tuesday, October 13th. LRCC reported luncheon ticket revenues of $1,150. The catering costs for the luncheon, which were included in the total convention center fees paid by FITCE, equaled $4,867. OESBD confirmed with LRCC and Commissioner Holness’ office, that a verbal agreement was established allowing LRCC to retain the revenues collected from the luncheon ticket sales ($1,150) without reimbursement of the luncheon catering costs.

**PR Hispanic Chamber of Commerce of Broward County** – The PR Hispanic Chamber of Commerce of Broward County (PRHCC) was authorized to solicit sponsorships and exhibitor packages for FITCE. DeLucca Events reported that PRHCC collected sponsorship/exhibitor fees from two sponsors in the amount of $7,500. The cost for tables and chairs for sponsors/exhibitors solicited by PRHCC, which are included in the total convention center fees paid by FITCE, equaled $640. OESBD confirmed with PRHCC and Commissioner Holness’ office, that a verbal agreement was established allowing PRHCC to retain the revenues collected from solicited sponsorships and exhibitor packages, without reimbursement to FITCE for the cost for tables and chairs ($640) for exhibitors.
Zambrano Foundation – The Zambrano Foundation organized its annual *Democracy In the Americas Symposium* within FITCE. Part of this symposium includes the Presidential Dinner which was hosted on the first day. Catering costs in the amount of $10,180.00 were paid by FITCE. The Zambrano Foundation reimbursed FITCE in the amount of $10,000.00. Attempts to collect the outstanding amount of $180 have not been made as DeLuca Events is now seeking direction from OESBD on collection in light of in-kind printing services provided by Zambrano Foundation.

Post Event Results

Following FITCE, OESBD organized one-on-one meetings with twenty (20) businesses met during the expo. Four (4) of the businesses received relocation assistance by OESBD and sixteen (16) of the businesses, already located in Broward County, received export assistance from OESBD including:

- counseling through the 11 Steps to Exporting guide
- Guidance on key factors to evaluate when selecting a country to export
- Instructions on locating country commercial guides for each country along with other trade tools/resources such as the Florida Export Directory and Reference USA (a free online resource offered by the Broward Library System)
- Export-readiness preparation to be eligible to receive further assistance from community partners such as Enterprise Florida, US Commercial Service, SBDC and the Hispanic Business Initiative Fund.
- Assistance with export plan and compliance plan preparation
- Training on compliance for US Export Controls
- Training on identifying leads in international markets including contacting the American Chambers of Commerce (AmCham) situated in each country for matchmaking programs
- Training on logistics and resources to find logistic partners such as the Florida Customs Brokers and Forwarders Association and the Port Everglades Facilities Guide & Directory
- Education and tools on export financing program
- Other international trade-related assistance such as organizing matchmaking meetings with foreign delegations when they visit Broward County

Below is a list of businesses that received technical assistance from OESBD. A more detailed assistance table is available in Appendix “B”.

Relocation Assistance

- My Coach and I: From Canada and still looking for location in Broward County
  (http://moncoachetmoi.net/en/)

- Made in Britain Trade Center: From the UK and Still looking for location in Broward County
  (http://www.tradewithbritain.com)- They are presently in the UK meeting with manufacturers looking to expand to Broward and that they would like to invite these manufacturers to FITCE 2016

08/10/2016
• Qualiprinters: From Italy and still looking for location in Broward County – (http://www.qualiprinters.com/)

• The Italian Ways Distribution: From Italy and recently relocated to Fort Lauderdale (http://www.theitalianways.com/)

Export Assistance

• Envision Consulting/HEIR Jewelry (Hollywood): Start-up – no website yet

• APA Global (Pembroke Pines): Start-Up - company recently changed name to Sales Monde (http://www.salesmonde.com)

• Goga Associates/Rentar Environmental Solutions (Hollywood): (http://rentar.com/)

• Pro-Import Group (Fort Lauderdale): Start-up from Colombia – no website yet

• UNO Aviation (Fort Lauderdale): (http://www.unoaviation.com)

• Healthcare International Partners (Miramar): (http://www.hip-llc.com)

• Gaicon LLC (Margate): (http://gaicon.net/)

• Destiny Alliance Solutions (Miramar): Start-up – no website yet

• Roses Delight Inc. (West Park): Start-up – no website yet

• Advanced Service Management (Pembroke Pines): Start-up – no website yet

• MSC Trading Inc DBA Lobster & Seafood Warehouse (Lauderhill): They chose not to have a website

• SL Powers (Fort Lauderdale): (http://www.slpowers.com/)

• The Caribbean Network (Fort Lauderdale): (http://www.csn.com.bz/)

• Inka Organics (Fort Lauderdale): (https://www.inkaorganic.com)

• Oregano Imports (Fort Lauderdale): Start-up – no website yet

• Purify Fuel (Fort Lauderdale): (http://www.purifyfuel.com)

• 2 Lyons Aerospace: (http://www.2LyonsAero.com)

Below is a list of workshops/strategic meetings organized by Broward County Office of Economic and Small Business Development as a result of international relationships established at FITCE:

Doing Business with the Italian Government: Healthcare Sector
Francesco Bof, Public Procurement Master’s Program Director for the University of Pavia in Italy and panelist for “Best Market Opportunities in Europe” at FITCE, flew back to Broward County last January to be the main presenter at OESBD’s workshop entitled: Doing Business with the
Italian Government: Healthcare Sector. The workshop was held on January 21, 2016 at Broward Health and educated thirty-eight (38) Broward Businesses in the life science sector on the public procurement process with the Italian government as well as export opportunities to Italy for both the healthcare and information technology sectors. Additionally, information about international collaborations and local procurement opportunities was presented by Broward Health. Following this workshop, the University of Pavia is looking to create a contest whereby Broward businesses can participate to submit their healthcare innovations to hospitals in Italy.

**Spain Trade Commissioner Visit to Broward County**

The Spain Trade Commission was an exhibitor/presenter for “Doing Business with the World” at FITCE. Following their participation at FITCE, the Spain Trade Commission reached out to OESBD to set up a strategic meeting to discuss sending more Spanish companies that want to relocate to Florida to Broward County versus mainly to Miami. OESBD organized a meeting with the Spain Trade Commission and invited the Greater Fort Lauderdale Alliance, Port Everglades and Greater Fort Lauderdale Sister Cities International (Mataró is Fort Lauderdale’s Sister City in Spain – the twinning was facilitated by OESBD). The Spain Trade Commission is coordinating with OESBD to organize a tour of Port Everglades.

**Business Opportunities and Trends in the Singapore Marketplace (Protocol Series)**

Antonio Acunzo, specialist in the ASEAN markets (Malaysia, Singapore, Vietnam, etc...) and panelist/sponsor for “Success in the Emerging Markets- ASIA, AFRICA & MIDDLE EAST” at FITCE, flew back from Singapore to be the main presenter/sponsor at OESBD’s a workshop entitled: Business Opportunities and Trends in the Singapore Marketplace. The workshop took place on May 18, 2016 at Keiser University in Pembroke Pines. Broward businesses were invited to participate in an informative workshop which highlighted practical and tactical market entry strategies for entering the Singapore marketplace. This workshop provided key insights pertaining to the protocol, etiquette and norms of doing business with Singapore.

**Bottom Line: Quantifiable Outcomes for Broward County**

- 200 businesses educated on international trade
- 4 potential businesses relocating to Broward County with 1 relocated to Fort Lauderdale
- 17 Broward businesses receiving export and/or entrepreneurship assistance from OESBD, two of which are, as a result, exporting to a new country
- 2 export-related workshops organized as a follow up to international relationships established during the expo: Italy + Singapore

**Ongoing Activities**

OESBD continues to explore synergies with representatives of participant countries of FITCE including Bahrain, Guadeloupe, Jamaica, UK, France, Canada, Macedonia and others. Technical assistance to Broward County businesses participating in FITCE is ongoing. The “Doing Business with the World” segment of FITCE provides a forum through which ties to key international
markets can be strengthened with the goal of increased foreign direct investment and bilateral trade opportunities for Broward businesses.

APPENDIX “A” - EVENT AGENDA

Day 1
Monday, October 12

10:00–5:00 Registration Opens

1:00 Seminar: 11 Steps to Exporting – A Roadmap to your Exporting Success!
Location: Floridian Ballroom B&C

Moderator: Paola Isaac Baraya, Broward County Office of Economic and Small Business Development

- Daisy Ramos-Winfield, Florida Export Financing Corporation
- John Diep, Enterprise Florida
- Anil Chang, Small Business Development Center (SBDC)

3:00 BREAK

3:30 Seminar: How to Import into the United States of America
Location: Floridian Ballroom

*Sponsored by Becker & Poliakoff*

Speaker: Jennifer Diaz, Becker & Poliakoff

5:30 Seminar Day Concludes

7:00 DITAS VIP Reception
Location: Rooms 317 &318

8:00-10:00 DITAS VIP President’s Dinner & Cultural Experience
Location: Floridian Ballroom B&C

Moderator: Willard Shepard, NBC6

Keynote Speaker:
Leonel Fernandez, former President of Dominican Republic

(L-R) Former Minister of Dominican Republic, Leonel Fernandez & Former President of Haiti, Ralph LaTortue

08/10/2016
Day 2

Tuesday, October 13

8:00AM  Registration & Networking

8:30  Plenary Breakfast
Floridian Ballroom B&C

Sponsored by Convention & Visitor’s Bureau (CVB) Location:

Welcome from Broward County Commission
Commissioner Dale Holness Opens the Expo

Nicki Grossman
President and CEO
The Greater Fort Lauderdale Convention & Visitors Bureau

Keynote Speaker: Thomas Wong, U.S. State Dept. Office of Economic Policy and
Summit Coordination –Bureau of Western Hemisphere Affairs

10:00  BREAK
Art Pavilion Opens
Location: Open Rooms 301 & 302

10:15  Panel: Expanding your Global Sales to Latin America and the Caribbean
Location: Floridian Ballroom

Moderator: John Yearwood, World Editor, Miami Herald

- Sergio Frota, Vice-President, World Trade Center Sao Paulo, Brazil
- Carlos Eduardo Garcia Velasco, Colombia Customs and Foreign Trade Tax Law Specialist
- Philip Service, Councilor, Finance Committee, City of Falmouth, Jamaica
- Roberto Illingworth Cabanilla, Former Deputy Secretary of the Department of Industry and Foreign Trade for Ecuador
10:15 Panel: Financing your Small Business and Exports
Location: Room 315

Sponsored by Mercantile Credit Inc.

Moderator: Al Lewis, Editor & Chief South Florida Business Journal

- Daisy Ramos-Winfield, Florida Export Financing Corporation
- Ismael Cifuentes, Hispanic Business Initiative Fund
- Johnny Sajnani, President Mercantile Credit, Inc
- Mary Hernandez, Small Business Administration

10:15 Panel: South Florida Ports & Foreign Trade Zones - The Gateway to the World!
Location: Room 305

Sponsored by Fort Lauderdale Florida Executive Airport & Adept Strategy & Public Relations

Moderator: Doreen Hemlock, Business Reporter Sun Sentinel

- Glenn Wiltshire, Deputy Port Director, Port Everglades
- Karen Reese, Foreign Trade Zone #241
- Hon. Mike Schmitz, Mayor of Dothan, Alabama

12:30 Lauderhill Regional Chamber of Commerce Keynote Speaker Luncheon
Location: Floridian Ballroom

Welcome from Broward County Commission Keynote Speaker: The Honorable E.P. Chet Greene Minister of Trade, Industry, Commerce & Consumer Affairs, Culture, Sport & National Festivals & Cultural Experience, Antigua
2:00 BREAK
Exhibition Hall Opens
_Sponsored by Port Everglades_

2:15 Consulate Meet & Greet Doing Business with the World
Location: Rooms 315 & 316

_Sponsored by Allied Steel Buildings_

Moderator: Paola Isaac Baraya,
Broward County of Economic

Presentations from Consulates,
Trade Commissioners and Bi-
National Chambers about their top
exports and imports with Florida
and how to do business with their
countries.

Confirmed Countries:
Africa, Middle East, Asia: Bangladesh, China, Kingdom Bahrain, Hong Kong, India,
Israel, Taiwan

Caribbean: Haiti, Jamaica, Barbados, Antigua, Dominican Republic, Guadalupe,
Puerto Rico, Guyana, Trinidad & Tobago

Europe: Finland, France, Germany, Italy, Macedonia, Netherlands, Spain, Sweden,
Slovak Republic, UK

Latin America: Argentina, Brazil, Colombia, Honduras, Panama,

North America: Canada

08/10/2016
3:30 Coffee Break & Networking Session  
*Sponsored by Convention and Visitor’s Bureau*

5:30 FITCE Bi-National Chamber VIP Cocktail Reception  
Location: Rooms 317 & 318

7:30 Cultural Experience

8:00 Exhibition Hall Closes

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**Day 3**  
**Wednesday, October 14**

9:30 Registration & Networking

10:15 Panel: Expanding your Business to South Florida  
Location: Ballroom B & C  
*Sponsored by Florida Power & Light*

  Moderator: Ben Wesley, External Affairs Manager, Florida Power & Light

  - David Coddington, VP of Business Development Greater Fort Lauderdale Alliance
  - Steven Tinsley, Economic Development Manager, Broward County Office of Economic and Small Business Development

10:15 Panel: Best Market Opportunities in Europe  
Location: Room 305

  Moderator: Fred Glickman, VP of International Operations Enterprise Florida

  - Francesco Bof, Public Procurement, Bocconi University, Milan, Italy
  - Hon. Jerry Naumoff, Minister of Foreign Investments for Macedonia
  - Peter Vavrik, Head of Structural Cohesion Policy Unit in Directorate General for Presidency European Parliament Brussels, Belgium

10:15 Panel: Success in the Emerging Markets- ASIA, AFRICA & MIDDLE EAST  
Location: Room 315

  Moderator: Desmond Alufohai, Miami-Dade County International Trade Unit
• Antonio Acunzo, CEO MTW Group (ASEAN, Singapore)
• Ralph Chow, Regional Director, Americas of the Hong Kong Trade Development Council (HKTDC)
• Rose Sager, Trade Commissioner, Consulate General of the Kingdom of Bahrain in New York

12:00  OPEN LUNCH & Networking

2:00  Exhibition Hall Opens

*Sponsored by Odebrecht*

Panel: Americas Business Network, How to Succeed & Grow Your Business in South Florida – From Start-Up to Success
(Panel organized by Americas Community Center)
Location: Ballroom B & C

Moderator: Germán Morales, Partner at the Law Firm Morales & Goldstein and Chairman Americas Community Center

• Andrés Rodriguez, Digital Director for Latin America at Mindshare Worldwide, Marketing Strategy Cases
• Fabio Andrade, Executive Director of Americas Business Network, Best Practices for an Effective Networking
• Carlos Castro, Regional Manager for Central America & Caribbean for GE Healthcare, Small Business Equity Loans Financial Strategies
• Augusto Aragone Vice President & Associate General Counsel at Ingram Micro, Inc., Important Legal Issues to be Considered in a Business Strategy

4:00  Day Concludes

6:00  Exhibition Hall Closes
Day 4
Thursday, October 15
(Program organized by the Zambrano Foundation)

8:00       Registration & Networking

8:30       Opening DITAS Ceremony
Location: Ballroom B & C

  • Welcome: Maria Garza, CEO of Zambrano Foundation
  • Jose Zambrano, Chairman of Zambrano Foundation

9:00       Panel: Democracy – The Next Generation
Location: Ballroom B & C

Moderator: Carlos Joya, Honduras Political Strategist

  • Raul Martinez Jr., Government Services Director at eNet IT Group
  • Ron Bilbao, New Leaders Council, National Board Member
  • Rosa Maria Payat, Cuban Dissident
  • Tony Lima, Executive Director, SAVE

10:15      Panel: Democracy in the Hemisphere
Location: Ballroom B & C

Moderator: Leah Shadle, One Laptop per Child - New Leaders Council

  • Dr. Alberto Gaytan Garcia, Director del Tecnologico de Misanita, MX
  • David Gentili, Director of Corporate Development TECHO
  • David Richardson, Florida House Representative – District 113
  • Jose Felix Diaz, Florida House Representative – District 116
  • Hon. Mike Schmitz, Mayor of Dothan, Alabama

11:00      Exhibition Hall Opens

11:30      Panel: The Challenges for the future of Democracy and Economy in the Americas
Location: Ballroom B & C

  • Moderator: Maria Garza, CEO Zambrano Foundation
  • Professor Bruce Bagley, University of Miami
  • Gerard R. Latortue, Former Prime Minister of Haiti
  • Idania Chirinos, Director of Content - NTN24
  • Rafael Poleo, Journalist, Editor in Chief of El Nuevo Pais and Zeta Magazine
• Ricardo Brown, Director of News MundoMax

12:30  Closing Remarks, Ms. Maria Garza, CEO of Zambrano Foundation

1:00  Day Concludes

6:00  Exhibition Hall Closes

Day 5  
Friday, October 16

8:30  FITCE Closing Breakfast  
      Location: Ballroom B & C

10:00  Panel: Leveraging your Global Connections through Social Media  
       Location: Ballroom B & C

       Sponsored by DeLucca Events

       Moderator: Paola Isaac Baraya, Broward County Office of Economic and Small Business Development

       • John Peter Mahoney, @SocialMedia305
       • Karla Campos, @SocialMediaSass
       • Sharon Gadbois, Gadbois Consulting, @GCoGroup

11:15  Panel: The Importance of the Culture in our Global Economy  
       Location: Ballroom B & C

       Moderator: Jody Leshinsky  
                   Assistant Director of the Cultural Division

       • Marielle Barrow, Cultural Economist, Washington D.C.
       • Tony “The Greek” Michaelides, Music Industry Mogul, Former Publicist of U2, David Bowie & Bob Marley, R.E.M, Peter Gabriel, & many more
       • Kalliah Camacho Ali, Former Wife of Muhammad Ali

12:30  FITCE Closing Cultural Celebration

1:30  FITCE Officially Concludes 2015 Event
# APPENDIX “B” – DETAILED OESBD ASSISTANCE REPORT

<table>
<thead>
<tr>
<th>No.</th>
<th>Name of Business</th>
<th>Description &amp; Type of Assistance Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>My Coach and Me</td>
<td>Company from Canada which provides organizational corporate development for human resource development and author of professional self-development educational books looking to relocate to Broward County. OESBD provided relocation assistance.</td>
</tr>
<tr>
<td>2</td>
<td>Envision Consulting/HEIR Jewelry</td>
<td>Company which provides leadership coaching development services and also manufactures their own line of jewelry. Since they are new to exporting, OESBD provided export-readiness training assistance.</td>
</tr>
<tr>
<td>3</td>
<td>APA Global</td>
<td>New startup looking to start a freight forwarding and export distribution business in Broward. OESBD provided export training assistance and is presently setting up a meeting for entrepreneurship assistance.</td>
</tr>
<tr>
<td>4</td>
<td>Goga Associates/Rentar Environmental Solutions</td>
<td>Manufacturer of a fuel catalyst technology looking to export their eco-technology to different international markets. OESBD provided export training assistance. Result: they were recently awarded a Gold Key to the Dominican Republic and Mexico.</td>
</tr>
<tr>
<td>5</td>
<td>Pro-Import Group</td>
<td>Grower from Colombia who has access to group of growers looking to import perishables and other products through Port Everglades as well as looking to open a warehouse in Broward County. OESBD provided export training assistance and assistance with foreign trade zones.</td>
</tr>
<tr>
<td>6</td>
<td>Made in Britain Trade Center</td>
<td>Public/Private partnership with the government in the UK looking to open an incubator/showroom for British manufacturers that would like to sell their products locally to Latin America and the Caribbean. They were looking at Miami or Broward but we convinced them to choose Broward. OESBD provided relocation assistance. OESBD is also working with them to bring a delegation of manufacturers from the UK to FITCE 2016.</td>
</tr>
<tr>
<td>7</td>
<td>Qualiprinters</td>
<td>One of the largest printing companies in Italy looking to expand their operations to Broward. OESBD is providing relocation assistance in cooperation with the Greater Fort Lauderdale Alliance.</td>
</tr>
<tr>
<td>8</td>
<td>UNO Aviation</td>
<td>Brazilian aviation part distributor with a division in Broward County already exporting to Brazil, but looking to export to new international markets. OESBD provided export training assistance. Result: recently pre-qualified to receive export financing.</td>
</tr>
<tr>
<td>9</td>
<td>Healthcare International Partners</td>
<td>Healthcare management consulting service companies. Since they are relatively new to exporting, OESBD provided export-readiness training assistance.</td>
</tr>
<tr>
<td>10</td>
<td>Gaicon LLC</td>
<td>Former Broward College Dean looking to open Business Language Centers/Schools in the Caribbean and Latin America. OESBD provided export-readiness training assistance and presently setting up a meeting for entrepreneurship assistance.</td>
</tr>
<tr>
<td>11</td>
<td>Destiny Alliance Solutions</td>
<td>Startup looking to export medical devices. Since they are relatively new to exporting, OESBD provided export-readiness training assistance and presently setting up a meeting for entrepreneurship assistance.</td>
</tr>
<tr>
<td>12</td>
<td>Roses Delight Inc.</td>
<td>New company that imports and exports containers to/from Jamaica and Haiti of various food products. OESBD provided export training assistance.</td>
</tr>
<tr>
<td>13</td>
<td>Advanced Service Management</td>
<td>Advertising company that focuses on out-of-home media services including bus shelters/benches; looking to expand to international markets and assist their clients to expand to international markets as well. OESBD provided export training assistance.</td>
</tr>
<tr>
<td>14</td>
<td>MSC Trading Inc</td>
<td>Small business that exports lobster to China, looking to expand to Singapore/Europe or import from Latin America. OESBD provided...</td>
</tr>
<tr>
<td>15</td>
<td>SL Powers</td>
<td>IT/Security/Cloud provider looking to export to more countries. OESBD provided export training assistance. OESBD organized one-on-one meeting for them with an IT Canadian company.</td>
</tr>
<tr>
<td>16</td>
<td>Italian Ways Distribution</td>
<td>Italian Fashion and Interior Design Distributor newly relocated to Broward County as a result of OESBD providing relocation assistance. OESBD is also providing export technical assistance.</td>
</tr>
<tr>
<td>17</td>
<td>The Caribbean Network</td>
<td>Shopping network focused on Caribbean imports and exports. OESBD provided export-readiness training assistance and presently setting up a meeting for entrepreneurship assistance.</td>
</tr>
<tr>
<td>18</td>
<td>Inka Organics</td>
<td>Importer/Exporter of Quinoa from Peru looking to export to more countries. They are also looking to manufacture in the future a ready-to-eat quinoa yogurt in Broward County. OESBD provided export technical and foreign trade zones assistance. OESBD set up a one-on-one meeting for them with a middle-eastern food manufacturer who sells to supermarkets in Canada and could integrate the Quinoa in their recipes.</td>
</tr>
<tr>
<td>19</td>
<td>Oregano Imports</td>
<td>Grower from Dominican Republic looking to import oregano and other spices to Broward County to package and re-export to other countries. OESBD provided export technical and foreign trade zones assistance.</td>
</tr>
<tr>
<td>20</td>
<td>Purify Fuel</td>
<td>Cleantech manufacturer that produces an eco-friendly fuel that can be used in different sectors including transportation and energy production. OESBD provided export technical assistance and introduced them to numerous governments from FITCE’s Doing Business with the World including consulates and bi-national chambers from the following countries: Jamaica, Barbados, Antigua, Germany, Mexico, Macedonia, Argentina, Guadeloupe, Martinique, Bahrain, Trinidad, UK, India, Brazil, Panama and Colombia. Result: they were recently awarded a Gold Key for the Bahamas. OESBD also invited them to high-level meetings with the Minister of International Trade for Belize and as result, they are now testing their product in Belize to export their technology to the entire country.</td>
</tr>
</tbody>
</table>
# Florida International Trade and Cultural Expo
## Fiscal Report
### Cash Activity through April 28, 2016

<table>
<thead>
<tr>
<th></th>
<th>United Way</th>
<th>Broward County</th>
<th>Other Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash Receipts</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorships</td>
<td>$42,836.37</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ticket Sales</td>
<td>$80.00</td>
<td></td>
<td>$6,195.00</td>
</tr>
<tr>
<td>Broward County Funds</td>
<td></td>
<td>$50,000.00</td>
<td></td>
</tr>
<tr>
<td><strong>Sub-Totals</strong></td>
<td>$42,916.37</td>
<td>$50,000.00</td>
<td>$6,195.00</td>
</tr>
<tr>
<td><strong>Total Receipts</strong></td>
<td></td>
<td></td>
<td><strong>$99,111.37</strong></td>
</tr>
</tbody>
</table>

|                         |            |                |               |
| **Cash Payments**       |            |                |               |
| Broward Convention Center | $2,000.00 | $24,862.94     |               |
| Audio Visual            |            |                | $4,350.00     |
| Event Coordinator Fees  | $23,941.60 | $15,952.60     |               |
| Printing - Event Program|            |                | $2,500.00     |
| Advertising             |            |                | $350.00       |
| Sponsorship Commission Fee | $2,500.00 |                |               |
| Artists Exhibition Fees (9x$175) | $1,400.00 |                |               |
| Travel Expenses (VIP Speakers) | $1,665.41 |                |               |
| Translator              | $5,763.00  |                |               |
| Misc: Lanyards + Linens | $233.61    |                |               |
| **Sub-Totals**          | $37,503.62 | $48,015.54     |               |
| **Total Payments**      |            |                | **$85,519.16**|
| Cash Balance            | $5,412.75  | $1,984.46      | **$13,592.21**|

08/10/2016