



BROWARD
COUNTY
FLORIDA
OFFICE OF ECONOMIC AND
SMALL BUSINESS DEVELOPMENT



PASSPORT

FITCE

Florida International Trade and Cultural Expo

Connect Your Business to the World!

October 19-20, 2022



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 Goal of "ensuring economic opportunities and a sustainable economy, with an emphasis on Broward's lower and middle class" as well as the County's Values of "building partnerships and working collaboratively with others to meet shared objectives" and "recognizing the value that different perspectives and cultures bring to an organization."





QUEEN CLARISSA DOULA BELL
CAMEROON

FITCE 2022 took place on October 19-20, 2022 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 2022 featured a World Expo Marketplace comprised of 240 international and local exhibitors, as well as an educational component with 20 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 60 countries. This year also highlighted two themes: Sustainability & Youth Engagement featured through panels during the second day Opening Ceremony. Special sessions were organized by Sister Cities International and Sustainable Fashion Tech Week.



WHY IS FITCE IMPORTANT?

Florida's future is global trade. According to the U.S. Census Bureau USA Trade Online, South Florida's total trade with the world in 2021 was \$126.81 billion in goods sourced in the state, and more than 60,000 companies in the region are registered to export. Broward County's (Port Everglades & Fort Lauderdale-Hollywood International Airport) total trade with the world for 2021 was \$26 billion. Now is the time for Broward businesses to move to the next level as Broward County is perfectly positioned to bring new global businesses to the region.



Broward County and South Florida... Your Gateway to the World!



**35 Colleges
& Universities**



**Strategic
Geographic
Location**



**Reach 4
continents
in one day**



**76°F (24°C)
average
temperature**



**200+ corporate
& international
headquarters**



**6 million people;
90+ languages**



10 airports
(3 major international and
7 executive airports; 100 non-
stop U.S. & International flights)



**Port
Everglades**
#1 seaport & foreign trade
zone for exports in Florida



**\$126.8 billion
in international
trade**



**Zero state
income tax**



*Source: Greater Fort Lauderdale 2022 Alliance Economic Sourcebook.

For more information, visit www.FITCEXpo.com or call 954-357-6400



Thank You to the Key Partner Agencies



Broward County Board of County Commissioners approved FITCE as a county-sponsored annual event as well as promoted the event to the local and international community. The following current commissioners also participated and delivered welcoming remarks at the expo: Mayor Lamar P. Fisher, Steve Geller, Vice Mayor Nan H. Rich, Hazelle P. Rogers, Tim Ryan and Michael Udine.



Greater Fort Lauderdale Convention and Visitors Bureau (GFLCVB) sponsored and provided use of the Greater Fort Lauderdale / Broward County Convention Center (Grand Ballroom).



Port Everglades Department & Broward County Aviation Department (BCAD):

Port Everglades was a World Sponsor and Broward County Aviation Department was a Local Panel Sponsor. Both economic engines participated as speakers and exhibitors at FITCE.



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

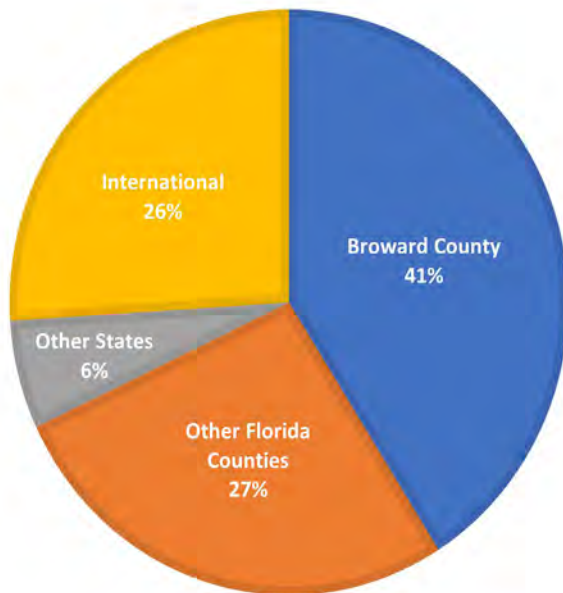


Broward County Office of Economic and Small Business Development (OESBD) is the host & main organizing entity for FITCE and offered comprehensive logistical and coordination support in the form of activity and event planning, program management, marketing, recruitment of expert speakers, dignitaries and other high-level guests.

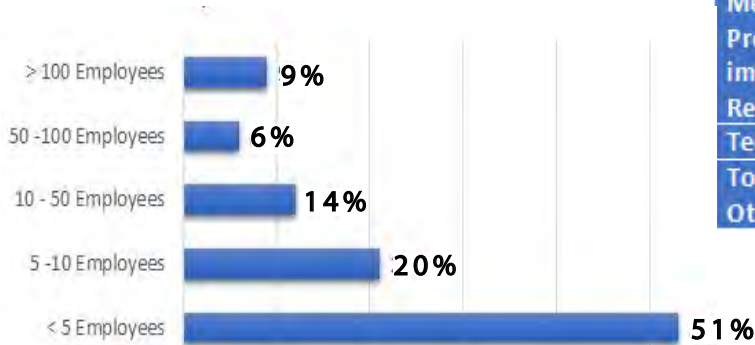
FITCE by the Numbers*

In summary, most representatives who attended FITCE were from Broward County based businesses (41%) and 51% were from a business with 5 employees or less, mainly from the professional services, government & public agencies, real estate, and global logistics industries. The World Expo exhibitors consisted of international and local businesses and entities.

LOCATION OF BUSINESS OWNERS/EMPLOYEES



COMPANY SIZE



Industry Categories	Number of Businesses
Agriculture, Forestry, Fishing & Mining	77
Arts, Culture, Sports & Entertainment	89
Aviation & Aerospace	18
Chambers, Association & Non-Profit Org.	73
Cleantech & Renewable Energy	13
Construction	85
Consumer Products including Automotive	35
Education	73
Fashion	64
Financial Institutions & Banking	78
Food & Beverages + Equipment including retail	89
Global Logistics, Transportation, Marine & Import/Export	76
Government & Public Agencies	144
Industrial, Business supplies & Manufacturing	66
Life Sciences & Healthcare	50
Media & Publishing	65
Professional Services (CPA, marketing, law, import/export services, retail services, etc..)	159
Real Estate	122
Technology & Telecommunications	111
Tourism	58
Other	238

WORLD EXPO EXHIBITORS





20

EDUCATIONAL
PANELS &
SESSIONS



60

INTERNATIONAL
COUNTRIES PARTICIPATING



240

LOCAL & INTERNATIONAL
EXHIBITORS



1,588

TOTAL
ATTENDEES

"One of FITCE's goals is for Broward County to become Florida's hub for international trade to the world, especially for Latin America & the Caribbean"

- Michael Udine,

Broward County Mayor (during FITCE 2022) - Special Message in the FITCE Program Guide



FITCE 2022 Culture

OESBD partnered with the Broward County Cultural Division and Sustainable Fashion Tech Week to integrate cultural elements into FITCE 2022. Performances from international groups including 2023 Grammy award winner, Nomcembo Zikode and fashion shows also marked the cultural celebration. See the 'uncommon creativity' feature spread in the FITCE 2022 Program Guide Appendix for selected artists.



FITCE 2022 Media & Marketing

ADVERTISING CAMPAIGN:



RADIO: WLRN, WHQT,
WLQY, WAVS

**885K
Listeners**

**852K
Viewers**



TELEVISION: WTVJ NBC 6, WSCV TELEMUNDO
51, WPLG LOCAL10 & EPLG Me TV



319k Viewers

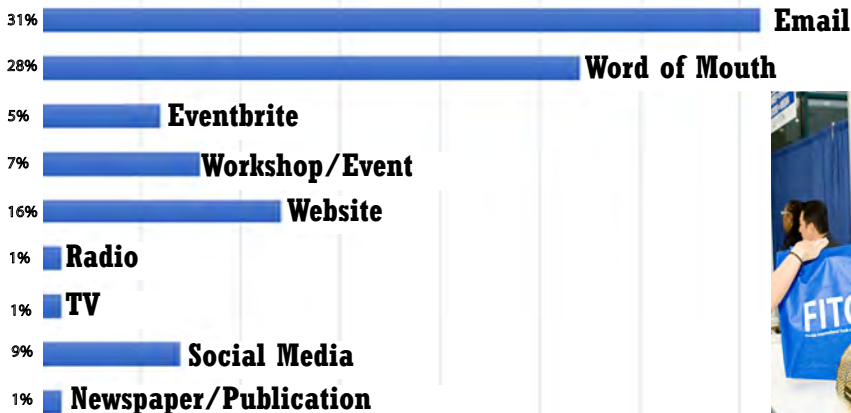
OUTDOOR MEDIA: BUS SIGNAGE & BILLBOARD

**414K
Readers**



PRINT & DIGITAL PUBLICATIONS: SOUTH FLORIDA
BUSINESS JOURNAL, EN USA, SUN SENTINEL,
FLORIDA CHINESE NEWS, GAZETA, CARIBBEAN TODAY,
LEFLORIDIEN, SOUTH FLORIDA GAY NEWS, LA FAMILIA,
SOUTH FLORIDA BLACK PROFESSIONALS NETWORK, DESH-
VIDESH, UNIENDO CULTURAS, MIAMI NEW TIMES

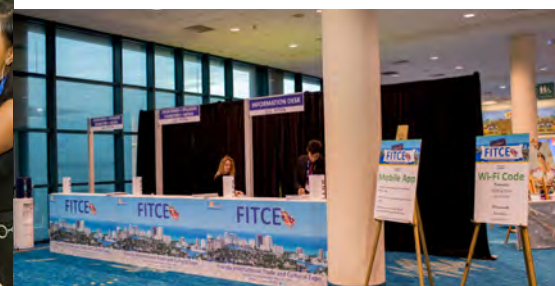
HOW DID YOU HEAR ABOUT FITCE?



AD CAMPAIGN, FLYER & PROGRAM GUIDE:



ON-SITE BRANDING:



FITCE 2022 Social Media Coverage

FITCE was promoted heavily on OESBD social media pages. Attendee engagement was encouraged by requesting they use the hashtag #FITCE 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. Hashtags in FITCE messaging included: #FITCE; #FITCE2022; #conference; #BrowardCounty; #internationaltrade.

SOCIAL MEDIA ACTIVITY:



19

FACEBOOK POSTS
@BROWARDCOUNTYOESBD



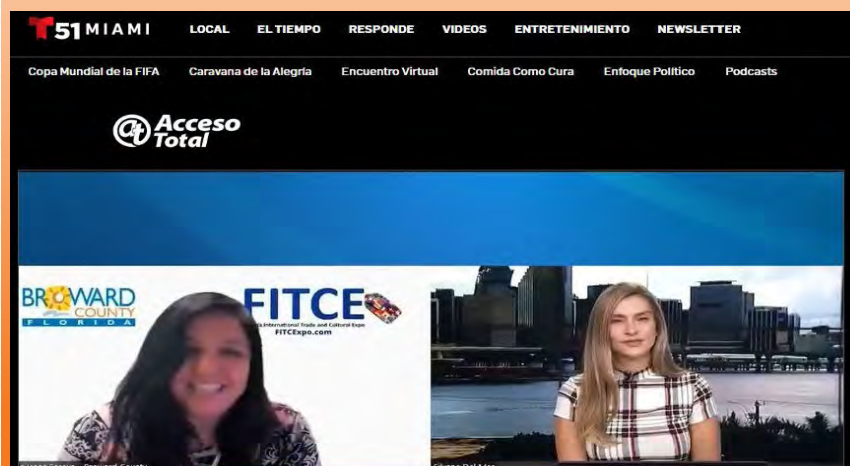
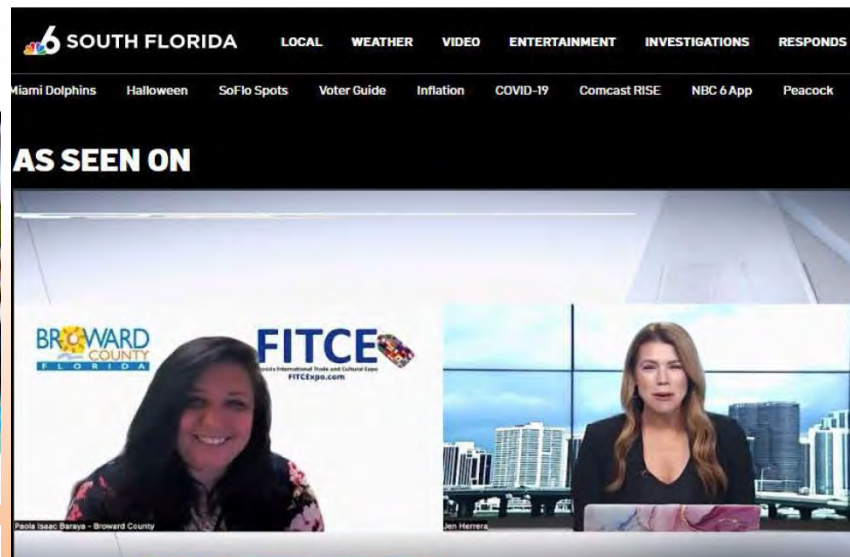
21

INSTAGRAM POSTS
@BROWARDCOUNTYOESBD

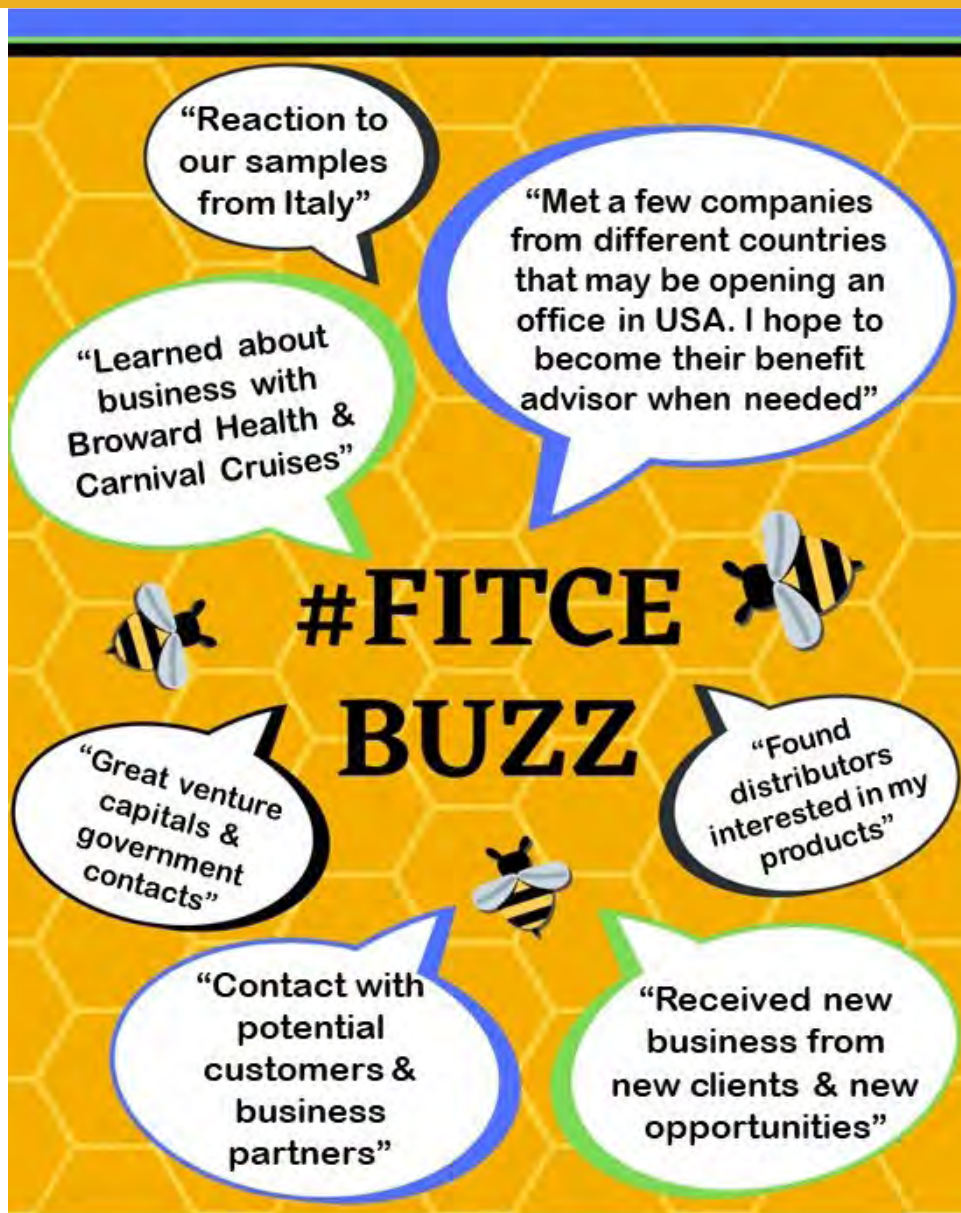
SOCIAL MEDIA

TOTAL IMPRESSIONS:

99,186



FITCE 2022 Survey Results & Testimonials



97%

of attendees are likely to attend FITCE 2023

96%

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

93%

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

Top 3 Activities at FITCE:

1. World Expo Marketplace
2. Doing Business with the World
3. Buyers Panel

WHY DID YOU ATTEND FITCE?



FITCE 2022 Post Activity

PROJECTED RESULTS & OPPORTUNITIES ORIGINATING FROM FITCE 2022

1. Broward business offered opportunity to export her training services in Mexico
2. Ecuador Trade Center & Chile Trade Center are opening in Broward County
3. Broward County will organize *Doing Business with Democratic Republic of Congo, Senegal, Belize and Canada in 2023*
4. Businesses from Turkey, Poland, Honduras & Puerto Rico looking to open their offices in Broward County
5. World sponsor traveled to Ghana last November to explore an environmental project
6. Sustainable Fashion Tech Week engaging in fashion and tech trade with Italy, Ghana, Turkey, Ecuador, Dominican Republic and Peru
7. FITCE World Sponsor offered opportunity to present their services to Broward College and to universities in Chile
8. FITCE sponsor offered a waste management contract in Dominican Republic and Honduras and as a result decided to open an office in Broward
9. Broward tech business secured distributor/agent in Chile



FITCE 2022 Financials

Total revenues were \$255,800, which included \$100,000 allocated annually for FITCE from the Broward County Board of County Commissioners' approved annual budget for FITCE, \$76,500 in sponsorships raised this year, \$67,700 from funds raised in FITCE 2021, and \$11,600 from sales of one hundred nineteen (119) local exhibitor tables. As noted in the below chart, total expenses for FITCE 2022 were \$238,607. The increase in expense from FITCE 2021 is due to inflation and unexpected higher convention center costs. In addition, the Greater Fort Lauderdale/Broward County Convention Center provided and in-kind sponsorship for use of the Grand Ballroom at the Broward County Convention Center which is valued at \$35,300. Below is a consolidated summary report of revenues and expenses.

Florida International Trade & Cultural Expo 2022		Final Amounts FITCE 2022
EXPENSE CATEGORIES		
Décor/Registration System/Audio Visual/Photographer/Videographer/DJ/Electrical/WI-FI/Globes for Dignitaries	\$	72,230.79
Runner/Logistic Coordinator	\$	3,000.00
Registration Badges Fees & Moving Services (lanyards, writsbands, extra easels, magnetic name tags, credit card machine merchant fees for exhibitors/sponsor payments)	\$	4,416.44
Food & Beverages: (continental breakfasts, lunch for dignitaries & special guests, coffee breaks, lunch vendors, water coolers, linens)	\$	49,369.42
Convention Center Setup, Booths, Parking, Security Services & Other Fees	\$	72,837.66
Advertising (TV, Radio, Newspaper, Trade Magazines, Web)	\$	30,694.16
Print Shop Costs	\$	6,330.00
TOTAL EXPENSES	\$	238,878.47
REVENUE CATEGORIES		
Sponsorships Raised*	\$	76,500.00
Local Exhibitor Tables (63 @ \$150/table + 6 @ \$100/table + 31 @ \$50/table)*	\$	11,600.00
Remainder Sponsorships/Exhibitor Tables Revenues Raised from Previous Year*	\$	67,700.00
Support from Broward County Board of County Commissioners	\$	100,000.00
TOTAL REVENUES	\$	255,800.00





FITCE thanks the Broward County Board of County Commissioners for their support & participation



A service of the Broward County Board of County Commissioners



Appendix:

FITCE 2022 Program Guide

FITCE
Florida International Trade and Cultural Expo

KEY SPONSORS

WORLD



LOCAL PANEL

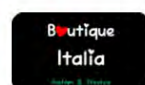


NETWORKING LUNCH

BREAKFAST

COFFEE / TEA

RECEPTION



IN-KIND

PARTNERS

MEDIA



Thank You!

CONNECT
YOUR BUSINESS
TO THE
WORLD!



OCTOBER 19 – 20, 2022

FITCE

Florida International Trade and Cultural Expo

GREATER FORT LAUDERDALE
BROWARD COUNTY CONVENTION CENTER

South Florida to the World

What is FITCE?

On October 19 & 20, 2022 at the Greater Fort Lauderdale/Broward County Convention Center, Broward County and all of South Florida will welcome international countries 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 brand 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. As well, they will get an opportunity to meet entrepreneurs, chambers of commerce leaders, business alliances and councils, and seasoned importers/exporters. FITCE also counts on the support of 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.



Why is FITCE Important?

Florida's future is global trade! South Florida's total trade with the world in 2021 was \$126.81 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 together more than 2,000 attendees, including international businesses, local businesses, federal, state, and local trade agencies, government leaders from around the world and multi-cultural global trade representatives from over 60 countries.
- To offer the opportunity to sell your products and services to over 60 countries from around the globe!
- To provide access to meet in person with international government and business delegations, consulates, trade commissioners and bi-national chambers at Doing Business World Expo (World Expo Marketplace) and at the Speed Matchmaking with countries!
- To present insightful panels to teach 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 more than 75 consulates, foreign trade offices and bi-national chambers of commerce.
- Business friendly, low tax environment; 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, one of Florida's leading port by tonnage and 12th busiest containerized port in the USA (a FITCE partner).
- Approximately 60 percent of the population is within the prime working ages with a deep and diversified pool of IT talent.
- Home to over 200 corporate headquarters including: AutoNation, Microsoft Latin America, Citrix Systems, Embraer, Sony Latin America, Mapei, Kaplan, Magic Leap and Hotwire Communications, just to name a few.
- A top tourist destination – with numerous natural and cultural attractions.



www.FITCEexpo.com

Special Message from Broward County Mayor

As Mayor of Broward County, I am excited to once again welcome the world to the 7th anniversary of the Florida International Trade and Cultural Expo (FITCE) where we will host more than 60 countries from around the globe to engage in bilateral trade, tourism and cultural exchange with our local business community. Broward County is a perfectly centralized location with great diversity that we share and celebrate.

Broward County is nestled in the heart of South Florida, which is the #1 gateway to Latin America and the Caribbean from the United States of America. We provide easy access to three major seaports and airports, a consumer market surpassing 6 million in population, a diverse and educated workforce and a vibrant quality of life. Our growing industries include life sciences (pharma / biotech), aviation, technology, marine industries, headquarters initiatives, and more.

One of the goals with FITCE, is for Broward County to become Florida's hub for international trade to the world, especially for Latin America and the Caribbean. This signature event plays a strategic role in assisting us reach this objective.

We hope you will forge strategic partnerships and friendships during this expo as well as gain valuable knowledge and insight in the field of international trade by listening to over 100 expert speakers presenting this year at FITCE. Enjoy FITCE 2022, and for the delegations visiting from around the world, we welcome you and invite you to make Broward County your second home!

Regards,

MICHAEL UDINE
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: Business Delegation

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

BARBADOS

Who Is Attending: Barbados Investment and Development Corporation (Export Barbados) & Invest Barbados

U.S. Export Opportunities to Barbados: agricultural sector, green/renewable energy, construction, hotel & restaurant equipment, telecommunications, medical equipment

BELIZE

Who Is Attending: Ministers, Consulate General of Belize in Miami, Belize American Chamber of Commerce of South Florida

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

DOMINICAN REPUBLIC

Who Is Attending: Mayor of Santo Domingo Este, ProDominicana, Consulate General of Dominican Republic in Miami, Dominican International Business & Tourism Federation & Municipal & Business Delegation

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: Guyanese American Chamber of Commerce & Business Delegation

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

HAITI

Who Is Attending: Former First Lady & Former Ministers Delegation, Consulate General of Haiti in Miami, Haitian American Chamber of Commerce & 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: Consulate General of Jamaica in Miami & Business Delegation

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

MARTINIQUE

Who Is Attending: Business Delegation

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

TRINIDAD & TOBAGO

Who Is Attending: Trinidad and Tobago South Florida Chamber of Commerce

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

NORTH & LATIN AMERICA

ARGENTINA

Who Is Attending: Consulate General & Promotion Center of Argentina & Business Delegation

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

BOLIVIA

Who Is Attending: Former President & Business Delegation

U.S. Export Opportunities to Bolivia: agricultural machinery, pesticides, electricity, healthcare equipment, hydrocarbons, medical equipment, mining, overland transportation, road vehicles, tractors and agricultural machinery

BRAZIL

Who Is Attending: Mayor of São Sebastião & Mayor of Ipatinga with their Municipal Delegations, Consulate General of Brazil in Miami, Brazilian Business Group, Central Florida Brazilian-American Chamber of Commerce

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

CANADA

Who Is Attending: Consulate General of Canada in Miami & Business Delegation

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

CHILE

Who Is Attending: Pro Chile & 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, Consulate General of Colombia in Miami, Pro Colombia & Business Delegation

U.S. Export Opportunities to Colombia: Governor of Nariño, Department of Valle del Cauca, Consulate General of Colombia in Miami, Pro Colombia, Barranquilla Chamber of Commerce & Business Delegation

COSTA RICA

Who Is Attending: Costa Rica Chamber of Commerce USA, Camara de Empresarios del Combustible & 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: Prefect of Provincia De El Oro, Consulate General of Ecuador in Miami, ProEcuador, Ecuador Trade Center & Business Delegation

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

EL SALVADOR

Who Is Attending: Vice Minister of Exterior Relations, Consulate General of El Salvador in Miami, Salvadorian Chamber of Commerce & Business Delegation

U.S. Export Opportunities to El Salvador: agricultural sector, automotive parts, education, energy, packaging equipment, safety & security equipment, travel & tourism, medical equipment & plastics

GUATEMALA

Who Is Attending: Former President of Guatemala & Business Delegation

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

HONDURAS

Who Is Attending: Vice President of Honduras, Senator & Mayor of La Ceiba & Mayor of Cantarranas with their municipal delegation

U.S. Export Opportunities to Honduras: safety & security, packaging & food processing, hotel & restaurant equipment, general consumer goods, automotive parts & service equipment, apparel & footwear, construction equipment, agricultural equipment, clinical & laboratory equipment.

MEXICO

Who Is Attending: Senator & Government Delegation, Mayor of Bacalar, Consul General of Mexico in Miami & Business Delegation

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

PANAMA

Who Is Attending: Minister of Health & Business Delegation

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 (PromPeru) & Business Delegation

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

URUGUAY

Who Is Attending: Business Delegation

U.S. Export Opportunities to Uruguay: agricultural sector, chemicals, computer hardware, education, fertilizers, infrastructure projects, processed food, renewable energy, security & telecommunication

EUROPE

FRANCE

Who Is Attending: Senator & Business Delegation

U.S. Export Opportunities to France: computer services & software, civil aircraft & parts, additive manufacturing, medical devices, ecommerce, energy, travel & tourism, education, franchising & agriculture sector

HUNGARY

Who Is Attending: Business Delegation

U.S. Export Opportunities to Hungary: Medical technologies, safety & security, information communication technology, consumer electronics, ecommerce, franchising, education & agriculture sector

ITALY

Who Is Attending: Deputy Consul General of Italy in Miami & Made in Italy Business Delegation

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

MONTENEGRO

Who Is Attending: Honorary Consul of Montenegro in Miami

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

Continues on Page 6 ►►

WEDNESDAY October 19

7:00AM

Registration Opens for General Admission

GRAND BALLROOM LOBBY

Passport to Prize Raffle Admission ends at 8AM*

7:00AM - 8:00AM

Breakfast (Space is Limited – first come, first served)

Entrance to GRAND BALLROOM A-B LOBBY

8:00AM

Cultural Art Exhibit Opens!

Presented by Broward County's Cultural Division

GRAND BALLROOM LOBBY

8:00AM - 10:50AM

Day 1 - Grand Opening Ceremony / World Leaders & Former Presidents Panel

GRAND BALLROOM A-B

Sponsored by our World Sponsors: Florida Power & Light (FPL), Thrive DX, Versailles Ventures & Port Everglades

Surprise Musical Performances & Celebrity Appearances

Introductory Salutations:

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

- **The Honorable Michael Udine**, Broward County Mayor
- **The Honorable Cord Byrd**, Florida Secretary of State
- **The Honorable Mark D. Bogen**, Broward County Commissioner (D2)
- **Monica Cepero**, Broward County Administrator
- **Video Message from Anna FENDI**
- **Sandy-Michael McDonald**, Director, Broward County Office of Economic and Small Business Development
- **Jonathan Daniels**, Director, Port Everglades
- **Mark Gale**, CEO/Director, Broward County Aviation Department
- **Bobbie Celler**, President of Versailles Ventures, Executive Producer & Star of TV Show 'Castles to Condos'
- **Timothy Bryant**, Director of External Affairs, Broward & SW Florida Region, Florida Power & Light (FPL)
- **Dan Vigdor**, Executive Chairman & Co-CEO, ThriveDX
- **Expo at a Glance:** Paola Isaac Baraya, Economic Development Specialist – International Trade, Broward County Office of Economic and Small Business Development

Keynote Panel: World Leaders & Former Presidents Panel: Opening Horizons to New Market Opportunities

Moderator: Olinda Salguero, Director, Latin American Presidential Mission, Global Peace Foundation

Panelists:

- **His Excellency Salvador Alejandro César Nasralla Salum**, Vice-President of Honduras
- **His Excellency Jorge Quiroga**, Former President of Bolivia (2001-2002)
- **His Excellency Vinicio Cerezo**, Former President of Guatemala (1986-1991)

11:00AM

World Expo Opens!

GRAND BALLROOM C-H

11:00AM - 12:00PM

How to Bring Your Business to the USA

GRAND BALLROOM A-B

Sponsored by Enterprise Florida & Greater Fort Lauderdale Alliance

Welcome Remarks: The Honorable Lamar P. Fisher, Broward County Vice-Mayor & Commissioner (D4)

Moderator: TJ Villamil, Senior Vice President, International Trade & Development Division, Enterprise Florida

Panelists:

- **The Honorable Laura DiBella**, Florida's Deputy Secretary of Commerce
- **Bob Swindell**, CEO, Greater Fort Lauderdale Alliance
- **Wharton Berger**, Economic Development Manager, Broward County Office of Economic & Small Business Development

12:00PM - 1:00PM

Buyers and Sellers Networking

WORLD EXPO MARKETPLACE – GRAND BALLROOM C-H

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

Food vendors available for lunch purchase in Grand Ballroom Lobby

The FITCE Agenda

Florida International Trade and Cultural Expo

1:00PM - 1:50PM

How to Import into the United States of America

GRAND BALLROOM A-B

Sponsored by Amazon

PASSPORT TO PRIZES #1: Two (2) Nights All Inclusive Resort Stay at the Grand Lucayan – Lighthouse Pointe, Grand Bahama Island

Welcome Remarks: The Honorable Tim Ryan, Broward County Commissioner (D7)

Greetings from our Panel Sponsor: Angelica Santibanez, Amazon Public Policy Senior, Community Engagement, Amazon

Moderator: Jennifer Diaz, Esq. Board Certified Customs and International Law Attorney & President of Diaz Trade Law

Panelists:

- **Laura Rosenberger**, Supervisory Import Specialist, U.S. Customs and Borders Protection (CBP)
- **Maria Jiron**, Compliance Officer, U.S. Food and Drug Administration Office of Enforcement & Import Operations Division of Southeast Imports (FDA)
- **Charly Berio-Cruz**, Federal Investigator, U.S. Consumer Product Safety Commission, South Florida Field Office (CPSC)
- **Louis Volpe**, South Florida Area Director, U.S. Department of Agriculture (USDA)

2:00PM - 3:15PM

Doing Business with the World

Part I: LATIN AMERICA

GRAND BALLROOM A-B

International panel of governments, consulates, trade commissioners, bi-national chambers & country experts discussing their top export and import opportunities and how to do business with their country

Welcome Remarks: The Honorable Mark D. Bogen, Broward County Commissioner (D2)

Moderator: Sabina Covo, Internationally-Acclaimed TV & Radio Anchor & Journalist (Mega TV & Gen Media Partners)

Countries:

- **ARGENTINA:** Maximiliano Krause, Trade Commissioner, Consulate General & Promotion Center of Argentina
- **COLOMBIA:** Ricardo Pedroza, Executive Director, ProColombia USA
- **BRAZIL:** The Honorable Gustavo Moraes Nunes, Mayor of Ipatinga & The Honorable Felipe Augusto, Mayor of São Sebastião introduced by the Honorable Cristiano Berbert, Deputy Consul of Brazil in Miami
- **CHILE:** Jaime Silva, Trade Manager, Trade Commission of Chile (ProChile Miami)
- **EL SALVADOR:** The Honorable Adriana Mira, Vice Minister of Exterior Relations, El Salvador
- **COSTA RICA:** Rossy Pedroza-Salazar, President, Costa Rica Chamber of Commerce USA
- **PERU:** Max Rodriguez Guillen, Director, Trade Office of Peru in Miami (Promperu)
- **ECUADOR:** The Honorable Clemente Bravo, Prefect, Provincia De El Olro, Ecuador
- **PANAMA:** The Honorable Dr. Luis Francisco Sucre, Minister of Health, Panama

3:30PM- 4:00PM

Doing Business with the World

Part II: NORTH AMERICA - CANADA & MEXICO

GRAND BALLROOM A-B

International panel of governments, consulates, trade commissioners, bi-national chambers & country experts discussing their top export and import opportunities and how to do business with their country.

Welcome Remarks: The Honorable Josh Levy, Mayor of the City of Hollywood

Moderator: Alexia Núñez Bachmann, Consul for Economic & Commercial Affairs, Consulate General of Mexico in Miami

Countries:

- **CANADA:** The Honorable Susan Harper, Consul General of Canada in Miami
- **MEXICO:** The Honorable Senator Israel Zamora Guzmán & The Honorable José Alfredo Contreras Méndez, Mayor of the City of Bacalar, introduced by The Honorable Jonathan Chait, Consul General of Mexico in Miami

4:00PM - 4:40PM

Doing Business with the World

Part III: THE CARIBBEAN

GRAND BALLROOM A-B

Sponsored by Minority Business Development Agency (MBDA)

International panel of governments, consulates, trade commissioners, bi-national chambers & country experts discussing their top export and import opportunities and how to do business with their country.

Welcome Remarks: The Honorable Hazelle P. Rogers, Mayor of the City of Lauderdale Lakes

Moderator: Marie Gil, President & CEO, MBDA

Countries:

- **JAMAICA:** The Honorable Oliver Mair, Consul General of Jamaica in Miami
- **BELIZE:** The Honorable Kevin Bernard, Minister Health, Belize
- **HAITI:** The Honorable Stephane Gilles, Consul General of Haiti in Miami to introduce Her Excellency Lady Martine Moise, Former First Lady of Haiti
- **BARBADOS:** Jillian Banfield, Sr. Business Development Officer, Invest Barbados
- **GUAYANA:** Wesley Kirton, Guyanese American Chamber of Commerce
- **DOMINICAN REPUBLIC:** The Honorable Manuel Jimenez, Mayor of Santo Domingo Este, Dominican Republic

5:10PM

World Expo Closes!

GRAND BALLROOM C-H

5:10PM

Cultural Art Exhibit Closes!

GRAND BALLROOM LOBBY

Presented by Broward County's Cultural Division

5:10PM - 7:00PM

Opening Presidential Network Reception

GRAND BALLROOM A-B

Hosted by Sustainable Fashion Tech Week in collaboration with the Global Peace Foundation

Concurrent Plenary Sessions:

October 19 ROOM 209B

11:00AM - 12:00PM

Doing business in a sustainable world

Hosted by Sustainable Fashion Tech Week

Moderator: Roger Panta, President & CEO, Sustainable Fashion Tech Week

Panelists:

- **The Honorable Clemente Bravo**, Prefect of Provincia De El Oro, Ecuador
- **Fernando Egas Noblecilla**, Director of Planificaiton, GADPEO, Ecuador
- **Michelle McLean**, Former Miss Universe & Namibia Business Development Board
- **Guisella Aguilar Zamora**, Deputy Director, Cámara de Empresarios del Combustible, Costa Rica
- **Aida Miller**, Founder & CEO of Blahface

2:00PM- 3:00PM

Leveraging Sister Cities Relationships for Economic Development

Hosted by Sister Cities International

Moderator: Donna Scantlebury, Florida State Representative for Sister Cities International

Panelists:

- **Clint Conliffe**, Economic Development Analyst, City of Miramar
- **Russell Weaver**, President, Greater Fort Lauderdale Sister Cities International
- **Bobbie Celler**, CEO, Versailles Ventures

Concurrent Plenary Sessions:

October 20 ROOM 209B

11:00AM- 12:00PM

International fashion leaders impacting sustainability

Hosted by Sustainable Fashion Tech Week

Moderator: Roger Panta, President & CEO, Sustainable Fashion Tech Week

Panelists:

- **Yasmin Naqvi**, CEO & Founder, Brand Yasmin Naqvi presented by Romina Nicoletti, CEO of M. Ro Innovation & Leader for the Made in Italy Delegation
- **Sara Schesser Bartra**, Former Scientist, University of Miami
- **Martin Polanco**, World Renowned Fashion Designer, Dominican Republic
- **Soraya Cedano**, Founder & CEO of Tagua

2:00PM- 3:00PM

Bangladesh - A Gateway to Southeast Asia

Hosted by The Bangladesh American Chamber of Commerce

Moderator: Atiqur Rahman, President, Bangladesh American Chamber of Commerce

Panelists:

- **His Excellency Muhammad Imran**, Ambassador of Bangladesh to the USA in Washington D.C.
- **MD Mahadee Hassan**, Economic Minister Embassy of Bangladesh, Washington D.C.
- **MD Salim Reza**, Commercial Counselor Bangladesh Embassy, Washington D.C.
- **SM Khurshid Ul Alam**, Commercial Counselor, Consulate General of Bangladesh in Los Angeles
- **Dr. Salauddin Ahmed**, Vice President, Bangladesh American Chamber of Commerce

3:00PM- 4:00PM

Africa - A New World of Trade Opportunities

Hosted by Global Oved Dei Seminary & University & American Immigration & Social Security Legal Center

Moderator: H.E. Atty. Rev. Dr. Diane Moore-Eubanks, Chancellor, Global Oved Dei Seminary & University & American Immigration Law Center

Countries:

- **GHANA:** His Royal Majesty Nana Barima Essah Kwasi Mensah Bediako III, King of Anum Asamankese Traditional Area, Ghana
- **DEMOCRATIC REPUBLIC OF CONGO:** His Excellency Jean-Lucien Bussa Tongba, Minister of Exterior Affairs, Democratic Republic of Congo
- **NIGERIA:** The Honorable Festus Keyamo, Minister of Labor, Nigeria
- **SOUTH AFRICA:** Russell Curtis, Chief Executive, Invest Durban, South Africa
- **CAMEROON:** Her Royal Highness Queen Clarisse Douala Bell, Cameroon
- **SENEGAL:** Governors & Mayors Delegation

THURSDAY October 20

7:00AM

Registration Opens for General Admission

GRAND BALLROOM LOBBY

Passport to Prizes Raffle Admission ends at 8AM*

7:00AM - 8:00AM

Breakfast (Space is Limited – first come, first served)

Entrance to GRAND BALLROOM A-B LOBBY

8:00AM

World Expo Opens!

GRAND BALLROOM C-H

8:00AM

Cultural Art Exhibit Opens!

Presented by Broward County's Cultural Division

GRAND BALLROOM LOBBY

8:00AM - 9:50AM

Opening Ceremony - Day 2

GRAND BALLROOM A-B

Hosted in Collaboration with International Economic Forum of the Americas. Sponsored by Versailles Ventures & City of Miramar

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

Welcome Remarks:

- **The Honorable Mark D. Bogen**, Broward County Commissioner (D2)
- **The Honorable Wayne Messam**, Mayor of the City of Miramar

Greetings from our Panel Sponsor: Bobbie Celler, President of Versailles Ventures, Executive Producer & Star of TV Show Castles to Condos

First Main Presentation: Sustainability & Investing in Trust - The Future of Sustainable Global Expansion
Hosted in Collaboration with the World Strategic Forum

Moderator: Paul Griebel, President & CEO, World Strategic Forum

- **Lucas Hernandez**, Global Partnerships Lead - Philanthropies, Microsoft
- **Nasreen Sheikh**, World Renowned TED Speaker for Global Human Rights
- **Olinda Salguero**, Director, Latin American Presidential Mission, Global Peace Foundation
- **Moran Hadad**, President, Floresta
- **Robert Hendrickson**, Advisory Board & Patron, Twin Global

Second Main Presentation: Youth Engagement for a Sustainable World

Moderator: Cairo Eubanks, Co-Chair of the United Nations Department of Global Communications, Civil Society, Youth Representatives Steering Committee

- **Hawa M. Diallo**, Director, Civil Society Unit, Outreach Division, Department of Global Communications, United Nations
- **Ali Mustafa**, Youth Representative to the Department of Global Communications & Director of Generation Next, United Nations
- **Belinda Daise**, Supervisor of Social & Emotional Learning, Broward County Public Schools
- **Veda Hudge**, Executive Director of Student Services, Broward County Public Schools
- **Mugahed Alameri**, NGO Advocate & Former United Nations Interim

Closing Remarks: Sudan Eubanks, Miss Black Florida Talented Team & Creator of Reading with Royalty

10:00AM - 10:45AM

Doing Business with the World

Part IV: EUROPE

GRAND BALLROOM A-B

Sponsored by Air Europa

International panel of governments, consulates, trade commissioners, bi-national chambers & country experts discussing their top export and import opportunities and how to do business with their country

Greetings from our Panel Sponsor: Pablo Sanchez Cabrera, Country Manager, USA & Canada, Air Europa

Moderator: Greg Chavarria, Fort Lauderdale City Manager

Countries:

- **ITALY:** The Honorable Eva Alvino, Deputy Consul of Italy in Miami
- **ROMANIA:** Simona Florea, Deputy Consul, Consulate General of Romania in Miami
- **NORTH MACEDONIA:** Branislav Gorcevski, Chair of United Macedonian Diaspora
- **FRANCE:** The Honorable Sophie Errante, Member of the French National Assembly and Former Chairwoman of the Supervisory Board of the Caisse des Dépôts Group
- **UNITED KINGDOM:** Christopher George, CEO, Made in Britain Brands
- **SERBIA:** Dusan Kozarev, Minister Counselor, Embassy of Serbia in Washington D.C.

11:00AM - 11:45AM

Doing Business with the World

AFRICA - Part V:

GRAND BALLROOM A-B

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

Welcome Remarks: The Honorable Nan H. Rich, Broward County Commissioner (D1)

Moderator: H.E. Atty. Rev. Dr. Diane Moore-Eubanks, Chancellor, Global Oved Dei Seminary & University & American Immigration & Social Security Legal Center

Countries:

- **GHANA:** His Royal Majesty Nana Barima Essah Kwasi Mensah Bediako III, King of Anum Asamankese Traditional Area, Ghana
- **DEMOCRATIC REPUBLIC OF CONGO:** His Excellency Jean-Lucien Bussa Tongba, Minister of Exterior Affairs
- **NIGERIA:** The Honorable Festus Keyamo, Minister of Labor, Nigeria
- **SOUTH AFRICA:** Russell Curtis, Chief Executive, Invest Durban, South Africa
- **CAMEROON:** Her Royal Highness Queen Clarisse Douala Bell, Cameroon
- **SENEGAL:** Governors & Mayors Delegation

12:00PM - 12:45PM

Doing Business with the World

Part VI: ASIA & THE MIDDLE EAST

GRAND BALLROOM A-B

Sponsored by Citco Global Holdings & Bangladesh American Chamber of Commerce

International panel of governments, consulates, trade commissioners, bi-national chambers & country experts discussing their top export and import opportunities and how to do business with their country

Welcome Remarks: The Honorable Steve Geller, Broward County Commissioner (D5)

Greetings from our Panel Sponsors:

- **Nanda Sandilya**, President, Citco Global Holdings
- **Atiqur Rahman**, President, Bangladesh American Chamber of Commerce

Moderator: Desmond Alufohai, Director, Protocol & International Affairs Division, Miami International Airport

Countries:

Part I - Asia

- **JAPAN:** The Honorable Kazuhiro Nakai, Consul General of Japan in Miami
- **MALAYSIA:** Leany Mokhtar, Director, Malaysia Trade Center (MATRADE)
- **HONG KONG:** Victoria Delvziz, Business Development Manager, Hong Kong Trade Development Center in New York
- **INDIA:** The Honorable Swati V. Kulkarni, Consul General of India in Atlanta
- **BANGLADESH:** His Excellency Muhammad Imran, Ambassador of Bangladesh to the USA in Washington D.C.

Part II - Middle East

- **ISRAEL:** The Honorable Maor Elbaz Starinsky, Consul General of Israel in Miami
- **BAHRAIN:** Rose Sager, Trade Representative, Embassy of the Kingdom of Bahrain in Washington D.C.

Voices of Excellence

We are proud to introduce the World Leaders & Former Presidents that will participate at the Florida International Trade and Cultural Expo (FITCE). These esteemed panelists will be sharing their vast knowledge and experience with global trade at the Grand Opening Ceremony on October 19th.



His Excellency Salvador Alejandro César Nasralla Salum, Vice President of Honduras

Salvador Alejandro César Nasralla Salum is a civil engineer with a Masters' Degree in Business Administration from the Catholic University of Chicago in Chile. He has 56 years of experience working in media communications and 46 years of experience as a presenter, host and sports journalist on television. He also accumulated 13 years of experience as a politician and serves presently as Vice President of Honduras.

His Excellency Jorge Quiroga, Former President of Bolivia (2001-2002)

Jorge Fernando Quiroga Ramírez, often referred to as Tuto, is a Bolivian industrial engineer and politician who served as the 62nd president of Bolivia from 2001 to 2002. A former member of Nationalist Democratic Action, he previously served as the 36th vice president of Bolivia from 1997 to 2001 under Hugo Banzer and as minister of finance under Jaime Paz Zamora in 1992. During the interim government of Jeanine Áñez, he briefly served as the country's international delegate to denounce human rights violations from 2019 to 2020.



His Excellency Vinicio Cerezo, Former President of Guatemala (1986-1991)

Vinicio Cerezo is a lawyer and was President of Guatemala from 1986 to 1991, the first to open the democratic process in recent history. He is the creator, promoter and one of the signatories of the Peace Agreements in Central America, Esquipulas I and II. He was Secretary General of the Central American Integration System from 2017 to 2021 and is currently the President Emeritus of the Esquipulas Foundation for Peace, Democracy, Development and Integration. He is a founding member of the Latin American Presidential Mission.



UNCOMMON CREATIVITY

In South Florida, creativity, culture and commerce go hand in hand, as our local and international artistic community achieved greater innovation, collaboration and diversity. To celebrate this artistic heart of the region, the Florida International Trade and Cultural Expo (FITCE) will feature talented local and international artists, special musical performances, celebrity appearances and worldwide sustainable fashion, displaying a variety of mediums, subjects and styles, while proving that the business of creativity and sustainability is alive and thriving in South Florida.

SFTW
Sustainable Fashion & Tech Week

Sustainable Fashion Tech Week

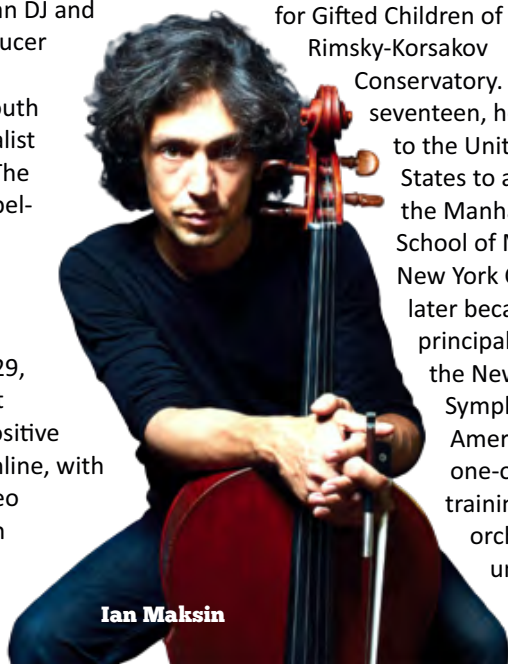
Sustainable Fashion Tech Week (SFTW) was created in 2021 by Founder & CEO, Roger Panta. SFTW incorporates special fashion discussion panels as



well as fashion shows showcasing sustainability at the Florida International Trade and Cultural Expo (FITCE). As the fashion industry is the second largest polluter in the world after the oil industry, sustainability becomes more and more a crucial consideration for the fashion and design industry. SFTW will host two concurrent panel sessions: Doing Business in a Sustainable World (October 19 @ 11am, Room 209B) & International Fashion Leaders Impacting Sustainability (October 20 @ 11am, Room 209B). Sustainable international fashion designers will also be showcased at both evening receptions starting at 5:10pm in Grand Ballroom A-B.

Master KG feat. Nomcebo (South Africa)

"Jerusalem" is a song by South African DJ and record producer Master KG featuring South African vocalist Nomcebo. The upbeat gospel-influenced house song was initially released on November 29, 2019 after it garnered positive response online, with a music video following on December 21st. The



Ian Maksin

music video of the song has generated half a billion views on YouTube. It was later included on Master KG's second album of the same title, released in January 2020. A single edit was released on streaming services on July 10, 2020 after it went viral during mid-2020, garnering international reaction due to the #JerusalemChallenge. It

direction of maestro Michael Tilson Thomas. During that time, he had an opportunity to play for such artists as Lynn Harrell, Mstislav Rostropovich, Bernard Greenhouse, and many others. Ian will be performing at FITCE 2022 as the opening act on October 19th at the Grand Opening Ceremony (7:50am), at the Opening Presidential



Master KG and Nomcebo

reached number one in Belgium, Italy, Netherlands, Romania and Switzerland, while peaking in the top ten of multiple other European countries. Nomcebo Nothule Zikode is a South African singer and songwriter. Having signed a record deal with Open Mic Production, she co-wrote and was featured on Master KG's chart-topping single "Jerusalem" (2019), which debuted #1 on Billboard Music charts and Apple Music charts. Nomcebo also supports children around the world via her foundation. The group will be performing at FITCE 2022 at the Grand Opening Ceremony (8am) as well as the Opening Presidential Network Reception (5:10pm) on October 19 in Grand Ballroom A-B.

Ian Maksin / Cello for Peace (Russia)

Described by Russian press as "one of the most versatile and innovative musicians of his generation", Ian Maksin is quickly gaining international recognition as a cellist, composer and producer. Born in St Petersburg, Russia, Mr Maksin began playing the cello at age six at the Special School for Gifted Children of the Rimsky-Korsakov Conservatory. At seventeen, he came to the United States to attend the Manhattan School of Music in New York City and later became the principal cellist of the New World Symphony, America's one-of-a-kind training orchestra under

Networking Reception (5:10pm) in Grand Ballroom A-B, and at the Coffee/Tea Break (1pm) in Grand Ballroom A-B Lobby as well as on October 20th at the 2nd Day Opening Ceremony (8am) in Grand Ballroom A-B- and Coffee/Tea Break (1pm) on Grand Ballroom A-B- lobby. Mr. Maksin is performing to benefit For *WellBeing*, a US-based charity raising funds to provide medical aid to the Ukrainian people.

Freedom (Haiti)



Cultural Art Exhibit Hosted by The Broward County Cultural Division

Professional artists were selected by the Broward County Cultural Division to exhibit and engage audiences during FITCE 2022. This year 17 local artists have been selected during the Cultural Division's *Call to Artist*. Renowned international artists will also be showcased during the two-day event. The cultural exhibits opens both expo days at 8am and closes at 5:10pm.

FITCE
Florida International Trade and Cultural Expo