



ITC

Fact Sheet

WHAT IS ITC?

The Miami-Dade Board of County Commissioners in 2002 created The Jay Malina International Trade Consortium (ITC) in recognition of the importance that international trade and commerce plays in our local economy.

MISSION

ITC's mission is to promote Miami-Dade County as a Global Gateway by enhancing international relations, cultural understanding, and trade.

ROLE OF ITC

ITC is the official Miami-Dade County government agency responsible for promoting Miami-Dade as a Global Gateway by:

- Providing support and coordination for inbound trade missions seeking new or expanded business opportunities in Miami-Dade County;
- Organizing outbound trade missions that promote Miami-Dade's infrastructure and business opportunities abroad;
- Providing pre-screened business-to-business meetings for small to medium sized businesses thus increasing opportunities for business development during inbound and outbound missions;
- Increasing awareness of Miami-Dade County by developing and strengthening working relationships with private and public sector entities both locally and abroad through its Communications, Marketing and Outreach program;
- Publishing *Miami Trade Numbers* statistical guide that features merchandise commodity data on South Florida's top 25 trading partners and trade volume numbers for Miami's top 100 trading countries;
- Supporting and participating in trade promotion events;
- Promoting cultural and international understanding through its Sister Cities program.

SIGNIFICANT ACCOMPLISHMENTS FY2007-FY2009

OUTBOUND BUSINESS DEVELOPMENT AND GOODWILL MISSIONS

- Organized and conducted **9** outbound missions.

INBOUND MISSIONS

- Supported **39** incoming missions/delegations from other countries by providing briefings, coordinating meetings and protocol services, arranging pre-screened business-to-business meetings, and providing financial support for networking receptions and events.

PRE-SCREENED BUSINESS-TO-BUSINESS MEETINGS FOR OUTBOUND AND INBOUND MISSIONS

- Outbound Missions:
489 business-to-business meetings;
- Inbound Missions:
155 business-to-business meetings.

COMMUNICATIONS, MARKETING AND OUTREACH

- Developed and maintained database of Miami-Dade business involved in trade;
- Developed and maintained an interactive website that attracted over **21,000** visits;
- Supplied **26,000** trade leads to consulates, trade offices, economic development agencies, and companies;
- Published **18** newsletters;
- Published **3** annual reports;
- Published **3** editions of *Miami Trade Numbers* statistical guide;
- Developed and updated *Come Trade with Us* promotional DVD;
- Published monthly international trade events coordination calendar.

SISTER CITIES PROGRAM

- Conducted **3** Consular Corps receptions;
- Organized **3** Youth Summits;
- Organized **3** Art Exhibits;
- Established **2** Sister Cities affiliations;
- Awarded **3** scholarships to Miami-Dade College students;
- Organized **1** Sister Cities Summit with local programs.

BOARDS AND COUNCILS

- Provided staff support for **18** meetings of ITC Board of Directors and its committees.

