



FITCE



**Florida International Trade and Cultural Expo
October 17 & 18, 2018
Greater Fort Lauderdale / Broward County Convention Center**



Post Expo Report

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ABOUT FITCE

The Florida International Trade and Cultural Expo (FITCE) originated in 2015 and was adopted as an annual event by the Broward County Board of County Commissioners in 2016. FITCE is consistent with the Board's Vision of a "vibrant economy with a diverse, skilled workforce, in a County offering unique advantages that attract all types of businesses to create equitable, countywide prosperity" and world-class arts and culture.





HIGHLIGHTS

FITCE 2018 took place on October 17-18, 2018 at the Greater Fort Lauderdale/Broward County Convention Center, welcoming former heads of state, high-level representatives of international governments, dignitaries, business delegations and local experts in the field of international trade. FITCE 2018 featured a World Expo Marketplace comprised of 225 international and local exhibitors, as well as an educational component with 14 sessions and panels such as OESBD's signature seminars: **11 Steps to Exporting – A Roadmap**

to your Exporting Success!, How to Import in the United States, How to Bring your Business to the USA, American and International Buyers Panel and two special segments called **Doing Business with the World** and **Speed Matchmaking with Country Representatives** that attracted consulates, trade commissions, bi-national chambers and delegation representatives from 52 countries.

WHY IS FITCE IMPORTANT?

Florida's future is global trade! South Florida's total trade with the world in 2017 was \$107.71 billion in goods sourced in the state, and more than 60,000 companies in the region are registered to export. Now is the time for Broward businesses to move to the next level and Broward County is perfectly positioned to bring new global businesses to the region.





Thank You to the Key Partner Agencies



Commissioner Dale V.C. Holness' office provided substantial support in terms of finding key sponsors, volunteer coordination, inviting dignitaries and high-level speakers, marketing efforts, coordinating weekly committee planning meetings, and providing interns to assist OESBD with other coordination tasks.



Greater Fort Lauderdale Convention and Visitors Bureau (GFLCVB) provided use of the Greater Fort Lauderdale / Broward County Convention Center (Floridian Ballroom), sponsored the two opening breakfasts and provided a 30% discount on food & beverages.



Port Everglades Department, Broward County Aviation Division (BCAD) and Broward County Transportation Department (BCTD) jointly hosted a tour showcasing capital investment and logistic capabilities at Port Everglades and the Fort Lauderdale-Hollywood International Airport as well as Foreign Trade Zone #25. A total of 81 international delegates participated in this activity representing the following countries: Bangladesh, Brazil, Canada, Chile, Colombia, Costa Rica, Democratic Republic of Congo, Ghana, Haiti, Honduras, Jamaica, Martinique and the United Kingdom. Port Everglades and BCAD were also financial sponsors.



Broward County Cultural Division organized a visual art exhibit which showcased local and international artists demonstrating the community's cultural diversity.

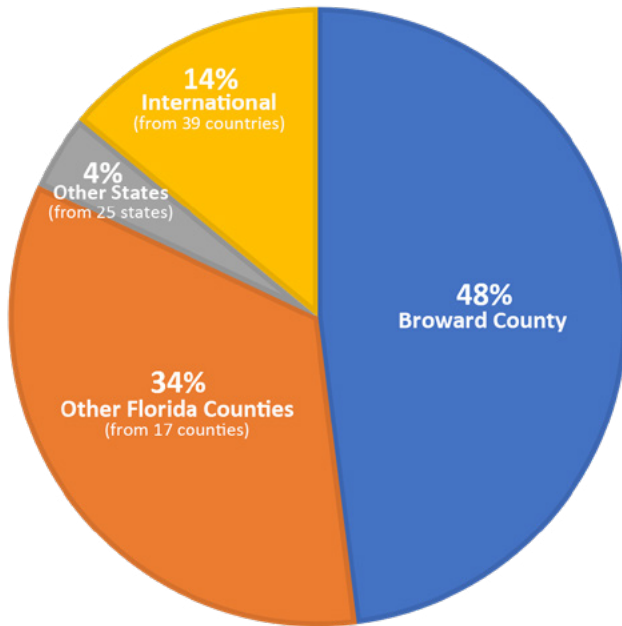


Broward County Office of Economic and Small Business Development (OESBD) is the main host for FITCE and offers comprehensive logistical and coordination support in the form of activity and event planning, program management, marketing, recruitment of expert speakers, dignitaries and other high-level guests. OESBD is placing a request to solicit a main organizing partner for FITCE 2020 and beyond.

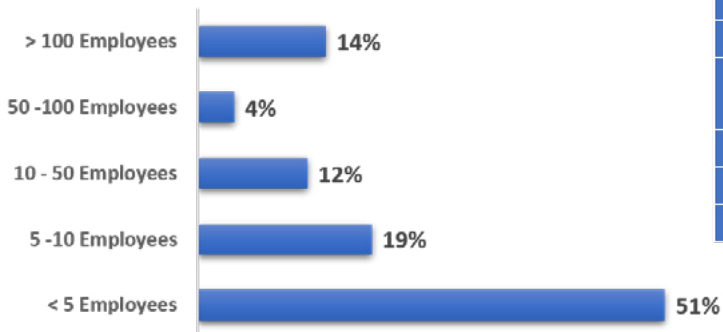
FITCE by the Numbers

In summary, most representatives who attended FITCE were from Broward County based businesses (48%) and 51% were from a business with 5 employees or less mainly from the professional services, consumer products, and technology/telecommunication industries. The World Expo exhibitors consisted mainly of international businesses and entities.

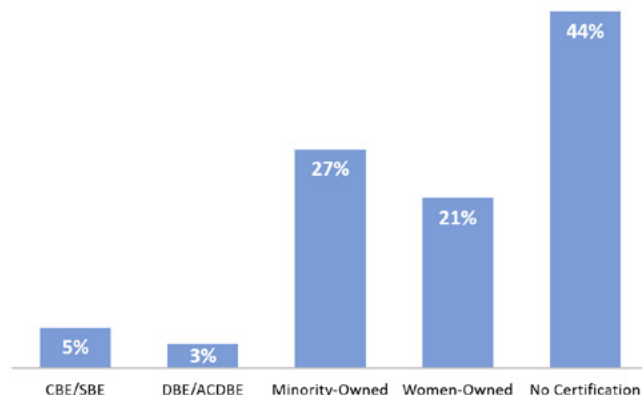
LOCATION OF BUSINESS OWNERS/EMPLOYEES



COMPANY SIZE

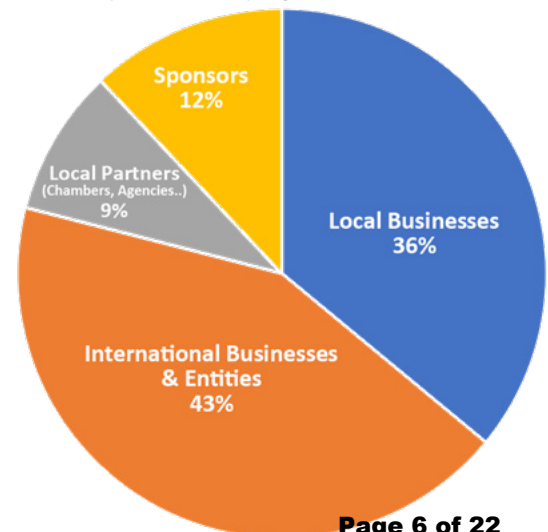


CERTIFIED/MINORITY OR WOMEN-OWNED



Industry Categories	Number of Businesses
Agriculture & Mining	25
Arts, Culture, Sports & Entertainment	35
Aviation & Aerospace	6
Chambers, Associations & Non-Profit Orgs	107
Cleantech & Renewable Energy	25
Construction	62
Consumer Products including Automotive	123
Education	81
Fashion	44
Financial Institutions & Banking	45
Food & Beverages + Equipment including Retail	95
Global Logistics, Transportation, Marine & Import/Export	85
Government & Public Agencies	169
Industrial, Business Supplies & Manufacturing	60
Life Sciences & Healthcare	66
Media & Publishing	9
Professional Services (CPA, marketing, law, import/export services, retail services, etc.)	586
Real Estate	104
Technology & Telecommunications	111
Tourism	36

WORLD EXPO EXHIBITORS





14

EDUCATIONAL
PANELS &
SESSIONS



52

INTERNATIONAL
COUNTRIES
PARTICIPATING



225

LOCAL &
INTERNATIONAL
EXHIBITORS



1327

TOTAL
ATTENDEES

"Broward County is the Gateway to Latin America and the Caribbean and with FITCE, we are connecting our businesses to the world"
- Dale V.C. Holness,
Broward County Commissioner (District 9) & FITCE Founder



FITCE 2018 Culture

Exhibit 1

OESBD partnered with the Broward County Cultural Division to integrate a cultural element to FITCE 2018. Performances from renowned international groups and a fashion show also marked the cultural celebration. Below are a few photos. See the feature spread in the FITCE 2018 Program Guide in the Appendix.



FITCE 2018 Media & Marketing

Exhibit 1

PAID ADVERTISING CAMPAIGN:



RADIO: UNIVISION,
HOT 105, WLRN

**1.5M
Listeners**

**20,000
Viewers**



TELEVISION: NBC 6 IN THE MIX



**1.4M Viewers
17,212 Clicks**

SOCIAL MEDIA: FACEBOOK ADS

**1.03M
Viewers**



TWO BILLBOARDS: BROWARD & MIAMI-DADE

FLYER, WEB AD & PROGRAM GUIDE:



ON-SITE BRANDING:



HOW DID YOU HEAR ABOUT FITCE?



FITCE 2018 Social Media


FITCE was promoted heavily on the OESBD social media pages. Attendee engagement was encouraged by requesting they use the hashtag #FITCE2018 when posting on social platforms. In addition, OESBD posted event clips with onsite testimonials from attendees. Social media engagement steadily increased from the onset of the FITCE campaign at the initial announcement to beyond close out with post-event engagement. This year's post-event video is already off to a great start with 250 views to date. Hashtags in FITCE messaging included: #FITCE; #FITCEExpo; #GlobalTrade; #Import; #Export.

SOCIAL MEDIA ACTIVITY (JUNE 18 - OCTOBER 18):

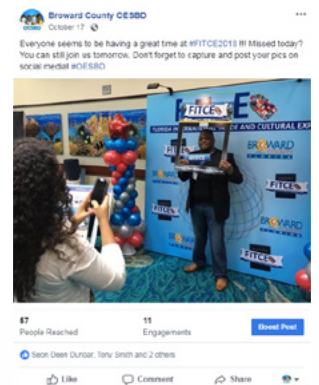
IMPRESSIONS:

 **84** FACEBOOK POSTS
@BROWARDCOUNTYOESBD

 **9,752** FACEBOOK

 **151** TWITTER POSTS
@BCOESBD

 **77,679** TWITTER



FITCE 2018 Survey Results & Testimonials

Exhibit 1

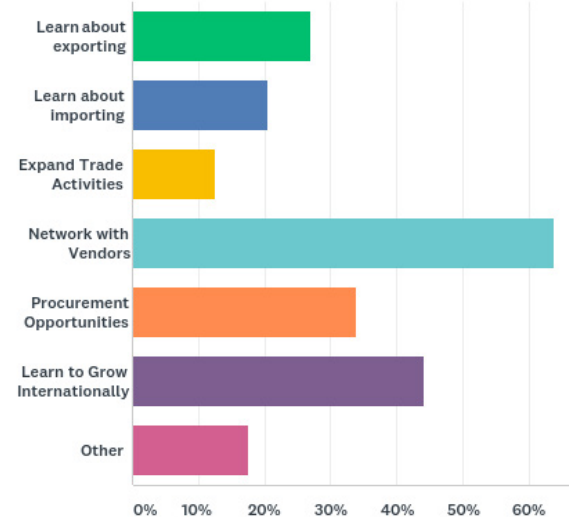


97%
of attendees are likely to attend FITCE2019

95%
of attendees are likely to set follow up appointments with contacts met at FITCE

90%
of attendees agree that FITCE gave a clear understanding of the resources available to businesses and potential opportunities

WHY DID YOU ATTEND FITCE?



FITCE 2018 Key Successes

KEY SUCCESSES ORIGINATING FROM FITCE TO DATE

1. EcoTabs (Cleantech Broward Business awarded Export Achievement Certificate) introduced to large government contract in Bangladesh (lead by Bangladesh Chamber)
2. **Scotland government to host *Doing Business with Scotland* in Broward County**
3. Baker Concrete (Broward) to pursue construction lead in Jamaica (Jampro/Garth Solutions)
4. **The United Kingdom and Trinidad & Tobago are looking to open a Caribbean Trade Center in Broward County**
5. Costa Rica (Quepos) seeks to have jet flights into Fort Lauderdale Executive Airport
6. **Two technology businesses from Chile are looking to relocate to Broward County**
7. China mattress manufacturer is looking to set a production plant in Broward County
8. **Expo Italy Trade Center represented a group of five companies from Italy and is looking to open a trade center for Italian firms in Broward County**
9. Democratic Republic of Congo's largest coffee producer is looking to open a warehouse in Broward County and met a buyer from the United Kingdom at FITCE
10. **Five businesses from the Colombia Delegation are looking to expand into Broward County**
11. A large logistics provider from China is looking to expand into Broward County and work with Port Everglades
12. **A business from South Korea is looking to expand into Broward County**



FITCE 2018 Financials

Total revenues were \$143,935.00 originating from sponsorships (\$53,000), Broward County Board of County Commissioner's approved annual budget for FITCE (\$87,200.00), \$3,735 in revenues originating from the sale of eighty-three (83) local exhibitor tables (\$45/table). Total expenses for FITCE 2018 were \$90,844.71. In addition, the Greater Fort Lauderdale/Broward County Convention Center provided in-kind sponsorship for use of the Floridian Ballroom at the Broward County Convention Center (valued at \$24,027). Below is a consolidated summary report of revenues and expenses.

Florida International Trade & Cultural Expo 2018	Actual Amounts FITCE 2018
EXPENSE CATEGORIES	
Décor/Registration System/Audio Visual/Photographer/Videographer/DJ/Electrical/Globes for Dignitaries/Balloons/Extra Flag/Raffle Drum/Red Carpet/magnetic name tags	\$ 30,889.85
Program Guide Printing	\$ 2,500.00
Runner/Logistic Coordinator	\$ 3,000.00
Credit card machine merchant fees for exhibitors/sponsor payments, hotspot for credit card machine	\$ 480.07
Food & Beverages (Breakfasts, Lunch Vendors & Coffee/Tea Breaks)	\$ 9,578.83
Two (2) Continental Breakfasts (150 people) = Comped by CVB	
Four (4) Coffee Breaks (150 people) = \$4,586.40	
VIP Room Lunch & Coffee Breaks = \$3735.78	
Other costs (lunch vendors, volunteers lunch, water coolers, linens) = \$1,256.65	
Convention Center Setup Fees & Security Services	\$ 18,400.17
Advertising (Billboard, TV, Radio, Web)	\$ 22,655.79
Print Shop Costs	\$ 3,340.00
TOTAL EXPENSES	\$ 90,844.71
REVENUE CATEGORIES	
Sponsorships	\$ 53,000.00
Local Exhibitors Tables (FITCE2018: 83@ \$45/table)	\$ 3,735.00
Annual Support from Broward County Board of County Commissioners	\$ 50,000.00
One Time Support from Broward County Board of County Commissioners (not including Global Peace Foundation)	\$ 37,200.00
TOTAL REVENUES	\$ 143,935.00





Mark Your Calendar

FITCE2019 is scheduled for October 9 & 10, 2019

As FITCE continues to grow, managing the event's growth will be key to its continued success. OESBD is currently in the preparation stage of a solicitation process to select an organizing partner to take over principal event planning and management functions beginning with FITCE2020.

Contact Information: Paola Isaac Baraya
FITCE Director & Economic Development Specialist – International Trade
Broward County Office of Economic and Small Business Development
115 S Andrews Ave., Room A680 | Fort Lauderdale, FL 33301
Direct: 954.357.7894 | Email: pisaac@broward.org | Broward.org/EconDev
FITCExpo.com



Appendix: FITCE 2018 Program Guide

South Florida to the World

What is FITCE?

On October 17-18, 2018, at the Broward County Convention Center, Greater Fort Lauderdale/Broward County and all of South Florida will welcome international cities to recognize this region as one of the top business opportunity destinations in the world. The goal of the Florida International Trade and Cultural Expo (FITCE) is to expand Broward County as the premier importing and exporting trading capital, while helping to establish new businesses and nurture existing businesses to continue growing.

Business persons and residents alike will get the rare chance to meet one-on-one with international delegates, government leaders, entrepreneurs, chambers of commerce leaders, business alliance and councils, seasoned importers/exporters, and representatives from Broward County's leading public economic engines, including Port Everglades, Fort Lauderdale –Hollywood International Airport, The Greater Fort Lauderdale Convention & Visitors Bureau as well as Broward County's Office of Economic and Small Business Development, Broward County's Cultural Division, Enterprise Florida, and The Greater Fort Lauderdale Alliance.



Broward County Commission

(Front Row From L-R): Vice-Mayor and Commissioner for District 2 Mark D. Bogen & Mayor and Commissioner for District 6 Beam Furr. (Back Row From L-R): Commissioner for District 3 Michael Udine, Commissioner for District 1 Nan H. Rich, Commissioner for District 7 Tim Ryan, Commissioner for District 8 Barbara Sharief, Commissioner for District 5 Steve Geller, Commissioner for District 4 Chip LaMarca & Commissioner for District 9 Dale V.C. Holness

Why is FITCE important?

Florida's future is global trade! South Florida total trade with the world in 2017 was \$107.71 billion in goods sourced in the state, and has more than 60,000 companies registered to export. It is time to help them take their businesses to the next level and bring new global businesses to the region.

What is FITCE's Vision?

To welcome new businesses, to collaborate and connect while providing tools and resources for those wanting to live and work in South Florida.

- To bring 200 International companies and 800 United States companies that want to establish or expand their business in South Florida.
- Offer the opportunity to sell your products and services to over 52 countries from around the globe!
- Provide access to meet in person with international government and business delegations, consulates, trade commissioners and bi-national chambers at Doing Business World (World Expo) and at the Speed Matchmaking with Countries!
- Present insightful panels to learn about the 11 Steps to Exporting, How to Bring Your Business to the USA, and How to Import to the USA.



Why South Florida is built for business:

- One of the top locations in the United States for entrepreneurial activity.
- The most sophisticated and diverse international infrastructure in the world, with 70 consulates and 25 foreign trade offices and a diverse, multilingual workforce.
- Business friendly, low tax environment, as individuals pay no state or local personal income taxes, adding incentives for recruiting top executives and professionals.
- Streamlined development review and permitting process for new businesses.
- Home of Port Everglades, the leading port by tonnage in Florida and 18th busiest Port in the USA (a FITCE partner).
- Approximately 60 percent of the population is in the prime working ages with a deep and diversified pool of IT talent.
- Home to over 200 corporate headquarters including: Alcatel-Lucent, AIG, American Airlines, American Express, Citrix, Cisco, DHL, Disney, Exxon, FedEx, Ford, Kraft Foods, Office Depot, Microsoft, Oracle, SBC Communications, Sony, UPS, and Visa, just to name a few.
- A top tourist destination – with numerous natural and cultural attractions.

FITCE
Florida International Trade and Cultural Expo
www.FITCEexpo.com

Special Message from Broward County Mayor

Greetings,

Broward County, South Florida, is leading the way in the USA economic recovery. We are gaining full traction towards a stronger, more vibrant economy. Our tourism numbers are up, and our international airport and seaport have never been busier. The road ahead looks bright!

In addition to the economic importance of tourism to the state, international trade and culture also contribute greatly to our economy. For 2017, trade through the South Florida region (Miami-Dade, Broward and Palm Beach County) surpassed \$107 billion, the second highest amount on record and the fifth year the total has eclipsed the \$100 billion dollar mark. Our customs district enjoys a robust trade surplus of \$10.78 billion.

One of the goals, coming out of the most recent Broward County Commission Strategic Plan Visions and Goals workshop, was for Broward County to "Become the center for trade in Florida to the world especially Latin America and the Caribbean" and to host a signature event.

Since 2016, the Broward County Board of County Commissioners approved to host the Florida International Trade and Cultural Expo (FITCE) as an annual county-sponsored event organized by the Broward County Office of Economic and Small Business Development.

Join us as we build a stronger community by uniting businesses and creating partnerships around the world to benefit South Florida. For more information, please contact Paola Isaac Baraya, Economic Development Specialist – International Trade at (954) 357-7894 or email pisaac@broward.org. We thank you for being part of this historic event and for visiting Broward County, Florida.

Regards,

Beam Furr

Beam Furr
Broward County Mayor



World Expo

Participating Nations

General U.S. export opportunities by sectors are sourced from the U.S. Commercial Service's Country Commercial Guides – Export.Gov/CCG. Information is provided for general knowledge purposes. Who is attending (speaker, exhibitor or attendee) from a specific country is subject to change. Most but not all countries are exhibiting at the world expo.

CARIBBEAN

BAHAMAS

Who Is Attending: U.S. Embassy in the Bahamas

U.S. Export Opportunities to Bahamas: agricultural commodities and food products, automotive parts, consumer goods, medical devices, renewable energy, travel & tourism

BELIZE

Who Is Attending: Minister of International Trade & Petroleum, Belize Chamber of Commerce & Industry, Belize American Chamber of Commerce of South Florida & Business Delegation

U.S. Export Opportunities to Belize: agricultural sector, green/renewable technology, construction infrastructure projects (airports) travel & tourism

DOMINICAN REPUBLIC

Who Is Attending: Dominican International Business & Tourism Federation, Consulate General of Dominican Republic in Miami (TBC)

U.S. Export Opportunities to the D.R.: agricultural sector, automotive parts & services, building products, hotel and restaurant equipment, medical equipment, renewable energy, safety & security equipment, sporting goods

GUYANA

Who Is Attending: Honorary Consul of Guyana in Miami & Guyanese American Chamber of Commerce

U.S. Export Opportunities to Guyana: agricultural sector, energy, medical equipment, mining & minerals, oil & gas, pharmaceuticals, travel & tourism

HAITI

Who Is Attending: Consul General of Haiti in Miami, Haitian American Chamber of Commerce & Mayors/Business Delegation

U.S. Export Opportunities to Haiti: agricultural sector, construction, energy, machinery and transport, mining & minerals, telecommunications, industry, travel & tourism

JAMAICA

Who Is Attending: JAMPRO, official government trade office

U.S. Export Opportunities to Jamaica: agricultural sector, chemicals & related products, machinery & transportation equipment, mineral, lubricants & related materials

MARTINIQUE

Who Is Attending: Business Delegation

Export Opportunities to Martinique: agricultural commodities and food products, automotive parts, consumer goods, medical devices, renewable energy, travel & tourism

SURINAME

Who Is Attending: Consul General of Suriname in Miami

U.S. Export Opportunities to Suriname: agriculture, construction, mining & minerals and oil & gas

TRINIDAD & TOBAGO

Who Is Attending: Trinidad and Tobago Coalition of Services Industries (TTCSI) & Trinidad and Tobago South Florida Chamber of Commerce

U.S. Export Opportunities to Trinidad & Tobago: agriculture, construction, mining & minerals and oil & gas

LATIN AMERICA

ARGENTINA

Who Is Attending: Consulate General of Argentina in Miami

U.S. Export Opportunities to Argentina: agricultural machinery & irrigation equipment, education & training, electronic security equipment, environmental technologies, food processing equipment, healthcare, information and communications technology

BRAZIL

Who Is Attending: Mayor of São Sebastião, Consulate General of Brazil in Miami, Brazilian Business Group & Brazilian-American Chamber of Commerce of Florida

U.S. Export Opportunities to Brazil: aerospace & aviation, agricultural food, airports, architecture constructions & engineering services, chemicals, defense, education & professional training, electrical power systems, environmental technologies, franchising, healthcare, IT, mining equipment, oil & gas, cosmetics, renewable energy, safety & security, transportation infrastructure, travel & tourism

CHILE

Who Is Attending: Pro Chile, Chile – U.S. Chamber of Commerce & Business Delegation

U.S. Export Opportunities to Chile: agricultural equipment, automotive parts, construction, education & training, electrical power equipment, energy & environmental technologies, healthcare, mining, safety & security, telecommunications, travel & tourism

COLOMBIA

Who Is Attending: Mayors & Business Delegation

U.S. Export Opportunities to Colombia: agricultural sector, automotive, defense, education, electric power, IT, renewable energy, infrastructure, medical equipment, food & beverages, safety & security, travel & tourism, water treatment

COSTA RICA

Who Is Attending: Mayor of Quepos, Costa Rica Chamber of Commerce USA & Business Delegation

U.S. Export Opportunities to Costa Rica: corn, rice, snack, soybeans, wheat, automotive parts, construction equipment, cosmetics, education in the US, franchising, processed & fresh fruits & vegetables, solar energy

ECUADOR

Who Is Attending: ProEcuador (Trade Commission)

U.S. Export Opportunities to Ecuador: construction, education, electric power, renewable energy, food processing & packaging equipment, mining equipment, travel & tourism

GUATEMALA

Who Is Attending: Former President of Guatemala

U.S. Export Opportunities to Guatemala: agriculture, automotive, forestry and woodworking machinery, safety & security, travel & tourism

HONDURAS

Who Is Attending: Mayor of Concordia & Business Delegation

U.S. Export Opportunities to Honduras: agriculture, automotive parts & service equipment, education & training, packaging & equipment, safety & security products and travel & tourism

PANAMA

Who Is Attending: Former President of Panama

U.S. Export Opportunities to Panama: agricultural sector, automotive parts & service equipment, building products, computers & peripherals, cosmetics & toiletries, education & training, electrical power, franchising, hotel & restaurant equipment, medical equipment, safety & security equipment and telecommunication

PERU

Who Is Attending: Peru Trade Office in Miami

U.S. Export Opportunities to Peru: agricultural sector, construction equipment, education, food processing/packaging, medical equipment, mining equipment, safety/security, water resources

EUROPE

FRANCE

Who Is Attending: French American Chamber of Commerce

U.S. Export Opportunities to France: agricultural sector, automotive, aviation, IT, software, cosmetics, e-commerce, education, plastics, safety/security, textiles, travel & tourism, telecommunications

HUNGARY

Who Is Attending: Hungarian American Chamber of Commerce

U.S. Export Opportunities to Hungary: agricultural sector, automotive parts, biotechnology, consumer goods, electronics, IT, mobile devices, dried fruits & nuts, franchising, renewable energy, packaging equipment, planting seeds, safety/security, travel & tourism

ITALY

Who Is Attending: Expo Italy -Trade Center

U.S. Export Opportunities to Italy: advanced manufacturing, agricultural sector, airport and ground support equipment, automotive sector, biotechnology, cosmetics & toiletries, cybersecurity, medical devices, pet products, safety & security products, smart grid technology and travel & tourism

MACEDONIA

Who Is Attending: Honorary Consul of Macedonia

U.S. Export Opportunities to Macedonia: agricultural sector, IT, computers, construction & building materials, energy, hotel & restaurant equipment, transportation

WEDNESDAY
OCTOBER

17

LEARN

8:00 a.m.

Registration for General Admission

FLORIDIAN BALLROOM D

Passport to Prize Raffle Admission ends at 8:00am*

8:00 a.m. - 9:00 a.m.

Breakfast (Limited Spaces – first come, first served)

FLORIDIAN BALLROOM D

Sponsored by the Greater Fort Lauderdale Convention & Visitors Bureau.

8:30 a.m.

Cultural Art Exhibit Opens!

Presented by Broward County's Cultural Division

FLORIDIAN LOBBY

World Expo Opens!

FLORIDIAN BALLROOM A-C

8:30 a.m. - 9:55 a.m.

DAY 1 - Opening Ceremony

FLORIDIAN BALLROOM D

Mistress of Ceremonies: Paola Isaac Baraya, –

Economic Development Specialist – International Trade Broward County Office of Economic and Small Business Development

- **The Honorable Beam Furr** – Mayor of Broward County
- **Ceremonial Proceedings**
- **The Honorable Dale V.C. Holness** – Broward County Commissioner (District 9)
- **The Honorable Dean Trantalis** – Mayor of the City of Fort Lauderdale
- **The Honorable Ted Deutch** – U.S Congressman (District 22)
- **Export Achievement Certificate Presentation** – Miguel Olivares, Senior International Trade Specialist, U.S. Department of Commerce - Export Assistance Center
- **Dale Eppler** – Acting Deputy Assistant Secretary for Cuba, Mexico & the Regional Economic Policy & Summit Coordination Office in Washington D.C.
- **Bertha Henry** – Broward County Administrator
- **Sandy-Michael McDonald** – Director, Broward County Office of Economic and Small Business Development
- **Mark Gale** – CEO/Director, Broward County Aviation Department
- **Juliet Murphy Roulhac** – Corporate External Affairs, Florida Power & Light (FPL)

Expo at a Glance:

Paola Isaac Baraya, Economic Development Specialist – International Trade, Broward County Office of Economic and Small Business Development

10:00 a.m. - 10:55 a.m.

How To Bring Your Business To The USA

FLORIDIAN BALLROOM D

Sponsored by The Eppy Group

Welcome Remarks

The Honorable Chip LaMarca – Broward Commissioner (District 4)

Moderator: Joe Eppy – President & Chief Visionary Officer, The Eppy Group

Panelists

- **Bob Swindell** – CEO, Greater Fort Lauderdale Alliance
- **Manny Mencia** – Senior Vice President of International Trade & Business, Enterprise Florida
- **Paul Frost** – Commercial Officer & Deputy Team Leader, U.S. Commercial Service
- **Glenn Wiltshire** – Deputy Port Director, Port Everglades
- **Doris Miranda** – Director, Global Log & Warehousing, Royal Caribbean Cruises
- **Denis Kleinfeld** – Attorney, Kleinfeld Legal Advisors P.A.

11:00 a.m. - 11:55 a.m.

How to import into the United States of America

FLORIDIAN BALLROOM D

Moderator: Jennifer Diaz, Renowned Expert in Import Law and Professor at Broward College

Panelist:

- **Laura Rosenborg** – Senior Import Specialist, U.S. Customs and Borders Protection (CBP)
- **Charly Berio** – Compliance Investigator, U.S. Consumer Product Safety Commission, South Florida Field Office (CPS)
- **Jacquelyn Bradford** – Compliance Officer, Division of Southeast Imports, Food and Drug Administration (FDA)

12:00 p.m. - 1:00 p.m.

Buyers and Sellers Networking

WORLD EXPO MARKETPLACE – FLORIDIAN BALLROOM A-C

We invite you to network with the international delegations & local exhibitors at the World Expo Marketplace – Now is your time to do business!

(international food vendors available for lunch purchase)

1:00 p.m. - 2:25 p.m.

World Leaders & Former President's Panel:**Opening Horizons To New Market Opportunities**

FLORIDIAN BALLROOM D

Sponsored by Florida Power & Light (FPL) and Delta Airlines

Master of Ceremonies: The Honorable Dale V.C. Holness

Broward County Commissioner (District 9)

Raffle Prize #1 Presentation: Miami Heat VIP Package

Welcome Remarks:

- **The Honorable Mark D. Bogen** – Vice Mayor & Broward County Commissioner (District 2)
- **Special words from our Panel Sponsor: Juliet Murphy Roulhac** – Corporate External Affairs, Florida Power & Light (FPL)
- **Special words from our Panel Sponsor: Maximo Etcheverry** – Director of Multinational Sales – Latin America & Caribbean, Delta Air Lines
- **Thomas Field** – Director, Latin American Presidential Mission of the Global Peace Foundation

Keynote panel:**Moderator: Jaime Florez**

International Journalist and Political Analyst

Panelists

- **His Excellency Nicolás Ardito Barletta Vallarino** – Former President of Panama (1984-1985)
- **His Excellency Vinicio Cerezo** – Former President of Guatemala (1986-1991)

2:30 p.m. - 3:25 p.m.

Doing Business with the World - LATIN AMERICA - Part 1

FLORIDIAN BALLROOM D – Sponsored by H&CO.

International panel of governments, consulates, trade commissioners, bi-national chambers & country expert about their top exports and imports opportunities and how to do business with their country.

Welcome Remarks:

- **The Honorable Michael Udine** – Broward County Commissioner (District 3)
- **Special words from our Panel Sponsor: Armando Hernandez**, CEO & President, H&CO.
- **Jose Barletta** – Vice President, Hemispheric Congress of CAMACOL & Editor of Negocios USA Magazine

Moderator: Damián Valenzuela Mayer – CNN

Commentator & CEO of Latin American Invest

Countries:

- **BRAZIL:** The Honorable Felipe Augusto, Mayor of the City of São Sebastião introduced by the Consulate General of Brazil in Miami
- **CHILE:** Jaime Silva, Trade Manager, Chilean Trade Commission, ProChile
- **ARGENTINA:** Diego Duhour, Investment Agent, Consulate General of Argentina in Miami
- **COLOMBIA:** Mayors Delegation from Colombia
- **COSTA RICA:** The Honorable Patricia Bolaños Murillo, Mayoreess of Quepos, Costa Rica
- **ECUADOR:** Donald Castillo, Trade Commissioner, Pro Ecuador

The FITCE Agenda

Florida International Trade and Cultural Expo

THURSDAY
OCTOBER

18

DOING BUSINESS
WITH THE WORLD**Countries:**

- **CANADA:** The Honorable Susan Harper, Consul General of Canada in Miami
- **GHANA:** The Honorable Nana Barima Kordsie Akessi II, Paramount Chief of Akyem Abuakwa Traditional Council
- **BAHRAIN:** Rose Sager, Trade Commissioner, Consulate of the Kingdom of Bahrain in New York
- **MIDDLE EAST/NORTH AFRICA (ALGERIA, EGYPT, JORDAN, KUWAIT, LEBANON, MOROCCO, OMAN, QATAR, SAUDI ARABIA, UNITED ARAB EMIRATES):** Nayla Yared & Nada Yared, Xpand Now, Foreign Market-Entry Experts for the Middle East & North Africa
- **HONG KONG:** Victoria Delvizio, Business Development Manager, Hong Kong Trade Development Center in New York
- **ASEAN MARKETS (SINGAPORE, THAILAND, TAIWAN, VIETNAM):** Antonio Acunzo, MTW Group, Foreign Market-Entry Experts for the ASEAN Markets
- **CHINA:** Billy Hung, Director, America China Enterprise Chamber of Commerce Florida
- **BANGLADESH:** Atiqer Rahman, President, Bangladesh-American Chamber of Commerce

8:00 a.m.

Registration for General Admission

FLORIDIAN LOBBY

Passport to Prize Raffle Admission ends at 8:00am*

8:00 a.m. - 9:00 a.m.

Breakfast (Limited Spaces – first come, first served)

FLORIDIAN BALLROOM D

Sponsored by the Greater Fort Lauderdale Convention and Visitors Bureau

8:30 a.m.

World Expo Opens!

FLORIDIAN BALLROOM A-C

Cultural Art Exhibit Opens!

FLORIDIAN LOBBY

Presented by Broward County's Cultural Division

8:30 a.m. - 9:55 a.m.

Opening Ceremony – Day 2

FLORIDIAN BALLROOM D

Sponsored by the City of Lauderdale and Nova Southeastern University

Mistress of Ceremonies: Paola Isaac Baraya, – Economic Development Specialist – International Trade Broward County Office of Economic and Small Business Development

Welcome Remarks:

- **The Honorable Barbara Sharief** – Broward County Commissioner (District 8)
- **Eduardo Torres** – Director, South Florida U.S. Export Assistance Center, U.S. Department of Commerce
- **Julie Brown** – Operations Administrator, City of Lauderdale
- **Jeanie Jaworski** – Director of International Affairs, Nova Southeastern University (NSU)
- **Roberto Masiero** – CEO, Renaissance Evolution Global Think Tank

Main Presentation:**Major Infrastructure Projects in Central America**

Moderator: Olinda Salguero – Chief of Staff, The Central American Integration System (SICA)

Panelists

- **His Excellency Vinicio Cerezo** – Former President of Guatemala (1986-1991)
- **Desiree Garcia Flores** – Executive Director, Secretaria de la Integración Económica Centroamericana (SIECA)

10:00 a.m. - 11:00 a.m.

Doing Business with the World - Part III:

FLORIDIAN BALLROOM D – Sponsored by Broward College

International panel of governments, consulates, trade commissioners, bi-national chambers & country expert about their top exports and imports opportunities and how to do business with their country

Welcome Remarks:

- **Special words from our Panel Sponsor: David Moore** – Executive Director, International Education, Broward College

Moderator: Desmond Alufohai – Senior International Trade Coordinator, Miami Dade County Economic Development & International Trade Unit

1:30 p.m. - 2:25 p.m.

11 Steps to Exporting - A Roadmap to your Exporting Success!

FLORIDIAN BALLROOM D – Sponsored by The law firm of Santucci Priore, P.L.

Welcome Remarks:

- **Special words from our Panel Sponsor: Michael Santucci** – Chairman of the Intellectual Property Section of the Broward Bar Association & Attorney at Law, Santucci Priore, P.L.

Welcome Remarks:

- **Special words from our Panel Sponsor: Michael Santucci** – Chairman of the Intellectual Property Section of the Broward Bar Association & Attorney at Law, Santucci Priore, P.L.

Moderator: Paola Isaac Baraya, – Economic Development Specialist – International Trade Broward County Office of Economic and Small Business Development

Panelists:

- **John Diep** – Director of International Trade Development, Enterprise Florida
- **Miguel Olivares** – Senior International Trade Specialist, US Dept. of Commerce - Export Assistance Center
- **Parbatee Chang** – International Trade Specialist, Small Business Development Center (Fort Lauderdale SBDC)
- **Jennifer Simpson** – Regional Director Eastern Region, Export-Import Bank of US (EXIM)
- **Daisy Ramos-Winfield** – Executive Vice President, Florida Export Finance Corporation (FEFC)

2:30 p.m. - 3:30 p.m.

American and International Buyers Panel: How to Sell to Large Organizations

FLORIDIAN BALLROOM D

Raffle Prize #2 Presentation: Royal Caribbean Cruise for Two

Moderator: Maribel Feliciano, – Assistant Director, Broward County Office of Economic and Small Business Development**Panelists:**

- **Jaime Fernandez Palacios** – Regional General Manager, Walmart
- **Rashad Thomas** – Vice President, Business Connect & Community Outreach, Miami Super Bowl 2020 Host Committee
- **Bruce Siddens** – General Manager, Southeast Food Distribution
- **Anthea Pennant** – District Director Supplier Relations & Diversity, Broward College
- **Mary Coker** – Director of Procurement, School Board of Broward County

3:30 p.m. - 4:00 p.m.

Meet & Greet with the Buyers

FLORIDIAN BALLROOM D

4:00 p.m. - 5:00 p.m.

Speed Matchmaking with Country Representatives

FLORIDIAN BALLROOM D

Opportunity for local businesses to meet one-on-one with country representatives. Meetings last fifteen (15) minutes before you rotate to the next country. Meet with numerous participating countries in one afternoon!

Mistress of Ceremonies: Paola Isaac Baraya, – Economic Development Specialist – International Trade Broward County Office of Economic and Small Business Development

Countries Participating:

ASEAN COUNTRIES, BANGLADESH, BAHAMAS, BELIZE, BAHRAIN, BRAZIL, CHINA, COLOMBIA, D.R. CONGO, HUNGARY, GHANA, ITALY, JAMAICA, MIDDLE EAST/NORTH AFRICA COUNTRIES, MACEDONIA, MONTENEGRO, ROMANIA, SOUTH KOREA, UNITED KINGDOM & MORE...

Export Assistance Partners: U.S. Export Assistance Center, Enterprise Florida, Small Business Development Center (SBDC), Export Financing (EXIM & FEFC)

5:00 p.m.

World Expo Closes!

FLORIDIAN BALLROOM A-C

Cultural Art Exhibit Closes!

Presented by Broward County's Cultural Division

FLORIDIAN LOBBY

5:00 p.m. - 7:00 p.m.

Closing Cocktail Reception & Cultural Exchange

ROOMS 317-318 – Hosted by the Greater Fort Lauderdale Chamber of Commerce

Main Sponsor: Broward College
Special Event with Multicultural Entertainment & Performances*
*Cost: \$35 Must Pre-purchase ticket & must have bracelet ticket to enter

* Must register by 8AM both days at FLORIDIAN LOBBY – REGISTRATION to be eligible to participate in raffle. Must be present during raffle to win.



Participating Nations CONTINUED

MONTENEGRO

Who Is Attending: Ambassador of Montenegro to the USA & Honorary Consul of Montenegro in Miami

U.S. Export Opportunities to Montenegro: construction, energy sector, medical equipment and travel & tourism

ROMANIA

Who Is Attending: Romania American Chamber of Commerce

U.S. Export Opportunities to the Romania: agricultural machinery, defense, education & training, energy sector, environmental technologies, intelligent transportation systems

SPAIN

Who Is Attending: Spain Trade Commission in Miami

U.S. Export Opportunities to Spain: aerospace & defense, business investment services, distilled spirits, education & training, energy, franchising, green technologies, medical devices, organic products, outbound tourism to US, legumes, safety/security, seafood, tree nuts.

SWEDEN

Who Is Attending: Consulate General of Sweden in Fort Lauderdale & Swedish American Chamber of Commerce of South Florida

U.S. Export Opportunities to Sweden: automotive parts, cyber security, medical equipment, power generation systems, safety/security, environmental technologies, travel & tourism

UNITED KINGDOM

Who Is Attending: Consul General of United Kingdom in Miami & Made in Britain Trade Center

U.S. Export Opportunities to the U.K.: aerospace products, agricultural sector, biomass, building products & sustainable construction, cyber-security, education & training, medical equipment, pet products, safety/security, smart grids, travel & tourism

WORLD

ASEAN COUNTRIES (THAILAND, SINGAPORE & VIETNAM)

Who Is Attending: MTW Group – Foreign Market-Entry Advisors on the ASEAN Markets

U.S. Export Opportunities to ASEAN countries: agricultural sector, aviation, IT, luxury product, franchising, medical devices, oil & gas, semiconductors, telecommunication

BAHRAIN

Who Is Attending: Consulate General of the Kingdom of Bahrain in New York (Trade Commissioner)

U.S. Export Opportunities to Bahrain: medical equipment, agricultural sector, food sector, construction & infrastructure, electrical power, automotive parts

BANGLADESH

Who Is Attending: Bangladesh American Chamber of Commerce & Business Delegation

U.S. Export Opportunities to Bangladesh: agricultural sector, defense & security, garment & textile machinery & equipment, IT & telecommunication, infrastructure development & engineering, travel & tourism

CANADA

Who Is Attending: Consul General of Canada in Miami

U.S. Export Opportunities to Canada: agricultural machinery & sector, construction/engineering services, automotive, civil aviation, consumer goods, defense, education & training, environmental technologies, medical equipment, telecommunications, mining & minerals equipment, oil & gas, power generation, renewable energy, textiles, travel & tourism

CHINA

Who Is Attending: American China Enterprise Chamber of Commerce Florida & Business Delegation

U.S. Export Opportunities to China: agricultural sector, automotive, aviation, construction & green building, education & training, environmental technology, franchising, machinery, medical devices, mining & materials, oil & gas, rail & urban rail, IT, travel & tourism

DEMOCRATIC REPUBLIC OF CONGO

Who Is Attending: Ministers & Business Delegation

U.S. Export Opportunities to D.R. Congo: agricultural equipment, forest machinery, construction, energy sector, medical equipment, mining & minerals sectors, oil & gas, pharmaceuticals, telecommunications, travel & tourism

GAMBIA

Who Is Attending: Business Delegation

U.S. Export Opportunities to The Gambia: agricultural sector, construction, energy, oil & gas, pharmaceuticals, telecommunication and travel & tourism

GHANA

Who Is Attending: Paramount Chief of Akyem Abuakwa Traditional Council, Ministry of Trade Representatives & Embassy of Ghana in Washington D.C.

U.S. Export Opportunities to Ghana: agricultural sector, construction equipment, education & training, energy, medical equipment, pharmaceuticals, mining industry equipment, oil & gas

HONG KONG

Who Is Attending: Hong Kong Trade Development Center in New York

U.S. Export Opportunities to Hong Kong: agricultural sector, IT, cosmetics & toiletries, education & training, financial services, medical equipment, safety & security, transportation infrastructure

ISRAEL

Who Is Attending: Consul General of Israel in Miami

U.S. Export Opportunities to Israel: aerospace, agricultural sector, automotive parts, educational services, energy sector, healthcare technologies, homeland security, semiconductors, travel & tourism

MALAYSIA

Who Is Attending: Trade Commission of Malaysia in Miami (MATRADE)

U.S. Export Opportunities to Malaysia: agricultural sector, education & training, engineering/construction, IT, medical devices, nutritional food supplements, oil & gas, travel & tourism, water & wastewater treatment

MIDDLE EAST/NORTH AFRICA (ALGERIA, EGYPT, JORDAN, KUWAIT, LEBANON, MOROCCO, OMAN, QATAR, SAUDI ARABIA, UNITED ARAB EMIRATES)

Who Is Attending: Xpand Now – Foreign Market-Entry Specialists for the Middle East & Africa

U.S. Export Opportunities to Middle East/North Africa: agricultural sector, apparel, automotive parts, medical equipment, pharmaceuticals, safety & security

NIGERIA

Who Is Attending: Business Delegation

U.S. Export Opportunities to Nigeria: aerospace & aviation, agricultural equipment, automobiles, construction equipment, education, electrical power equipment, IT, telecommunication, marine vessels & parts, medical equipment, oil & gas field machinery, safety/security, trucks

SOUTH KOREA

Who Is Attending: Business Delegate

U.S. Export Opportunities to South Korea: aerospace industry, agricultural sector, air pollution control, cosmetics, cybersecurity, defense industry equipment, education, renewable energy, entertainment & media, manufacturing technology, medical equipment, specialty chemicals and travel & tourism

TURKEY

Who Is Attending: Consul General of Turkey in Miami

U.S. Export Opportunities to Turkey: civilian aerospace technology, construction equipment, defense technology, education, renewable energy, IT & telecommunication, medical technology, smart city technology, transportation equipment, advance manufacturing and agriculture

Voices of Excellence

We are proud to introduce some of our esteemed guest speakers that will participate at the Florida International Trade and Cultural Expo. These speakers are experts in their field and will be sharing their vast knowledge and expertise at the two-day event.



His Excellency Nicolás Ardito Barletta

Nicolás Ardito Barletta Vallarino was the President of Panama from October 11, 1984 to September 28, 1985, running as the candidate of the Democratic Revolutionary Party (PRD) in the contested elections of 1984.

Barletta Vallarino attended North Carolina State University, where he obtained in 1959 a Bachelor of Science degree in Agricultural Engineering, and later an M.Sc. in Agricultural Economics. In 1971, he received a doctorate in economics from the University of Chicago. The title of his PhD dissertation was "Costs and social benefits of agricultural research in Mexico".

From 1968 until 1970 and 1973 until 1978, Barletta was one of General Omar Torrijos's trusted advisers as minister of planning and economic policy, president of the national banking commission and member of Panama's negotiation team on economic aspects, for the Panama Canal treaties. From 1978 to 1984, he was World Bank's Director of the Department of Economic Affairs at the Organization of American States (OAS).



Dale Eppler

Mr. Eppler became Acting Deputy Assistant Secretary for the Western Hemisphere in July 2018. For the prior year, he was the Director of the Office of Regional Economic Policy and Summit Coordination in the Bureau of Western Hemisphere. From 2014-2017, Mr. Eppler served as the Deputy Chief of Mission at the U.S. Embassy in Santiago, Chile. He also previously served as Chief of the Energy, Climate Change and Environment Unit at the U.S. Mission to the European Union, Economic Counselor in both Baghdad and Ankara, Consul General in Yekaterinburg, Financial Economist in Buenos Aires, Deputy Treasury Attaché in Moscow and Director for Central America and the Caribbean, at the office of the U.S. Trade Representative. He speaks Spanish and Russian, and a limited amount of Turkish. Prior to entering the Foreign Service, Mr. Eppler was an attorney in a private practice in New Mexico and Colorado.



His Excellency Vinicio Cerezo

Marco Vinicio Cerezo Arévalo served as President of Guatemala from January 14, 1986 to January 14, 1991. He was the first president of the modern democratic era.

Cerezo was born in Guatemala City, the son of the Supreme Court judge Marco Vinicio Cerezo Sierra, and came from a well-known family. He graduated in Judicial science from USAC in 1968, and was made its Secretary in 1970. In 1991 Cerezo became a deputy in the Central American Parliament in its first five-year term. His appointment as Secretary General of the Central America Integration System (SICA) was announced on June 29, 2017, during the 49th gathering in San Jose, Costa Rica. He was named Peace Ambassador by the Guatemala Government on August 7, 2017

International Elected Officials



The Honorable Felipe Augusto

Mayor of São Sebastião, Brazil



The Honorable Rose Kettyna Bellabe

Mayoress of Port-au-Prince, Haiti



The Honorable Patricia Bolaños

Mayoress of Quepos, Costa Rica

Uncommon Creativity

In South Florida, creativity, culture and commerce go hand in hand, as our local artistic community achieves greater innovation, collaboration and diversity. To celebrate this artistic heart of the region, the Florida International Trade and Culture Expo will also feature nine talented local artists, displaying a variety of mediums, subjects and styles, while proving that the business of creativity is alive and well in South Florida.

by Gabriela Esquivel

Gabriela Esquivel

Gabriela Esquivel is a multimedia artist who creates colorful acrylic paintings, watercolors, murals, videos, animations, literature and music that express a constant search for freedom. She was born in 1981 in San Jose, Costa Rica and has lived in Germany, Switzerland, United States and Puerto Rico. Since her early years she studied painting and music. In 1999, she lived in Germany and Switzerland, where she received lessons in painting, singing, and German. She moved to Puerto Rico in 2005. Her work has been featured in the 2015 Florence Biennale Catalogue in Italy, Go Riverwalk Magazine in Fort Lauderdale, Around Town News in Fort Lauderdale, Midtown Miami Magazine in South Florida, and in main journals in Puerto Rico.

Liane Sangallo

In 2010, Liane founded the Endless Companion Art Company where she delivers modern, abstract painting for her high client's demands. Liane has also moderated art therapy creation for clients grieving for the beloved pets throughout the United States, Canada, and Europe. Liane's paintings combines dynamic, energy and softness. Liane works in various mediums: modeling paste, fur, glass, concrete, organic materials, acrylic and ink.



by Suzanne Barton

Suzanne Barton

Suzanne Barton is one of South Florida's most sought-after photographers. She possesses the innate ability to capture a moment that will be cherished for a lifetime. While frequently referred to as an emotionally intuitive photographer, she takes pride in projecting an unobtrusive persona. She has a photography studio in Ft. Lauderdale, FL. She turned a childhood passion into a profession, when, in 1985 she was hired by "Resort Advisor Magazine". Suzanne has been the recipient of numerous honors. One bestowed upon her by Canon and another by HP Books, the prestigious publishing house, known for its "How To" photography books.

Alejandra Palacios

The work of Alejandra Palacios has been referred by many curators as exciting and passionate way to depict Hollywood, Florida. Her artistic talents were recognized at early childhood when she attended "Escuela Nacional de Arte" or Mexico City's National School of Art. While developing her talents, her father encouraged her to study the root of Art. She then started studying Architecture and Art History. After five years of study she became a prominent architect in Mexico City.



by Michelle Drummond



by Michelle Drummond

Michelle Drummond

Michelle Drummond aka DrumStrings artwork exudes the true expression of life and exuberance of a woman from the islands. Originally from Jamaica, DrumStrings came to the U.S. to pursue an undergraduate education at St. Lawrence University in Upstate New York. While pursuing her undergraduate degree at St. Lawrence, she decided to explore fine arts as a creative outlet. After dabbling in the different offerings of fine arts, DrumStrings discovered that manipulating multicolored strings and acrylic paint on canvas was a different and exciting take on expressing her creativity. Her work has evolved over the years into creative expressions that exude a mélange of her experiences living here in the United States and the exuberance of the Jamaican culture she grew up in. She creates artwork that is thought provoking, leaving viewers to their own interpretation.



by Liane Sangallo



by Alejandra Palacios