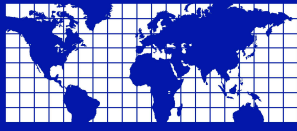


VITA



**VALLEY INTERNATIONAL
TRADE ASSOCIATION**

NEWSLETTER

April, 2008



VITA's mission is to promote the Greater San Fernando Valley as a leader in international trade by providing our members with valuable resources, informational programs, and referral assistance and networking opportunities.

UPCOMING EVENTS

- VITA GLOBAL NETWORKING BREAKFAST
- 2008 SAN FERNANDO VALLEY ECONOMIC SUMMIT
- UCLA EXTENSION PROGRAM
- GLOBAL CALIFORNIA - ONLINE WITH THE WORLD
- 82nd WORLD TRADE WEEK KICKOFF BREAKFAST

RESOURCES

- THE POWER OF EMERGING MARKETS
- MALAYSIA -YOUR TRADING PARTNER
- FITA
- U.S. COMMERCIAL SERVICE
- BUY USA NEWSLETTER
- GLOBALCALIFORNIA.COM
- TRADEPORT
- CALTRADE REPORT

Click Here to Become a Member of VITA!

VITA GLOBAL NETWORKING BREAKFAST "Trade in Emerging Countries" Wednesday – May 21, 2008

7:30 a.m. – 9:00 a.m. at the Economic Alliance

5121 Van Nuys Blvd. - BFG Board Room, Sherman Oaks, CA 91403

The speakers for the breakfast will be representatives from various Consulate General offices in Los Angeles that will provide information on trade and investment opportunities that are available to area businesses. Members pay \$20.00 and non-members pay \$25.00. Register and find out more at our website www.vitainternational.org. For additional information, please call Darcy Winters at 818.379.7000

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2008 SAN FERNANDO VALLEY ECONOMIC SUMMIT Thursday, May 8, 2008

7:30 a.m -1:30 p.m.

Sheraton Universal Hotel
Universal City, CA 91608

Be among the first to reserve your sponsorship and get your tickets for the 2008 San Fernando Valley Economic Summit to be held on Thursday - May 8, 2008 at the Sheraton Universal Hotel, Universal City.

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The Summit will be co-presented by the Economic Alliance and California State University Northridge. Last May, over 450 business leaders from the community participated in the second Economic Summit, and this year's event promises to be even larger – with even more information – crucial to every company doing business in the greater San Fernando Valley region and beyond.

Wachovia has signed on to be the title sponsor for the Summit, and other great sponsorship opportunities are available *now*.

Make your reservation today by contacting Karen Pearson at 818.379.7000 or kpearson@economicalliance.org.

UCLA EXTENSION PROGRAM
Thursday - April 24, 2008

9 a.m. to 12:00 p.m.

121 Dodd Hall (UCLA) Campus

Let UCLA Extension help you prepare for the U.S. Customs Broker Examination. With the rapid growth in international trade and the yearly increase in U.S. imports, customs brokers are in great demand. They provide the requisite expertise to process imports for U.S. importers. To become a customs broker, you must pass the customs broker exam administered by U.S. Customs and Border Protection. With the customs broker license in hand, your job opportunities multiply, salary levels escalate and your career improves dramatically.

Information Session – The first hour of class on April 24, acts as an information session that includes presentations by staff and instructors, as well as a Q&A session.

Reserve your space – join us on April 24th for this U.S. Customs Broker Examination. There is a 10% discount for VITA members.

To view information sheet, please [click here](#).

For more information about this course, call 310.206.1689, or e-mail pwilliam@uclaextension.edu

To Learn About: UCLA Extension's International Trade and Commerce Program, [click here](#). International Trade and Commerce Information Session on March 15th, [click here](#).

GLOBAL CALIFORNIA – ONLINE WITH THE WORLD

Friday – April 25, 2008

8:00 a.m. – 2:30 p.m.

1215 K Street 14TH Floor
Sacramento, CA 95814

The fifth annual '**Global California – Online With The World**' conference will bring together small to mid-sized businesses, trade and financial service organizations in both the public and private sectors with trade experts from across the state to dialog on the current issues and opportunities facing California's global trade community. This year's conference will feature discussions and presentations on using web based solutions for marketing, trade finance and global logistics. [Click here](#) for information about past Global California conferences. For more information contact Monterey Bay International Trade Association (MBITA), P.O. Box 523, Santa Cruz, CA 95061 Tel: 831.335.4780, Fax 831-335-4822 or by email: tlivoti@mbita.org Website: www.mbita.org

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[E-mail Us!](#)

82nd ANNUAL WORLD TRADE WEEK KICKOFF BREAKFAST

Wednesday - May 7, 2008

Omni Los Angeles Hotel

251 S. Olive St.

Los Angeles, CA 90012

World trade is L.A.'s economic engine, providing more jobs and economic impact to the region than any other industry. Join more than 500 executives and members of the diplomatic corps at the 82nd Annual World Trade Week Kickoff breakfast with keynote speaker Andy Bird, Chairman, Walt Disney International and Master of Ceremonies Giselle Fernandez-Farrand.

For more information, or to learn about sponsorship opportunities for World Trade Week, contact International Trade Manager Vanessa Pereda, 213.580.7538 or vpereda@lachamber.org.

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THE POWER OF EMERGING MARKETS

In the mid-90's America was the dominant power of the world economy in terms of consumer spending. At the present time, emerging economies are reversing this trend and claiming leadership of world consumers by increasing spending by 65 percent.

Both Chicago-based economist Mr. Hale in his Wall Street Journal article, -and author Mr. Mahbubani in his book entitled "The New Asian Hemisphere" stated the following statistics that would be helpful for international trade professionals:

- In 2007, the developing countries of Brazil, Turkey, Poland, South Korea, China, Indonesia, Vietnam and India produced over 52% of global growth, compared to 37% during the late 1990's.
- The developing countries percentage of total world output has risen to 29% this year from 18% in 2005.
- America's share of global imports fell to 14% last year from over 20% in 2000. The import share of the developing countries grew to 40.6% last year from 33% in 2000.
- By the year 2030, 361 million Chinese – more than the entire current population of the U.S. – may meet the World Bank's classification for middle class. This includes the people who "buy cars, engage in international tourism, demand world-class products, and require international standards for higher education."
- Singapore, Taiwan, Hong Kong and South Korea (Asian Tigers) along with China and India have been going through the modernization process and are attempting to establish a modern capitalist economy.

All the facts mentioned above confirm our belief that there is no room for protectionism in a world of global free trade. The free flow of capital, goods and services can contribute to stronger economies and create markets for small and medium sized American companies in the rest of the world.

Ayse Oge, President of Ultimate Trade, International Trade Consulting, Speaking and Training. Ayse can be reached at 818.609.9196 e-mail: oge@earthlink.net

MALAYSIA – YOUR TRADING PARTNER

Malaysia celebrated its golden 50th anniversary of independence last year. In the past 5 decades, the Malaysian economy has undergone significant transformation, from one dependent on agriculture and exports of primary commodities such as rubber, palm oil and tin, to one of the world's leading exporters of semiconductor devices, data processing machines, computer hard disc and audio video products.

Malaysia is an open economy, with strong and stable pro-business government with good infrastructure, sound legal system and English speaking business community. Malaysia's success as a trading nation is reflected by its ranking with the World Trade Organization (WTO) as one of the top 20 trading nations in the world since 1999.

Bilaterally, the USA is the most important trading partner to Malaysia. Total trade between USA-Malaysia in 2007 was US\$ 44.47 billion. In 2007, Malaysia was the USA's 16th largest trading partner in terms of total trade. For Los Angeles, Malaysia was the 6th largest trading partner with trade of US\$ 9.65 billion in 2006. Malaysia is a major supplier of electrical and electronics products which includes computers and parts, semiconductors, telecommunications equipment, optical and scientific equipment, mineral fuel and oil, wooden products including furniture, textile and apparels and rubber products.

Malaysia's economy has been expanding at a healthy and sustained pace with 6% GDP growth in 2007. Economic growth, which was broad-based, was led by the expansion of the services, manufacturing and agricultural sectors. Private investment assumed a key role in the expansion of these sectors, and will continue to be the catalyst of Malaysia's economic growth. The manufacturing sector has been the engine of growth of the Malaysian economy.

Malaysia aims to be a regional and global supplier of Information Technology products and services, including new products and technologies and high technology-based products, using wireless and convergence technology. As an active player in the Information Technology arena, Malaysia will be the host for the 16th World Congress on Information Technology on 18 - 22 May 2008 in Kuala Lumpur. Hosting this international event is acknowledgment of the growing reputation as the region's premier information technology hub. Malaysia is the 3rd most attractive destination as ranked by A.T. Kearny, for offshore services or business process outsourcing, after India and China.

Malaysia offers a strategic position for American companies to access the bigger ASEAN (Association of South East Asian Nation) regional market, made up of ten neighboring countries of Singapore, Thailand, Brunei, Philippines, Indonesia, Vietnam, Laos, Cambodia and Myanmar through the ASEAN Free Trade Area (AFTA). The ten-member ASEAN grouping with a population of 567 million people and a combined GDP of US\$1.1 trillion provides vast opportunities for foreign businesses.

If you would like more information about importing from Malaysia, please contact Shari MatSaleh, Trade Consul of Malaysia (MATRADE). MATRADE is the National Trade Promotion Agency of Malaysia. www.matrade.gov.my The Consulate General of Malaysia is located at 550 S Hope Street, Suite 400, Los Angeles., CA 90071. Tel: 213.892.9034 or by e-mail: losangeles@matrade.gov.my.

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FITA

The Federation of International Trade is recognized worldwide as a valuable source of information for International professionals worldwide.

- Learn how your organization can earn non-due revenue equivalent to 2 or more new memberships per month for the next five years.
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Advertise the FITA/KeaneTel Program on your website and in your monthly member newsletter. Work with FITA to sign up your members and receive non-dues revenue - ask me how! Start earning non-dues revenue today! Contact Kim Park, kpark@fita.org, 703.391.6120 or toll free 800.969.3482 x2 or Nelson Joyner, njoyner@fita.org, 703.391.6106 or toll free 800.969.3482 x1

U.S. COMMERCIAL SERVICE

Founded in 1980, the U.S. Commercial Service is an agency of the U.S. Department of Commerce, which assists U.S. companies, particularly small and medium-sized businesses with sales in international markets. Our network includes 107 U.S. Export Assistance Centers throughout the United States and more than 150 offices overseas in 87 countries. Visit the U.S. government's export portal at <http://www.export.gov>

BUY USA E-NEWSLETTER

The U.S. Department of Commerce Commercial Service has an excellent E-newsletter Asia Now eNews. Please refer to the following website to subscribe <http://www.buyusa.gov/asianow/enews.html>. Each month there is a detailed article on a featured country as well as reports on needs in various Asian countries for US products and services, and information about trade shows and events throughout the region.

GLOBALCALIFORNIA.COM

On-line resource directory of public and private sector global trade related organizations. GlobalCalifornia.com is currently a simple online directory for California's dynamic trade promotion and investment community based on industry sectors, such as, legal, trade finance, marketing, educational, logistics and other sectors in global trade. Eventually, the website will employ a sophisticated searching mechanism through a natural language query interface to identify qualified online sources of information and solutions in California, combined with the ability for the user to summon on-demand online support in real time or offline through the California Trade Partners network.

VITA and MBITA are currently offering exclusive sponsorship opportunities for GlobalCalifornia.com. Please contact Tony Livoti at 831.335.4780 or by E-mail: tlivoti@mbita.org to get on the ground floor of California's premiere gateway to global trade.

TRADEPORT

California's gateway to global trade. [TradePort](#) is a cooperating partner of VITA and a repository of free information and resources for businesses that seek to conduct international trade to and from California. Created in 1996, TradePort is backed by an alliance of regional trade associations that assist California export and import businesses. Includes information on California Trade Statistics, Tradeport Network, Export & Import Tutorials, Online Trade Services, Market Research, and a Trade Library. Go to WWW.TRADEPORT.ORG.

CALTRADE REPORT

The [CalTrade Report](#) is the only dedicated source, online or in print, for international business news/information in and about the world's fifth largest economy, California. This edition is brought to you free-of-charge courtesy of Valley International Trade Association. Click [Here](#) for the most recent edition of the CalTrade Report with the latest news.

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To opt-out: Reply to this email with the word “remove” in the subject.
Edited by Darcy Winters, Special Projects Assistant at the Economic Alliance

