



Dean J. Trantalis
Mayor

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March 25, 2019

Vice Mayor Dale Holness
100 N. Andrews Ave.
Fort Lauderdale, FL 33301

Dear Vice Mayor Holness:

It is my distinct pleasure to invite you to join me, other city of Fort Lauderdale leaders and economic development partners on a business development mission to Israel in June 2019.

The United States is Israel's largest single trading partner. Trade between the two countries exceeds \$49 billion and Israel's foreign direct investment in the United States exceeds \$24 billion. Florida is home to the third-largest population of expatriate Israelis in the world, with one of the largest population centers here in greater Fort Lauderdale.

South Florida has the distinction of being the base of operations for many Israeli companies, including ECI Telecom Americas and Ituran U.S.A. Our relationship goes even deeper than our business, technology, aviation, real estate, and security interests. In 2002, the cities of Fort Lauderdale and Haifa, Israel, became sister cities.

We are scheduled to depart for Israel on June 8. While most of our meetings will be in Tel Aviv, we will also go to Haifa to meet their new mayor, Dr. Einat Kalisch Rotem. We will return on June 17.

Other highlights of the trip will include:

- Meeting with the Tel Aviv Pride event organizers and their support and security team. Tel Aviv Pride ends with a parade on June 14 while we are there. This is an important discussion because Fort Lauderdale will host the first-ever, 10-day Pride of the Americas Festival in April 2020.
- Tour of Jerusalem.
- Meeting with the operators of the Sorek Desalination Plant, the world's biggest seawater desalination plant.
- Meeting with Israeli investors currently investing in Greater Fort Lauderdale.
- Meeting with universities to discuss mutually beneficial entrepreneurial opportunities.

Organized receptions/dinners, in-country transit and organized tours are covered by the City of Fort Lauderdale. Travel to and from Israel, hotels, daily non-organized meals, personal incidentals are at your own expense. Estimate for airfare and hotel is \$3,500 based on El Al economy class fare and single-occupancy hotel rooms.

To discuss your participation, please contact Michael Chen, the city's economic development manager at (954) 828-6359 or MCHEN@FORTLAUDERDALE.GOV

Sincerely,

Dean Trantalis
Mayor