

International Affairs Update

***Orlando City Council
Workshop Presentation
August 29, 2011***



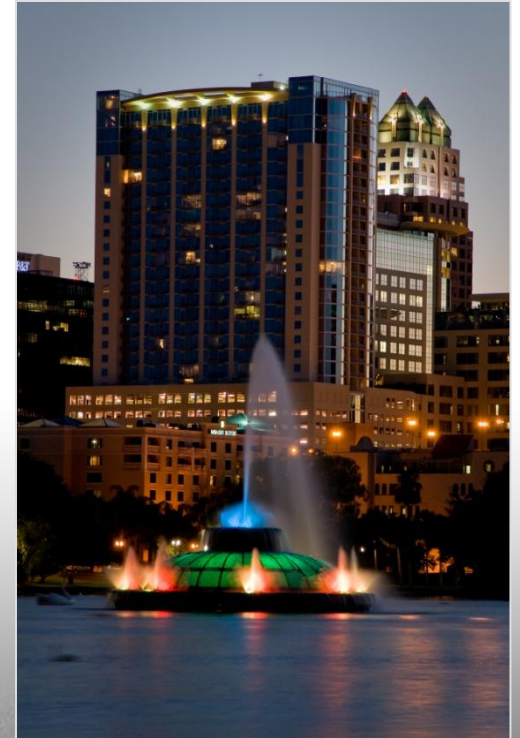
Orlando's International Appeal



Orlando is Increasingly Considered for International Business

- Globally recognized.
- Appealing to people from all over the world.
- Thriving location in the center of the state, serves as a gateway into the U.S.
- Multi-faceted, growing economy.
- Diverse, continually growing international community.
- Opportunity for business development with international visitors attending conventions in Orlando.
- Expanded international air service.

Like many of our City's great success stories, Orlando's international success will be the result of collaboration and partnership.



Florida's Top Merchandise Trade Partners

1. Brazil
2. Colombia
3. China
4. Japan
5. Switzerland
6. Venezuela
7. Chile
8. Costa Rica
9. Dominican Republic
10. Mexico

- Despite the global recession, international trade proved to be one of the state's strongest sectors in 2010.
- Florida is the nation's fourth largest U.S. export state (behind Texas, California and New York).
- In 2010, international business (trade and foreign direct investment) sustained nearly one in every five jobs in the state.



International Tourism

- Orlando welcomed more than 3.6 million overseas visitors in 2010, an increase of 12.6% over 2009. The average overseas visitor stayed 9 days and spent an average of \$997 per person per trip.
- In 2009, international visitors accounted for 7% of all visitors but represented 22% of spending.
- Top international origin markets: Canada, UK, Brazil, Mexico, Germany.



Expanded International Air Service

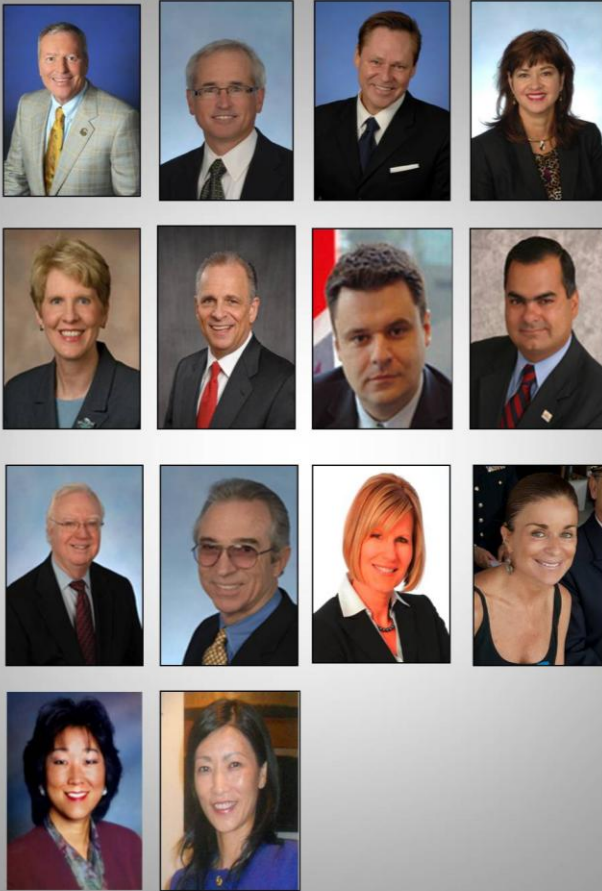
- Air France (June)
 - Three non-stop flights each week between Orlando and Paris (first non-stop flight between the two cities)
 - \$64 million annual economic impact
- Avianca (July)
 - Four non-stop flights each week between Orlando and Bogota with direct connect options to 21 other destinations in Colombia and South America
 - \$19 million annual economic impact
- Caribbean Airlines (July)
 - Two non-stop flights each week between Orlando and Port-of-Spain, Trinidad
 - \$2 million annual economic impact



Orlando's International Team



Mayor's International Advisory Board



- Volunteer advisory board.
- Members available to provide input, advice, and recommendations regarding the City's international efforts including international business development and Sister City relationships.
- Includes representatives from the Metro Orlando EDC, GOAA, Visit Orlando, Orlando Inc., and business leaders in the community.



Chief of International Protocol

Earl Crittenden, Jr., Esquire

- Serves on a voluntary basis.
- Available to provide input, advice and recommendations regarding all aspects of international customs and regulations, diplomatic formality and precedence.
- Attended the International Protocol Education Forum in Toronto, Canada (July 2011).
- Serves as the City's main point of contact for the Orlando Consular Corps.



Orlando Consular Corps



- Very engaged and active consular corps representing 17 countries.

- Orlando's Consular Corps is of extreme benefit to Central Florida's diverse residents and visitors.

- They are the central point of contact for all trade, cultural and diplomatic liaison between their countries and the local community.



Bi-national Chambers of Commerce

Our community's bi-national chambers include:

- African-American Chamber
- Asian American Chamber
- Brazilian American Chamber
- British American Chamber
- Caribbean American Chamber
- French American Business Council of Orlando (FABCO)
- Hispanic Chamber
- Indian-American Chamber
- Peruvian-American Chamber



City of Orlando's Recent International Activities



Orlando's Nine Sister Cities



Curitiba, Brazil (1996)



Guilin, China (1986)



Seine-et-Marne, France (1991)



Reykjanesbaer, Iceland (1991)



Urayasu, Japan (1989)



Monterrey, Mexico (1995)



Orenburg, Russia (1997)



Valladolid, Spain (2006)



Tainan, Taiwan (1982)



Orlando's Sister City Activity

- Active dialogue with 8 out of 9 Sister Cities.
- Received delegations/visitors in the past 18 months from Guilin, China; Urayasu, Japan; and Valladolid, Spain.
- Outbound visits to Valladolid, Spain and Curitiba, Brazil.
- Received and declined formal invitations to visit Tainan and Urayasu due to challenging budget.
- Planned visit to Guilin in September by a member of the Mayor's International Advisory Board.



Dignitary & In-bound Delegations

•More than 15 dignitary visits since January 2010 including:

- Former President of Colombia
- Indian Ambassador to the U.S.
- Jamaican Ambassador to the U.S.
- Bulgarian Minister of Finance
- Deputy Chief of Mission, Chinese Embassy
- U.S. Ambassador to Portugal
- Portuguese Ambassador to the U.S.



•More than 150 individuals representing 14 delegations from 10 countries visited City Hall since January 2010.
•Many come with the goal of pursuing opportunities for business development or cultural and educational exchange.



Mayor Dyer's Trade Missions

- Since 2008, Mayor Dyer has led three international trade missions:
 - Israel, March 2011
 - Montreal, August 2008
 - Curitiba, April 2008
- All trade missions were organized by the Metro Orlando EDC.
- The involvement of the EDC, GOAA and Visit Orlando as well as other business/community leaders is preferred.



Israel, March 2011

- Build connections with life science and pharmaceutical, aviation, simulation and defense companies.
- Visit to town of Kiryat Motzkin, a relationship between our two regions that has grown at the grassroots level through the efforts of the Jewish Federation of Greater Orlando.
- Florida Hospital's Nicholson Center signed a Memorandum of Understanding to join forces with Sheba Medical Center for international collaboration and strategic relations.



Montreal, August 2008



- More than 80 Orlando leaders participated in the Digital Media Industry Mission.
- Create and strengthen business relations between Orlando and Montreal digital media businesses.



- Visited Cite Multimedia, an area of Montreal dedicated to digital media to prepare for Orlando's Creative Village.
- Montreal sent a reciprocal delegation to Orlando in 2010.



Brazil, April 2008

- Goal was to promote tourism, trade and investment between markets.
- Mission included a stop in Sister City, Curitiba.
- Resulted in the much-pursued non-stop service between Orlando and Sao Paulo on TAM Airlines.
- Resulted in the Megastron Development, a 650,000 sq ft mixed-use development under construction on 20 acres at Kirkman and Carrier.



Other Official Outbound Visits



- Curitiba, Brazil (May 2011)
 - Kathy DeVault, International Affairs Coordinator spoke at the 2011 International Conference of Innovative Cities.



- Colombia (August 2010)
 - Commissioner Ortiz joined Orange County Mayor Crotty to lead the Central Florida portion of a statewide delegation to promote trade, business and tourism opportunities between our region and the Colombian cities of Bogota and Cartagena.



Other Official Outbound Visits



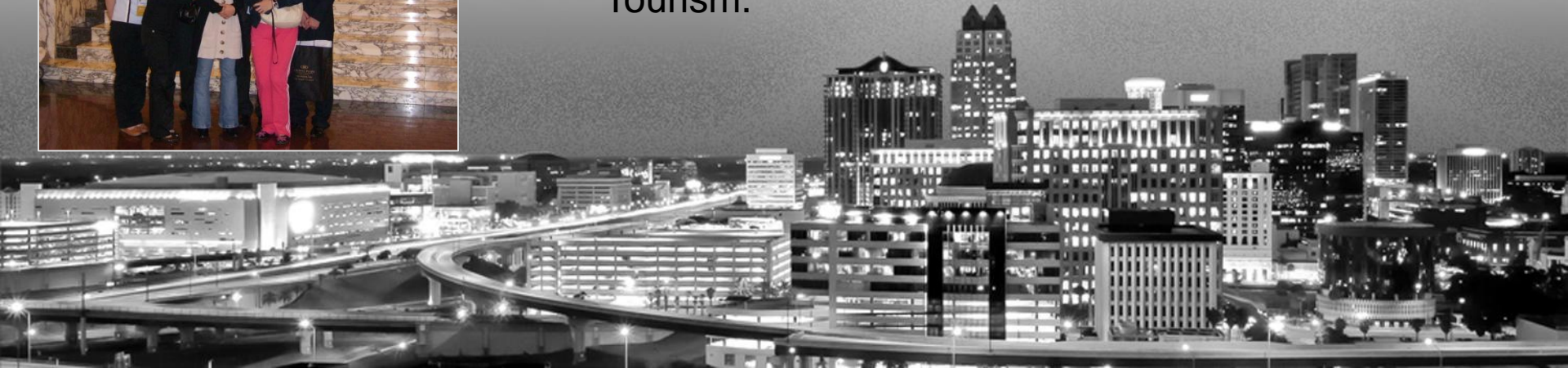
- Valladolid, Spain (September 2010)
 - Earl Crittenden, Chief Protocol Officer traveled to Valladolid for the grand opening of their “Sister City square.”



- Curitiba, Brazil (March 2010)
 - Brock McClane, Chair of the International Advisory Board spoke at the 2010 International Conference of Innovative Cities.



- Zhengzhou, China (April 2008)
 - Frank Billingsley, Economic Development Director spoke at the International Mayor’s Forum on Tourism.



Other Official Outbound Visits



- Monterrey, Mexico (August 2007)
 - Frank Billingsley, Economic Development Director attended the “Sister Cities of Monterrey Summit.”
- Shizuishan, China (2006 and 2007)
 - Commissioner Lynum traveled to Shizuishan and hosted a reciprocal delegation in 2007 during which a Memorandum of Understanding to establish a fellowship relationship between our two cities was signed.



Orlando's International Efforts Today



Regional International Team

•Regional partners convened on June 24, 2011 at City Hall and have met several times since the original meeting. Partners include:

- City of Orlando
- Orange County
- Metro Orlando EDC
- Greater Orlando Aviation Authority
- Visit Orlando
- World Affairs Council of Central Florida
- Enterprise Florida
- U.S. Department of Commerce
- National Entrepreneur Center
- Orlando, Inc.
- Canaveral Port Authority
- Kennedy Space Center



Regional International Team

- Numerous organizations receive requests to assist with international visitors.
- Because no “clearinghouse” currently exists to vet these inquiries, several problems can arise including a failure to adequately assist these groups or a duplication of efforts by local partners.
- Stakeholders are now working together to determine a more effective and coordinated way to handle international cultural visitors and business delegations.



Goals for the Future: Strategic Initiatives Moving Forward



Goal: Community Assessment

- Intelligence gathering on all organizations that interface and work with international prospects.
- Assess our region's infrastructure, assets and corporate base.
 - Foreign Direct Investment Study to include a database of international companies
 - International Business Infrastructure Assessment to determine infrastructure necessary to be competitive
- Assess best practices of international programs in other markets.



Goal: Regional International Strategy

•Using the data and information obtained from the completed Community Assessment, regional partners will develop an international business development and cultural exchange strategy to include:

- How visiting delegations are handled.
- Targeted foreign markets for trade and foreign direct investment.
- Criteria for selecting the location of future trade missions.
- Benefits of central coordination among regional partners.
- Identification and recruitment of regional private sector businesses to be partners in international business development.



Goal: Pursue an EB-5 Program

- Attract foreign investment as part of Orlando's economic growth strategy by establishing a Designated Regional Center in Orlando which would make certain projects eligible to receive immigrant investor capital through the Employment Based visa program (EB-5).
- Program Details:
 - Foreign nationals invest \$1 million (or \$500,000 in targeted employment areas) and create a new enterprise or invest in a troubled enterprise that creates or preserves 10 full time jobs for qualified U.S. workers.
 - The United States Citizenship and Immigration Services (USCIS) grants the investor a two-year conditional green card which converts to permanent status upon compliance with investment/job creation criteria.



Goal: Pursue an EB-5 Program

- Benefits:

- Creates jobs.
- Enhances Orlando's presence as an international business destination.
- Attracts foreign, high net worth investors to Orlando.
- Provides a specific list of projects available for investment.
- Aligns a new source of equity capital to help fund some of Orlando's development projects.

- Foreign Investor's Business Obligations:

- Must have a policy-making role in the new business.
- Must be "active" in the management of his or her investment.
- Must receive a return on investment (usually after 5-7 years).

- 147 Designated Regional Centers already operate in 39 states.



Goal: Regional Foreign Office

- Long-term goal is to establish the most efficient and effective international business development operation possible.
- Would serve as the clearinghouse for all international business and cultural development opportunities.
- Would be responsible for executing the Regional International Strategic Plan.



Thank you.

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