



# Broward County

## Legislation Text

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### **Broward County Commission Regular Meeting**

**Director's Name:** Dale V.C. Holness

**Department:** County Commission

### **Information**

#### **Requested Action**

**MOTION TO DISCUSS** Doing Business with the World, Enterprise Florida/Broward Trade Mission to Ghana and the new World Trade Center (WTC) in Fort Lauderdale. (Mayor Holness)

#### **Why Action is Necessary**

To provide the Board with an update on the Enterprise Florida/Broward trade mission to Ghana and the WTC.

#### **What Action Accomplishes**

Updates the Board on the Enterprise Florida/Broward trade mission to Ghana and the WTC.

#### **Is this Action Goal Related**

Yes

#### **Previous Action Taken**

#### **Summary Explanation/Background**

Broward County is considered a gateway to the world for the United States of America. With a competitive and strategically located air and seaport, with direct rail connectivity, Broward County enjoys unique advantages key to becoming a global hub for domestic and international trade opportunities. On November 13, 2020, Broward County will unveil our future plans for the World Trade Center in Fort Lauderdale. This event will increase our on-going ability to restore the economy, rebuild our communities and sustain our low unemployment performance while serving to strengthen our ties with overseas interests and boosting Broward County and the South Florida economy with the world. This action is goal related because it will increase the economic strength and impact of Port Everglades, the Broward County Convention Center and the Fort Lauderdale-Hollywood International Airport in a sustainable manner balancing economy, environment, and the community.

Following in the footsteps of the successful Florida International Trade and Cultural Expo (FITCE) over the past five years, Mayor Dale V.C. Holness and the Broward County Office of Economic and Small Business Development (OESBD) are organizing a special all-day free virtual event called Doing Business with the World and the World Trade Center Fort Lauderdale on November 13, 2020 from 10AM-5PM. This virtual webcast will present the future plans to unveil the World Trade Center Fort Lauderdale, invite Former Heads of States, Consuls General, Trade Commissioners and Bi-

National Chambers of Commerce to educate local businesses about the best export, business and investment opportunities in over 15 countries from five continents. Exhibit 1 is the flyer for the event and Exhibit 2 is the agenda for the event.

In addition, Mayor Holness is presenting the report on the Enterprise Florida/Broward Trade Mission to Accra, Ghana, which took place from February 3-8, 2020. The Enterprise Florida/Broward Trade Mission to Accra, Ghana was part of a statewide strategy to market Florida products and services more aggressively in Africa. This statewide strategy was intended to provide Florida businesses with opportunities to grow their business and build new relationships in West Africa. The mission was extremely active, featuring business matchmaking meetings for Florida exporters, one-on-one business meetings with potential Ghana partners and networking opportunities. Ghana represents an excellent opportunity for Broward County companies to expand their business in one of the fastest growing economies of Africa.

Broward County Mayor Dale V.C. Holness led the Broward delegation for this trip. He was accompanied by representatives from the City of Miramar, Broward County Office of Economic and Small Business Development's Economic Development Specialist for International Trade, Paola Isaac Baraya, as well as eight Broward businesses, including two selected for the U.S. Commercial Service Gold Key Program. Exhibit 3 is the Ghana Mission Report, which highlights key strategic meetings and post action results.

**Source of Additional Information**

Heidi Richards, Chief of Staff, District 9, 954-357-7009

**Fiscal Impact**

**Fiscal Impact/Cost Summary**

None.