



NEWSLETTER  
OCTOBER 2018



CÁMARA DE  
COMERCIO  
ESPAÑA-EE.UU

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# Message from the President

By Javier Estades, President & CEO, Tabacalera USA



Estimados Socios,

Una vez más es un placer ponerme en contacto con vosotros para actualizaros sobre las actividades de la Cámara.

Si tuviese que resumir mis sensaciones, creo que el 2018 está siendo un año apasionante, donde las actividades de la Cámara se están multiplicando con un objetivo claro de dar el mejor servicio a nuestros socios. Para ello, estamos trabajando no solo en ampliar el número, sino también el contenido de los eventos y el desarrollo de nuevas actividades, intentando cubrir las diferentes necesidades de los profesionales y empresas.

Otro de nuestros objetivos importantes es comunicarnos con vosotros de forma periódica y más efectiva, pues queremos contar con vuestra participación, que os acerquéis a la Cámara, y que conozcáis al equipo; estoy convencido que os va a sorprender.

Estos cambios, entre otros, están consiguiendo que la Cámara de Comercio de España-EEUU se esté posicionando como una de las instituciones referentes en Florida. Ejemplo de ello es que en la Gala Anual de nuestro 38 Aniversario, que tendrá lugar el próximo 16 de Noviembre, contaremos con Legálitas como "Empresa del Año" y con D. Juan José Hidalgo, Presidente del Grupo Globalia, quien recibirá el "Premio Ponce de León" como Empresario del Año.

Para nosotros, es un honor hacer la entrega de ambos premios pues la ciudad de Miami es, desde hace más de dos años, el HUB que conecta Legálitas con todo Latinoamérica. La Florida es, por tanto, el lugar elegido como epicentro de operaciones para la prestación de servicios y seguros jurídicos y de asistencia en viaje, para un mercado potencial residente en EEUU y distribuido por el resto de países hispanohablantes como México, Perú o Colombia. En todo este tiempo, la compañía Legalitas, presidida por Alfonso Carrascosa, ha permanecido fiel a su idea originaria de acercar la figura del abogado al ciudadano que tanto éxito le ha proporcionado en España.

Juan José Hidalgo, presidente del Grupo Globalia, es un referente empresarial internacional, un emprendedor forjado a sí mismo y que con tan solo 19 años emigró a Zurich donde compró su primer vehículo para transportar a emigrantes que como él, retornaban a España.

A partir de ahí su carrera fue imparable. Creó una flota de autobuses, fundó Halcón Viajes en 1972 y en 1991 encabezó un grupo de inversores, adquiriendo Air Europa. Hoy en día, preside un grupo líder en el sector turístico donde trabajan más de 20.000 personas.

Este año nuestra gala será especial, no solo por la calidad de los premiados, sino porque además estrenaremos un nuevo emplazamiento en el emblemático Hotel Biltmore!

Nada más por mi parte, espero veros en la Cena de Gala.

# 38<sup>th</sup> Annual Anniversary Gala

November 16<sup>th</sup>, 2018

The Spain-United States Chamber of Commerce will be hosting its 38<sup>th</sup> Annual Anniversary Gala on November 16<sup>th</sup> 2018 at 7 pm at the Biltmore Hotel.

Please join us at the most important event of the year for the Spanish community in the United States. This will be a unique opportunity to meet and chat with the most relevant figures of our community in a wonderful environment enjoying a great culinary experience.

This year the Gala will be hosted at the Biltmore Hotel, a landmark in South Florida, as a sign of the renewed impulse that the Chamber is experiencing.

We will be honoring Legálitas with the *Company of the Year* Award as well as Juan José Hidalgo, President of Globalia, with the Ponce de Leon Award as the *Executive of the Year*.

We offer different Sponsorship and Seating options that will give you the opportunity to promote your company, create a network of contacts, and enjoy an amazing evening.

To register and for more information, please click [here](#).

## GOLD SPONSORS



## SILVER SPONSORS



## MEDIA PARTNERS



## SUPPORTING SPONSORS





The Spain-U.S. Chamber of Commerce  
requests the pleasure of your company at the

**38<sup>TH</sup> ANNUAL ANNIVERSARY GALA**

honoring



**LEGALITAS**

**Company of the Year Award**

and

**Juan José Hidalgo**

President of



**GLOBALIA**

**Ponce de León Award as Executive of the year**

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November 16th, 2018

7:00pm

Biltmore Hotel

1200 Anastasia Ave, Coral Gables, FL 33134

**Attire: Black Tie**

[gala@spainchamber.org](mailto:gala@spainchamber.org) - 305.358.5988

*Ticket price includes the purchase of cigars*



## **BOARD OF DIRECTORS**

Chairman: Javier Estades | Tabacalera USA

Vice Chairman 1: José María Lacasa | First Bank

Vice Chairman 2: Luis Cordero | Cordero & Associates

Secretary: Fernando Alonso | Hunton Andrews Kurth

Treasurer: Maurici Lladó | Banco de Sabadell

Trade Commissioner of Spain: Inmaculada Gutiérrez

Nicole Cunningham | H&Co.

Álvaro Tejeda | The Sol Group Corporation

José Luis Gamo | Telefonica

Begoña González-Blanch | Ackermann International

Daniel Tormo | Stone and Equipment

Juan F. Yáñez | Everis

Jose Ramón Purroy | Banesco USA

Jorge Torres | Roca USA

Eduardo Rabassa | Seeliger y Conde

Juan Carlos Martinez | Altair Management Consultants

Executive Director: Juan Carlos Pereira

## **SPONSORSHIP AND SEATING OPPORTUNITIES**

*Please register by November 1st, 2018.*

### **PLATINUM | \$15,000**

- 2 ring tables for 10 guests next to Presidential table.
- Company will be publicly recognized during the event.
- Corporate logo on full screens during the event.
- Corporate logo on the following marketing materials: invitations, step and repeat, event program.
- Corporate logo prominently displayed in sponsor panel.
- One-page inside advertisement on the event program.
- Corporate logo in social media communication: 220k+ organic reach.
- Corporate name on the table.
- 20 VIP Valet parking validations.
- One Company banner displayed at cocktail event.
- Banner of the Company at the website of the Spain Us Chamber of Commerce for 6 months.
- Banner of the Company at the Newsletter of the Spain Us Chamber of Commerce.
- Media and photographs of the event will be available for sponsors use.

### **GOLD | \$11,000**

- Preference table for 10 guests.
- Company will be publicly recognized during the event.
- Corporate logo on screens during the event.
- Corporate logo on electronic invitations and event program.
- Corporate logo displayed in sponsor panel.
- Corporate name at guest table.
- Half-page inside advertisement on the event program.
- 10 VIP Valet parking validations.
- Media and photographs of the event will be available for sponsors use.

### **SILVER | \$5,500**

- Inner table for 10 guests.
- Corporate logo on electronic invitations and event program.
- Corporate logo displayed in sponsor panel.
- Corporate name on the table.
- 1/4-page inside advertisement on the event program.
- Media and photographs of the event will be available for sponsors use.

**Individual Member:** One guest \$280 | Two guests \$400

**Individual Non-Member:** One guest \$400 | Two guests \$600

Special rates for government and official institutions.

Please contact the Spain US Chamber of Commerce: [gala@spainchamber.org](mailto:gala@spainchamber.org).

*Ticket price includes the purchase of cigars.*

*In case of any dietary restriction or food allergies, please contact us.*

## REGISTRATION

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_ Telephone: \_\_\_\_\_

Type of registration: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

### METHOD OF PAYMENT:

I wish to pay by check payable to: Spain-US Chamber of Commerce  
Address: 2153 Coral Way, Suite 400 | Miami, FL 33145

I wish to pay by credit card. [Click here](#) for electronic payment.

Wire transfer

Bank: City National Bank of Florida

Account Number: 19679006

For International Transfers:

IBAN: 0019679006 / ABA Code: 066004367

SWIFT: CNBFUS3M

### GUEST LIST:

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

5. \_\_\_\_\_ 6. \_\_\_\_\_

7. \_\_\_\_\_ 8. \_\_\_\_\_

9. \_\_\_\_\_ 10. \_\_\_\_\_

**PLEASE SUBMIT TO:** [gala@spainchamber.org](mailto:gala@spainchamber.org) | 305 358 5988

***In case of any dietary restriction or food allergies, please contact us.***

# Meet our new members

List of our new members since July, 2018

## List of our new members:

- **Valderrama:** Food and beverage. [www.valderrama.es](http://www.valderrama.es)
- **Mendonca & Partners CPA:** Accounting and taxes. [www.mpcpallc.com](http://www.mpcpallc.com)
- **A Custom Brokerage:** Customs agent. [www.acb-us.com/](http://www.acb-us.com/)
- **Onca Gear:** Multi-product. [www.oncagear.eu](http://www.oncagear.eu)
- **Rivafloors:** Construction. Flooring. [www.rivafloors.com](http://www.rivafloors.com)
- **Welever:** Technology and innovation. [www.welever.org/en/](http://www.welever.org/en/)
- **Zukán S.L.:** Food and beverage. Sugar and sweeteners. <https://zukan.es/>
- **Lifecann:** Healthcare. <https://lifecann.net/>
- **Blanca Commercial Real Estate:** Real Estate. [www.blancacre.com](http://www.blancacre.com)
- **Betalink Group:** Customs agent. [www.betalinkgroup.com](http://www.betalinkgroup.com)
- **Ibero Wine & Food S.L.:** Beverages.
- **Raminatrans USA:** Freight forward. [www.raminatrans.com](http://www.raminatrans.com)
- **Magdalenas de las Heras S.A.:** Industrial bakery. [www.magdalenasdelasheras.com/index.php/es/](http://www.magdalenasdelasheras.com/index.php/es/)
- **Black Bull Group:** Military logistics. <http://blackbull-group.com/>
- **Hispano Post Media Group:** Media and marketing. [www.hispanopost.com](http://www.hispanopost.com)
- **Derivados Cítricos S.A.:** Food. [www.derivadoscitricos.com](http://www.derivadoscitricos.com)

## Meet our new members

Interviews with our new members - 2018

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### Mara Basque Cuisine & Lounge



**1. Briefly describe your product and its value for the clients. What is its competitive advantage?**

Mara Basque Cuisine and Lounge is an upscale restaurant serving the finest classical recipes from the world-famous Basque region of Spain. We offer our clientele delicious Spanish favorites served in a warm, elegant ambiance. In addition to the quality of our food, what separates us from the competition is our passion and our personal touch. We strive to make every visitor feel as if they are dining in the home of a dear friend.

**2. Do you have clients in the United States? If yes, could you give some examples?**

Mara Basque Cuisine and Lounge is located in the Giralda district in beautiful Coral Gables, Florida. We are happy to have many repeat customers from the local community as well as receive visitors from all parts of the world.

**3. Why did you decide to establish your company in Miami?**

I am personally very happy that I had the opportunity to open this restaurant in Miami, which is a vibrant international city that appreciates the Spanish cuisine and culture.

**4. Why did you decide to become a member of the Spain-US Chamber of Commerce?**

Mara Basque Cuisine and Lounge is a proud member of the Spain-US Chamber of Commerce. We look forward to being a valuable member of this community and to helping grow the commercial relations between the two countries.

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### Qaracter



**1. Briefly describe your product and its value for the clients. What is its competitive advantage?**

Qaracter is a consulting company focused on the financial sector. We offer business, technology and operations consulting services. Our main value is the proven experience in end-to-end projects, especially in the areas of IT, regulatory compliance and process management.

**2. Do you have clients in the United States? If yes, could you give some examples?**

Qaracter works in the United States focusing on the financial sector. Qaracter has deployed successful solutions in the areas of business, technology and digital transformation. Among others, we work with largest Spanish bank based in Miami.

**3. Why did you decide to establish your company in Miami?**

After years of experience and presence in the European and Latin American markets Qaracter started offering their services in the United States as part of the company's strategic growth plans and as a result of the trust customers have had in the company.

**4. Why did you decide to become a member of the Spain-US Chamber of Commerce?**

Qaracter strongly trusts and considers the Chamber of Commerce a key partner to promote and assist us in the expansion of our business due to their extensive reach, high-caliber networking and targeted-marketing platforms and events.

## News from our members

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### Air Europa

#### Air Europa to launch an air-freight service through its new unit Air Europa Cargo

2018

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- **The airline will manage its network of air cargo terminals and handling agents through the bases it operates from**
- **It has reached agreements with other goods transport companies throughout the world**
- **The new service will start operating on 1 November**

**Madrid, 2 October 2018.** With the aim of bringing added value to the brand and improving on the service it offers its customers, as of 1 November, Air Europa is to directly manage and commercialise an air-freight service in the cargo holds of its fleet.

To date, the airline division of Globalia has always outsourced this area of business, but as of next month, and through its newly formed department - Air Europa Cargo - it will start to offer freight services with a firm commitment to providing its customers with a guarantee of service quality.

To achieve this, the recently formed Air Europa Cargo unit has worked intensively on creating the infrastructure necessary to roll this service out, with the selection of a professional and experienced network of cargo terminals, handling and sales agents.

Its main objective is to operate a freight service in the cargo holds of the Air Europa aircraft, thus generating new business as well as new opportunities through its extensive network.

In this respect, it is worth mentioning that through this newly formed department, Air Europa has also reached agreements with other air companies in order to guarantee the transport of goods to any part the world.

In order to offer an excellent freight service, which is both adequate and personalized for each dispatch, Air Europa has the possibility of adapting the cargo holds in some of its aircrafts to meet the requirements necessary for transporting certain products such as fruit and pharmaceutical products, which are sensitive to temperature, as well as animals and general goods.

The logo for AirEuropa, featuring a stylized blue 'AE' monogram followed by the word 'AirEuropa' in a bold, blue, sans-serif font.



## About Air Europa

Air Europa is the airline of Globalia, the largest Spanish tourism conglomerate with an annual of 4,000 million euros revenue. Founded in 1989, it has persistently grown to become the reference airline for flights between Europe, America and Caribbean.

Air Europa's fleet is one of the youngest in the world, with an average age aircraft of 4 years. It has a fleet of 54 aircraft comprising twelve Airbus 330-200/300, ten Boeing 787 Dreamliner; twenty one Boeing 737-800 and eleven Embraer 195. Air Europa has been honored by the German environmental organization Atmosfair as " the most efficient airline in the world " in short and medium distances flights. Air Europa is a member of the Skyteam alliance since 2011. Last year it transported more than 10 million passengers.

Over 80 destinations in almost 30 countries are interconnected every week thanks to Air Europa flights. Air Europa's network of destinations is organized around its hub at Madrid-Barajas, with bases at Barcelona, Palma de Mallorca, Gran Canaria, Tenerife and Malaga airports. Air Europa offers nearly 200 flights every day, half of which depart or arrive at Madrid-Barajas.

More information about Air Europa can be found on its official website [www.aireuropa.com](http://www.aireuropa.com) or its social media accounts on Facebook, Twitter, LinkedIn and Instagram.

## News from our members

### Eulen America

#### Airlines rely on Miami's Eulen America for outsourced personnel

2018

Eulen America, a Miami-based outsourcing enterprise, is hardly a household name.

But the company, which focuses on aviation services, has a big presence at Miami International Airport and ranks as a major private-sector employer in Miami-Dade County.

About 2,000 Eulen employees work at MIA. Another 1,000-plus in Eulen's U.S. workforce are employed at 13 other U.S. airports, including Fort-Lauderdale-Hollywood International and Southwest Florida International in Fort Myers.

"We are a ground services company for the aviation sector, and our largest presence in the U.S. is in Miami," said Xavier Rabell, CEO of Eulen America.

"Our employees work at ticket counters, handle baggage, clean airplane cabins between flights and provide a variety of passenger assistance services," said Rabell, who took over as CEO of Eulen America in early 2018.

Other services include ramp operations for passengers, wheelchair assistance for elderly and handicapped passengers and caring for unaccompanied minors.

At MIA, Eulen employees wearing uniforms with Eulen America emblems provide services for American Airlines, Delta Air Lines, Air France and others, including charter lines.

Eulen America is a subsidiary of Grupo Eulen, a family-held concern based in Spain. Aside from the aviation services segment, the parent company also provides janitorial, maintenance, security, logistics, telemarketing, healthcare and other outsourced services.

Rabell is responsible for Eulen's business in the U.S., Canada and Jamaica, and is working to expand its market footprint. Other Eulen subsidiaries operate directly in 13 other nations in Latin America, the Caribbean, Europe and the Middle East, and provide services in other countries.

Employee outsourcing among major airlines is a big business. Airlines use outsourced employees for certain jobs and save money by paying less than union wages.

"It's a very competitive market," Rabell said, and the company has been successful in expanding its reach in the U.S. thanks to its international reputation for reliable service, flexibility and pricing. For example, different teams of Eulen personnel must be flexible enough to provide all the services airlines need whenever flights are delayed or cancelled at major airports like MIA, or when extra flights are added.

In Miami, Eulen pays employees a county-mandated "living wage" of \$16.40 an hour, higher than non-aviation vendor employees at MIA and well above Florida's \$8.25 an hour minimum wage. The pay level and training encourage employees to stay, Rabell said, citing a turnover rate of 2-3 percent.

Eulen means "owls" in German and the company's Spanish founder used an owl as the company symbol to underscore its commitment to learning and to training employees, Rabell said. Eulen devotes considerable resources to training at all levels.

To read the full article, please click [here](#).

## News from our members

### FCC Construction

#### Reference international construction company

2018



Image Property of FCC Construction

The construction area of the FCC Group is an international benchmark in environmental services, water and construction. It has more than 115 years of experience and is among the first construction companies in Europe and the world.

The activities of the construction area of the FCC Group cover all areas of engineering and construction, and is a benchmark in the execution of civil works (roads, railways, airports, hydraulic works, maritime, tunnels, bridges, meters, stations purifiers) and building (residential and non-residential: hospitals, football stadiums, museums, offices).

The company has also proven its excellence in the development of projects under limited concessions and, in addition, has a set of companies dedicated to the industrial energy sector.

As an example, the company has built more than 700 kilometers of tunnels, 8,500 kilometers of roads and highways, 1,650 bridges, 2,600 km of railways, of which 900 km are high-speed and 326 km of subway, 48 dams, 4,500,000 square meters of airport runways, 2,300,000 square meters of airport terminals 3,000 kilometers of gas and oil pipelines, 76 km of piers, 10,500 km of water pipes (2,500 km of supply, 5,700 km of irrigation and 2,000 km of sanitation), and 98 Treatment plants.

In Latin America, the construction area of FCC is strongly implemented and is continuing to develop fundamental projects for citizens. We are building a new airport terminal in Mexico, which is the second airport in the world, as well as the most important infrastructure project of Latin America. In addition, we are executing the construction of the Toyo tunnel in Colombia, the longest in Latin America, with 9.8 km in length. The port of Açú in Brazil was partially executed by FCC, constituting the largest port complex in the Americas and one of the most important in the world.

We have also been working in El Callao port in Peru, considered one of the most important ports in Peru and one of the largest in the Pacific.





We built the control tower of the highest airport in Latin America (85 meters): *El Dorado* control tower in Bogotá (Colombia). We have recently won contracts such as the expansion of the Lima airport (Peru), the construction of the Arraijan WWTP (Panama), the expansion of the beach corridor (two stretches) in Panama. In turn, we executed Line 1 Metro de Panamá (first metro in Central America) and we are working towards the completion of Line 2 of the Panama Metro.

In the USA, where FCC Construction has been operating for more than 10 years, it is also present under the FCC Environmental Services brand. Recently we have won the contract for the design, construction and operation of a recycling facility in Houston.

Since 2007, FCC has developed several important projects such as the I-95 Managed Lanes in Miami, one of the busiest in the US Interstate Highways Network. This infrastructure achieved, among others, the 'America's Transportation Awards 2009' award in the section on Innovative Management.

FCC is currently building the Gerald Desmond Bridge in Los Angeles, an infrastructure that replaces the existing bridge, through which 15% of the country's maritime cargo passes. The new bridge will cause an improvement in traffic flow and increase safety at the Port of Long Beach and surroundings. The project consists of the replacement of the current Gerald Desmond Bridge, built in 1968 on the Back Channel of the Port of Long Beach, for reasons of safety in the face of an earthquake, the expected growth in traffic in the coming years and the need for greater vertical gauges for the current container ships.



Image Property of FCC Construction

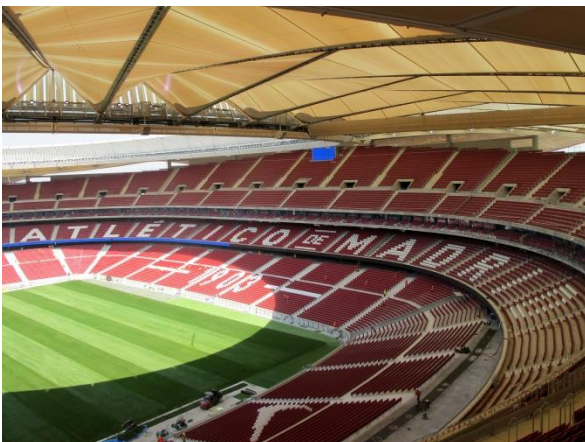


Image Property of FCC Construction



Image Property of FCC Construction

## Current news

2018

### Curso para exportar productos alimentarios a Estados Unidos



Arantxa Jordán y Emilio Reina. / c.c.



#### Se analizan los requisitos de la Ley FSMA (Food Safety Modernization Act)

LA RIOJA Logroño

Miércoles, 26 septiembre 2018, 16:34



La Cámara de Comercio, Industria y Servicios de La Rioja ha organizado un nuevo seminario especialmente pensado para el área internacional sobre 'Requisitos para **exportar productos alimentarios a Estados Unidos: FDA y FSMA**' en el que han participado representantes de más de 40 empresas riojanas.

La jornada ha sido inaugurada por el presidente de la Comisión de Internacionalización de la Cámara, **Emilio Reina**. Posteriormente, interviene la subdirectora de la Cámara de Comercio de España en Miami, **Arantxa Jordán**, quien cuenta con una dilatada experiencia en esta área.

La Cámara de Comercio de España en Miami puede actuar como agente frente a la FDA (Food and Drug Administration) y cuenta con acuerdo a este respecto con la Cámara de Comercio, Industria y Servicios de La Rioja.

Los asistentes participarán en el taller pueden conocer los requisitos de la FDA para exportar a Estados Unidos (ley contra el bioterrorismo, requisitos generales o detención administrativa...), también se analizan los requisitos especiales por tipos de productos de la industria alimentaria, así como los requisitos de etiquetado (contenidos obligatorios y voluntarios o etiquetas informativas y principales), además de las claves de la actualización de la Ley FSMA (Food Safety Modernization Act).

# Hispanic Day Celebration at the Spanish Consulate

October 12<sup>th</sup>, 2018



My best  
**PHOTO**  
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Coral Gables 33134 - Miami - Florida

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Collect moments.  
memories.  
pictures



## Special Supplement | El Economista | MIAMI

October 6<sup>th</sup>, 2018

Juan Carlos Pereira, our Executive Director, declares "The US market is a sweet dream for European companies". Members from the Chamber such as Banesco USA, Ackermann International, Sabadell, Hunton Andrews Kurth and Greemberg Traurig share their views about Miami and the transformations it is experiencing.

To read the article, please click [here](#).



## Next events

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Date: November 8th, 2018

**Primera sesión del Taller de Contabilidad y Finanzas en Español para PYMES y empresarios**

Location: Spain-U.S. Chamber of Commerce | 2153 Coral Way, Suite 400, Miami

Date: November 16th, 2018

**38th Annual Anniversary Gala**

Location: Biltmore Hotel Miami Coral Gables | 1200 Anastasia Ave, Coral Gables, FL 33134

Date: TBD

**Industry Meetings with our members**

Location: Spain-U.S. Chamber of Commerce | 2153 Coral Way, Suite 400, Miami



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