

International

Newsletter

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Greetings from Houston's New Mayor



Warmest greetings and a very Happy New Year to all Houstonians! 2010 is a new year and a new opportunity for Houston to show itself to the world as a first-class city. We are home to unrivaled industries, peerless thinkers, and big-hearted individuals. Houston is a multiracial, multicultural and international city. Our future is international. I look forward to working with you all to make our city shine. Best wishes to you and yours.

Celebrate the 2010 World Expo



November 19—City of Houston Mayor's Office and the Chinese Consulate in Houston jointly hosted the "Celebrate the 2010 World Expo in Shanghai, China — Seasons Greetings to All Houstonians," a cultural and musical extravaganza. Council Member Edward Gonzalez and Harris County Sheriff Adrian Garcia represented the City of Houston and Harris County, respectively, and were joined by the U.S. Commissioner General to the World Expo in Shanghai, the Honorable Jose Villarreal.

Mayor's International Affairs & Development Councils' Annual Reports

Africa — Dr. Simeon Agbolabori, Chair

- Explored the idea of establishing a Sister City relationship with a major city in Africa.
- Began planning for a trade mission to Africa.
- Made preliminary plans for a trade expo in Houston, featuring Africa, and showcasing new technologies, products, and businesses. Government and business leaders from Africa as well as from other parts of the United States will be invited to attend.
- Proposed the establishment of a Nigerian Consulate in Houston in collaboration with the Nigerian Embassy in Washington, D.C.
- Proposed a direct flight from Houston to either Lagos, Nigeria, or Accra, Ghana.
- Planned for further outreach efforts towards the Houston African community.



The Americas — Mr. Al Amado, Chair

- Created and funded a MIADC/Americas Scholarship to be awarded to an undergraduate or graduate student with demonstrated interest in and commitment to the study of political science and ties, either ethnic or academic, to Latin America as well as fluency in Spanish.
- Organized and presented, in collaboration with HCC Southwest College (Dept. of World Languages), HCC Central College (Dept. of World Languages), Asociacion Rohayhu Paraguay, and Rice University (Dept. of Hispanic Studies) a concert featuring performers from Mexico, Peru, Ecuador, Bolivia, and Argentina.
- Organized, in collaboration with the American Bar Association Rule of Law Initiative, a one-week study tour for 19 judges from Ecuador who visited local law schools, state and federal criminal and appellate courts, and participated in cultural activities with local attorneys and judges.



- Drafted By-Laws for the Americas Council.
- Participated in and supported public speaking engagements and outreach efforts locally as well as in foreign countries, including China International Chamber of Commerce, Shandong Chamber of Commerce, Mexico, Ecuador, Brazil, and various countries in Europe.

Asia / Australia — Ms. Elsie Huang, Chair

- Supported numerous inbound delegations from Asia and Australia, including Shanghai, Dalian, and Nanjing in China and Gumi City in South Korea.
- Supported outbound delegations from Houston to Asia, including Beijing and Dongying in China.
- Issued a statement in support of the opening of a Consulate General of Vietnam in Houston.
- Co-hosted a boat tour of the Port of Houston along with Council Member Ronald Green and the Port of Houston. Invitees included leaders from Houston's Asian / Australian community.
- Planned collaborative efforts with other MIADCs on joint projects such as a gala dinner.
- Proposed direct flight routes from Houston to Asian/Australian cities like Incheon, South Korea.



Canada — Mr. Jeff Cardinal, Chair

- Supported the renewal of the *Houston-Calgary Bilateral Partnership Agreement* and the Houston-Calgary Bilateral Partnership Luncheon.
- Co-hosted, along with MIADC Europe, a joint reception for both Councils and City officials.
- Supported the Greater Houston Partnership's Three Premiers luncheon: Political Leaders from Canada's West—A Conversation on Trade, Energy and the Economy.
- Established contacts with major Houston-area and international stakeholders, such as the Greater Houston Partnership, Calgary Economic Development, the Toronto Stock Exchange, the Houston Business Journal, the Angel Network, the Houston Technology Center and the U.S. Department of Commerce.
- Established a firm linkage with the Canadian Club of Houston, and supported several of its events, including the Canada Day Celebration, Canadian Thanksgiving, Cross Border Tax and Investment Seminar and the Canadian Club Holiday Party.
- Organized the second annual "Canada Night" at a Houston Aeros Hockey game.
- Supported a MIADC Canada Member, Mr. Antoine Plante, director of the Mercury Baroque, and joined other Canadian artists for a December performance of Handel's Messiah at the Wortham Center.
- Planned for the upcoming Canada Night at the Houston Aeros Hockey Game on January 17, 2010.
- Made preliminary plans to support the Canadian Club of Houston with its Vancouver Winter Olympics Dinner.
- Agreed to continue collaboration with fellow MIADC regions.



Europe — Mr. Luciano Topi, Chair

- Expanded and updated the CD ROM: "Houston 2009 - The International Business Capital" with major support from the Greater Houston Partnership. The presentation includes Houston-Europe data, including international trade figures, and other Houston business data. The CD Rom will be distributed to international partners abroad and has been posted on the MIADC's web site.
- Compiled a preliminary comparative matrix of Houston versus other major international cities with the support of the Greater Houston Partnership and independent research organizations.
- Organized a trade mission and a Houston "Road Show" to Italy, Germany and The Netherlands, which was led by Council Member Peter Brown in cooperation with the Greater Houston Partnership and various local European Chambers of Commerce.
- Supported the signing of a Bilateral Partnership Agreement between the City of Houston and the City of Milan in Italy.
- Decided to produce the "Houston 2010 — The International Business Capital" CD ROM.
- Agreed to collaborate with the University of St. Thomas' International Studies Department to produce a more comprehensive comparative matrix for 2010.



- Participated in the planning team of the 2009 Houston Energy Conference to promote international attendance.
- Proposed a direct flight from Houston to Turkey.
- Expanded relations with the International Institute of Education in Houston to assist with the welcoming of their delegations.
- Expanded relations with the Bilateral U.S.-Arab Chamber of Commerce, which is headed by Ms. Aida Araissi, who is a Member of the MIADC for Middle East / North Africa (MENA).
- Engaged in dialogue with Dr. Francesca Leoni, Curator of Islamic section in the MFAH.
- Supported a presentation by MENA Member Dr. Najla Tanous on the Recovery Act and how it affects SBA financing.
- Made preliminary plans to target specific MENA cities and countries for outbound business development missions.
- Proposed starting a MENA fund to cover future activities and subsidize an academic scholarship.
- Agreed to collaborate further with other MIADC regions.
- Refined the Council's requirements for membership and attendance policy.
- Agreed to assemble an e-mail list of organizations from local MENA communities to increase communication with MIADC for MENA.



South Asia — Mr. Sajjad Burki, Chair

- Proposed to establish a Sister City relationship between Houston and a major city in India.
- Proposed a trade development delegation to South Asia to enhance ties with Houston.
- Decided to facilitate ties between South Asia and Houston by promoting inbound and outbound delegations.
- Proposed to host several country-focused conventions and gala dinners to highlight South Asian countries and their respective ethnic communities in Houston.



Thank You from Friends of MOIAD!

Every month we receive feedback from friends and partners of MOIAD; Below are just a few!

I am writing to you to once again thank you for all the tremendous help and support for my trip to Houston May 4-6, 2009. All aspects of the trip were very well prepared. I was thrilled to renew our agreement with Mayor White and thereafter deliver a keynote speech at the luncheon organized by your office. Your team has been extremely supportive and professional.

—His Worship Dave Bronconnier, Mayor of Calgary, Alberta, Canada

Thank you for your kind words... It is always a pleasure to support your efforts to promote our wonderful city.

—Edgar Vesga-Arias, Past-Chair, Texas Medical Center International Affairs Advisory Council

Thank you very much for keeping us updated and also for including our programs in your bulletin.

—Sophya Grinblat, Editor, Russian Cultural Center "Our Texas"

I would like to thank you for the invaluable experience I gained while working with your office. I cannot begin to express my gratitude for all I have learned this summer. I am so appreciative of the time that you invested in me; you enabled me to grow as a person in many ways... I would love to work with you again in the future.

—Greer Hawkins, Intern, Summer 2009

International Frontier

Houston is home to many distinguished individuals and organizations which are dedicated to the promotion of Houston on the Global Stage. The featured organization this month is the City of Houston Mayor's Office of International Affairs & Development.



From welcoming foreign dignitaries such as the President of China or the Governor of Nuevo Leon, Mexico, to the planning of outbound trade missions on behalf of the Mayor and/or City Council Members, there is never a dull moment at the *Mayor's Office of International Affairs and Development* (MOIAD). Every day presents numerous new challenges as well as abundant opportunities to promote the city of Houston on the global arena and to explore opportunities for economic collaboration worldwide.

MOIAD's main goal is to promote Houston's economic development and to create new jobs. Armed with statistics demonstrating Houston's economic, demographic, cultural and academic strengths, along with its worldwide established contacts, MOIAD helps Houston-based companies bridge international barriers and encourages potential partners and investors from abroad to select Houston as the location for their planned economic endeavors.

Being a first generation American, Ms. Helen Chang, MOIAD's Director, recognizes the added value of Houston's great diversity. "I have personally witnessed the great impact Houston's international community has had on our city," says Ms. Chang. "In all sectors, in all walks of life, it has provided leadership and creativity, and can assist us in changing global perceptions about our city."

MOIAD's operations are unlike any in the City of Houston. With only two full-time employees and operating with virtually "zero" budget, the Office relies on creative thinking, resourcefulness and broad cooperation with partner organizations. "MOIAD has a reputation for making things happen," says Ms. Chang. "To do that, we often work 12-hour days and also on weekends. As a Director, I wear many hats and often take on the duties of a business matchmaker, researcher, schedule coordinator, greeter, tour guide,

fundraiser and a magician to make all our objectives a reality."

Throughout the years, MOIAD has sought out opportunities to represent Houston at major international events and conferences around the world. MOIAD has also welcomed hundreds of inbound trade delegations from numerous countries. On average, it has organized and led two major outbound Business Development Missions per year to such cities as Calgary (Canada), Milan (Italy), Aichi (Japan), Amsterdam and Rotterdam (The Netherlands), Beijing and Shanghai (China), Istanbul (Turkey), Monterrey (Mexico), and Moscow (The Russian Federation).

To reach out to Houston's vast international community, MOIAD has been coordinating the Mayor's seven *International Affairs and Development Councils* (Africa; the Americas; Asia / Australia; Canada; Europe; Middle East / North Africa; and South Asia). Nearly 200 local leaders comprise the Council's membership, which assists the City of Houston in promoting itself globally.

Supporting education is equally important to MOIAD; more than a dozen interns volunteer their time and efforts to MOIAD each year. These passionate and bright young people who often face long hours, experience something that most others their age do not – a sense of 'project ownership.' "I wanted my interns to learn the value of hard work and responsibility," says Ms. Chang.

Though there is no "crystal ball" that can forecast accurately the coming year's economic conditions, Ms. Chang is confident that Houston is on the right track. Pointing to a recent Forbes article, which names Houston as one of the ten top "World Capitals of the Future," she adds: "The more people know about us, know what we do and what we can do here, the more they will want to come and do business with us – and that is what MOIAD is all about."

— Giorgi Gelovani



International Event Calendar -- January 2010

Date	Time	Event	Venue	Contact
1/7	2:00 PM	Houston Minority Supplier Development Council: Town Hall Meeting	Houston Community College	(713) 271-7805
1/11	11:30 AM	Indo-American Chamber of Commerce of Greater Houston: Shell Distinguished Lecture Series	Westin Oaks Hotel	www.iaccgh.com
1/12	11:00 AM	Greater Southwest Chamber of Commerce: 2010 Winter Luncheon	Junior League Center	www.gswbcc.org
	6:00 PM	World Affairs Council: Opportunities and Challenges for a Palestinian State	Junior League Center	info@wachouston.org
1/14	11:00 AM	Greater Houston Partnership: 2010 Annual Meeting	Hilton Americas Hotel	(713) 844-3682
1/20	8:00 AM	Center for Houston's Future: Counting on Quality of Place (Regional Symposium)	George R. Brown Convention Center	(713) 844-9323
	6:00 PM	Houston World Affairs Council: Al Qaeda's Grand Strategy	Junior League Center	info@wachouston.org
1/26	6:00 PM	Houston World Affairs Council: Hamas at Crossroads	Junior League Center	info@wachouston.org
1/27	6:30 PM	Youth Leadership Council: Annual Orchid Banquet and Silent Auction	Kim Son Restaurant	(832) 878-7820
1/28	8:30 AM	Australian-American Chamber of Commerce: The Road Ahead — Our Energy Future	Hilton Post Oak Hotel	(713) 527-9688
	11:30 AM	Houston World Affairs Council: New Models for News Media	Hilton Americas Hotel	www.wachouston.net
	5:30 PM	Houston Technology Center: Tech Connection	Houstonian Hotel	www.houstontech.org
1/29	6:30 PM	Australian-American Chamber of Commerce: 2010 Australia Day Gala	Hilton Post Oak Hotel	(713) 527-9688

International Cultural Events in Houston:

1/1	—	Society for the Performing Arts: Mark Morris photo Exhibition (through 1/13)	Devon Energy Tower	www.spahouston.org
1/3	3:00 PM	Kindness Without Limits: YOLKA—9th Annual Russian Style Children Christmas Tree Celebration	Hilton Americas Hotel	houston.russian.school@gmail.com
1/6	6:00 PM	Taste of Three Kings Reception	City Hall Rotunda	amaldonado@ghcvb.org
1/7	7:00 PM	Asia Society: Your Bright Future—12 Contemporary Artists from Korea	Museum of Fine Arts	(713) 439-0051
1/15	8:00 PM	Society for the Performing Arts: Mark Morris Dance Group	Wortham Center	(713) 227-4772

Events hosted by International Partner Cities of Houston:

1/16-17	Asian American Expo 2010	Pomona, California	(946) 726-8804
1/18-21	World Future Energy Summit	Abu Dhabi, U.A.E.	WorldFutureEnergySummit@mail.reedexpo.ae
2/1-4	U.S. Department of Commerce: Aerospace Executive Service Trade Mission	Singapore	www.buyusa.gov
2/8-9	10th Annual e-Services Global Sourcing Conference & Exhibition	Manila, Philippines	www.e-servicesphils.com
2/14-19	U.S. Department of Commerce: Solar Trade Mission II to India	New Dehli, Chennai, and Mumbai, India	www.buyusa.gov/pacificsouth/642.html
2/17-22	U.S. Department of Commerce: Executive Trade Mission to Algeria and Libya	Algeria and Libya	northafricanmission@mail.doc.gov
2/25-28	9th Philippine Food Expo	Mandaluyong, Philippines	Ptic-la@earthlink.net
3/7-12	U.S. Department of Commerce: Trade Mission to Senegal and South Africa	Senegal and South Africa	karen.dublin@mail.doc.gov
3/8-13	U.S. Department of Commerce: Medical Trade Mission to India	India	Jetta.dened@mail.doc.gov
4/25-28	U.S. Department of Commerce: Trade Winds—The Americas Business Forum	Sao Paolo, Brazil	www.buyusa.gov/northcarolina/tradewindsbrazil.html
5/14-15	Powerful Women International: Breakthrough Summit	Paris, France	(415) 503-1184

Opportunities and Resources

Employment

- Lead Optimize Outsourced Marketing—Seeking Marketing Manager
Contact: chris@leadoptimize.com

Business

- Delaware manufacturer of emergency light fixtures—Seeking representatives.
Contact: www.aiccse.org

Happy New Year! — MOIAD TEAM

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