



ABOUT THE SOUTH FLORIDA REGION

- 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. A multilingual workforce.
- Business Friendly low tax environment –individuals pay no state or local personal income taxes; allows for added incentive when recruiting executives and professionals.
- Streamlined development review and permitting process for new businesses.
- Home of Port Everglades, the leading Port container by tonnage in Florida and 12th busiest Port in the USA (a FITCE partner). www.porteverglades.net
- Approximately 60% 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, Visa, just to name a few.
- A top Tourism Destination – Greater Fort Lauderdale/South Florida. www.sunny.org
- For more information please visit a FITCE partner website. www.gflalliance.org



ABOUT THE INTERNATIONAL TRADE & CULTURAL EXPO (FITCE)

On October 12-16, 2015 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 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.



Meet one-on-one with international delegates, former presidents, government leaders, entrepreneurs, chambers of commerce leaders, business alliance and councils, seasoned importers/exporters, and representatives from Broward County's leading public economic engines: Port Everglades,

Fort Lauderdale –Hollywood International Airport, The Greater Fort Lauderdale Convention & Visitors Bureau as well as Broward County's Cultural Division, Enterprise Florida, and The Greater Fort Lauderdale Alliance.

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

- **Overall Goal:** to bring 200 International Companies and 400 United States Companies that want to establish or expand their business in South Florida
- **Media Coverage** will hit 8.1 Million International Viewers (NTN24)
- A Combined and Powerful Marketing Database of over 60,000 contacts (FITCE partners & Committee Members)
- Access to meet in-person Former Presidents, Government Officials and Heads of State (in attendance)

It takes a global village to make an impact!

How is this Expo different? FITCE is strategically focused on redefining South Florida's reputation as THE place to establish your business in the global market. The FITCE Team is creating this event in partnership with the import and export experts in South Florida, they are The FITCE Founding Partners. These agencies have, for decades, established themselves as the authorities leading the way to help ensure South Florida is known as THE place to do business. The FITCE Team promises to take these efforts to the next level by collaborating and partnering with those community leaders to create a truly one-of-a-kind event.

And, let's not forget that it wouldn't be South Florida without all the incredible cultural elements in our region. There will be many artistic performances throughout the Expo to highlight the passion that exists in our community.

Why is FITCE important? Florida's Future is Global Trade! South Florida total trade with the world in 2013 was \$120.49 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.



Invited and Honored Guests

Confirmed: Broward County Commissioners

- Broward County Mayor: Tim Ryan, District 7
- Broward County Commissioners Confirmed
- Vice Mayor: Martin David Kiar, District 1
- Commissioner Mark D. Bogen, District 2
- Commissioner Stacy Ritter, District 3
- Commissioner Chip LaMarca, District 4
- Commissioner Lois Wexler, District 5
- Commissioner Beam Furr, District 6
- Commissioner Barbara Sharief, District 8
- Commissioner Dale V.C. Holness, District 9

Link to bios: [click here](#)

Confirmed: Political Leaders

- The Honorable Former President of Bolivia, Jorge Quiroga
- The Honorable Former President of Dominican Republic, Leonel Fernandez
- The Honorable Jerry Naumoff, Minister of Foreign Direct Investment and Trade, Macedonia
- The Honorable. E.P. Chet Greene Minister of Trade, Industry, Commerce & Consumer Affairs, Culture, Sport & National Festivals, Antigua
- His Excellence Pancrace Boongo Nkoy, Minister of Small and Medium-Sized Business, Democratic Republic of Congo
- The Honorable Marco Midence, Minister of Technology and Communications, Honduras
- The Honorable Mike Schmitz, Mayor of Dothan, Alabama
- Former Mayor of City of Miami, Former President of the US Conference of Mayors, Manny Diaz
- Florida House Representative – District 116 Jose Felix Diaz
- Florida House Representative – District 113 David Richardson



Confirmed: Delegations, Local Consulates & Bi-National Chambers

- Government of Antigua
- Government of Bolivia
- Government Democratic Republic of Congo
- Government of Dominican Republic
- Consulate General of Bahrain (NY office)
- Consulate General of Brazil
- British American Chamber of Commerce of Broward County
- Consulate General of Canada
- Honorary Consul of Finland
- Consulate General of France
- Hong Kong Trade Development Council
- Consulate General of Germany
- Honorary Consul of Guatemala
- Consulate General of Italy
- Honorary Consul of Macedonia
- Consulate General of Netherlands
- Honorary Consul of Slovakia
- Taiwan Trade Commission/Consulate
- Barbados American Chamber of Commerce
- Chile - U.S. Chamber of Commerce
- U.S. - Mexico Chamber of Commerce
- Honduras American Chamber of Commerce
- Puerto Rican Bi-National Chamber of Commerce
- Spain Trade Commission
- Swedish American Chamber of Commerce

Confirmed: Special Guests

- Thomas Wong, US Department of State, Office of Economic Policy and Summit Coordination
- Bruno Bomeny, President and CEO of World Trade Center Sao Paulo, Brazil
- Roberto Illingworth Cabanilla, Former Deputy Secretary of the Department of Industry and Foreign Trade, Ecuador
- His Excellence Dr. Joaquín Roy, University of Miami Department of International Studies



- Tony “The Greek” Michaelides, Music Industry Mogul, Former Manager of U2, David Bowie and more
- Marielle Barrow, PhD Cultural Economist
- Carlos Eduardo Garcia Velasco, Customs and Border Protection, Colombia
- Francesco Bof, Bocconi University, Italy
- Salvador Maira, Grenoble School of Management, France

Personal Invitations Sent:

- United States Lt. Governor -Carlos Lopez Cantera
- US Congresswoman, Ileana Ros-Lethinen
- Former President of Colombia, Andres Pastrana
- Former President of Mexico, Felipe Calderon
- Advisor Ministry of Commerce & Industry of Panama, International Trade and Development -Norman Harris
- Former Vice-President of Peru, Raúl Diez Canseco
- Former President of Peru, Alejandro Toledo
- Former Prime Minister of Spain, Felipe González
- Former President of Uruguay, Luis Alberto Lacalle
- Member of the Chamber of Representatives of Colombia, Simón Gaviria Muñoz
- Senator of Colombia, Iván Duque Márquez
- Mayor of Miami-Dade County, Carlos Jimenez
- Commissioner of Miami-Dade, Rebeca Sosa
- Chair of Children’s Movement Florida, David Lawrence Jr.
- President of Florida International University, Dr. Mark B. Rosenberg
- President/CEO, Nova Southeastern University, Dr. George L. Hanbury
- President of Broward College, David Armstrong

Invited Country Delegates

- Bahrain
- Barbados (Minister)
- The Democratic Republic of Congo (Ministers)
- Brazil
- China
- Colombia
- France



- Italy
- Martinique
- Panama
- Spain
- Turkey

Trade Missions/ partners promoting FITCE

- GM&L Strategic Consultancy for New Markets: Spain, June & July, 2015
- Global Trade Chamber: Bolivia, June 2015 & Puerto Rico, August 2015
- PR Hispanic Chamber: France, Turkey Spain May-August
- Natcom International Group, China June & July 2015

Letters of Support link on FITCEExpo.com website

<http://www.fitcexpo.com/#!/support/c1u3b>

Confirmed: Bi-National Chambers

- Swedish American Chamber
- German American Chamber
- British American Chamber
- Norwegian American Chamber
- Quebec Floride Chamber
- Brazilian Business Group
- Fort Lauderdale Sister Cities

FITCE Executive Committee Members

- Al Otero, Global Trade Chamber, FITCE Founding Partner
- Andre Rodriguez, Logistics Communications, Zambrano Foundation, FITCE Founding Partner
- Attorney Alicia M. Phidd, True Retainer
- Dana Pollitt, Adept PR & Communications
- Frank Nieves, PR Hispanic Chamber, FITCE Founding Partner
- Fabio Andrade, Americas Community Center, FITCE Founding Partner
- Paola Isaac Baraya, Broward County Office of Economic and Small Business Development



- Melissa Dunn, Lauderhill Chamber of Commerce, FITCE Founding Partner
- Thomas Watson, United Way of Broward County, FITCE Fiscal Agent
- Wendy DeLucca, DeLucca Events, FITCE Event Director

FITCE General Committee Members

- Alinda Montfort, Communications Manager, Port Everglades
- Arif Shad, BRITANNIA Companies
- Barbara Brathwaite, Barbados American Chamber of Commerce
- Barbara Fiedor, President at Orbis Strategy Group
- Basil Bernard
- Bruno Elias-Ramos, President at BEA architects
- Bud Moores, Bayburg Financial
- Carlos M. Mejia, Mejia Associates
- Chuck Tattlebaum, Tripp Scott
- Dan Lindblade, President and CEO of the Greater Fort Lauderdale Chamber of Commerce
- David Coddington, Vice President - Business Development Greater Fort Lauderdale Alliance
- Earl Bosworth, Director Broward County Cultural Division
- Eduardo Torres, Director at U.S. Department of Commerce
- Elisamir “Isa” Rivera, LINC Broward College
- Erick Isaac, HBIF
- George Platt, LSN Partners
- Glen Wiltshire, Assistant Director, Strategic Planning and Development, Port Everglades
- Glenn Cooper, Gray Robinson
- Guylene Berry, Owner, Global Solutions Agency
- Hugh Bailey, {President HB Enterprises
- Ismael Cifuentes, HBIF
- James Shermer, Grants Administrator Broward Cultural Division
- Jennifer Diaz, Becker Poliakoff
- Jody Leshinsky, Assistant Director Broward County Cultural Division
- John Diep, Regional Manager International Trade, Enterprise Florida



- Josie Bacallao, President & CEO Hispanic Unity of Florida
- Juan Romero Cultural, Sister Cities
- Karen Reese, Fort Lauderdale Executive Airport
- Lita Haeger, President, Association of Bi National Chamber of Commer in Florida
- Maria Montoya, MCM International Business
- Marianne Winfield, Sister Cities
- Pierre Taschereau, International Client Manager at The Greater Fort Lauderdale Alliance
- Ric Green, Pompano Beach Chamber
- Dr. Robert C. Chalwell, Asst. Professor of Political Science; Program Coordinator, Professional Speaker, Policy Consultant, and Trainer
- Robert Goltz, Miramar Pembroke Pines Chamber
- Roderick C. Kemp, Realtor
- Sandia Eichler, SAG11 Productions, Americas Community Center
- Sandy Michael McDonald, Director of the Office of Economic and Small Business Development at Broward County
- Sharon Ragoonan, Code Compliance Manager at City of Fort Lauderdale
- Stephanie Toothaker, Tripp Scott
- Steve Cernak, PPM Deputy Port Director, Port Everglades
- Dr. Susana Bertuna



Thank you to the Growing Commitment of 2015 Partners and Sponsors!

FITCE Sponsors/Partners





FITCE Founding Partners



ABOUT FITCE FOUNDING PARTNERS

Americas Community Center, founded in 2001, created the Americas Business Networking Event with the mission to promote, guide and support Hispanic professional immigrants to facilitate their location and quality of life in South Florida. As a FITCE Founding Partner ACC will hold Panel Discussions and host a Keynote Luncheon. The topics will focus on best practices when it comes to negotiating and building relationships in a customer-centric business environment. www.americascc.org

Global Trade Chamber of Commerce, founded in 2008, created the Global Trade Center with the mission of connecting Buyers and Sellers around the world while helping businesses penetrate new markets. As a FITCE Founding Partner GTC will organize matchmaking sessions allowing participants to meet key professional and corporate delegates and receive one-on-one business advice in international trade. www.globaltradechamber.com

Lauderhill Regional Chamber of Commerce founded in 2004, is helping to attract and sustain new businesses to improve the quality of life through responsible, sustained leadership on community and regional issues of relevance. As a FITCE Founding Partner, LRCC will host a Keynote Luncheon. www.lauderhillcc.com

PR Hispanic Chamber of Commerce founded in 2000, is the most active Hispanic chamber in Florida conducting thousands of events throughout the years. As a FITCE Founding Partner, The PR Hispanic Chamber will give attendees maximum opportunity to review, negotiate, and participate in



interactive lounge areas and product demonstrations with like-minded individuals conducting business in South Florida and abroad. www.prhispanicchamber.com

The Zambrano Foundation, founded in 2011, created the Democracy in the Americas (DITAS) event with the mission to shape the next generation of business-minded-leaders to build an economically stronger global community by learning best practices from world business leaders, social innovators, heads of state and government officials. As a FITCE Founding Partner, DITAS will host the President's Dinner and a whole day of Panel Discussions with world leaders. www.ditas.org

DeLucca Events, founded in 2011, is the event production company and contributing creator for the 2015 FITCEXpo. CEO and Founder, Wendy DeLucca has produced events for over 15 years on both the Atlantic and Pacific coasts ranging from 5,000 person outdoor festivals and multi-faceted tech events. The DeLucca Events team will handle all aspects of the FITCE event production. www.deluccaevents.com

EVENT DETAILS

Dates:	October 12-16, 2015
Location:	Broward County Convention Center www.ftlauderdalecc.com
Each Day:	International Trade Expo & Demo Lounges Technology/Social Media Lounge International Business Matchmaking Legal, Immigration, & Customs Brokerage Advice, Investment Visas Educational Panel Discussions Keynote Luncheons, VIP Receptions & Dinners Educational & Innovative Initiatives for Long-Term Prosperity International Food & Cultural Interactive Experiences Networking & Business Building Opportunities

For complete Details and Agenda information visit www.FITCEXpo.com