

The Valley International Trade Association Newsletter

April 2009



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.

VITA Global Networking Breakfast

"Doing Business in South Africa"

Date: Wednesday - May 20, 2009

Time: 7:30 a.m. - 9:00 a.m.

Location: The Valley Economic Alliance
5121 Van Nuys Blvd., 2nd Floor
BFG Board Room
Sherman Oaks, CA 91403

Our confirmed speaker is Mr. Etienne van Straaten, Consul Political, South African Consulate. Register and find out more at our website www.vitainternational.org. For additional information, please call Darcy Winters at 818-379-7000 x109.

Member Price: \$20.00

Non-Member Price: \$25.00

The Valley Economic Summit

"MAGIC" is in the Air

Date: Wednesday, May 6, 2009

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

Location: The Sheraton Universal Hotel
333 Universal Hollywood Dr.
Universal City, CA 91608

Cost: \$125.00

The Valley Economic Alliance and California State University, Northridge invite you to join us on Wednesday, May 6, 2009 at the Sheraton Universal Hotel for our 4th Annual Economic Summit from 7:30 a.m. - 1:30 p.m.

We are very honored to have Earvin "Magic" Johnson as our luncheon speaker. He will be discussing his new book "32 ways to be a Champion in



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Business." All paid registered attendees will receive his book free of charge at the luncheon.

In addition to "Magic" Johnson, Dale Bonner, Secretary of the California Business, Transportation and Housing Agency, will give update on the economic stimulus plan and its' impact on the state. This half-day Summit will also feature some of San Fernando Valley 's leading economic and real estate experts who will identify unique opportunities available in the current economic recession. Explore how to take advantage of incredible property values, record low interest rates, access to capital, and exciting growth areas in green technologies.

Early registration is encouraged and additional information can be found at our web site www.economicalliance.org or by calling 818-379-7000. We are looking forward to seeing you there.

The United States - Mexico Chamber of Commerce California Regional Chapter Invites you to attend the: **Second Celebration of the International Trade Community in Los Angeles**

Date: Thursday, April 23, 2009

Time: 6:00 p.m. - 9:00 p.m.

Location: Charles Young Salon; Grant Salon

Kerkhoff Hall

405 North Hilgard Ave.

Los Angeles, CA 90095

Cost: FREE

Parking: Park at Westwood Plaza Parking Lot #6

Cost is between \$6-9 dollars

Come and celebrate with the Trade Commissioners of the world as we unify and strengthen our trade relations

Program: 6:00 - 9:00 p.m. International booth Exhibit, Networking International Appetizers and Beverage Raffle at 8:00 p.m. for those participating in the "Passport Quiz"

6:30 p.m. Welcoming Remarks, Mayor's Office of International Trade Office of Mayor Antonio Villaraigosa

To attend this event please RSVP to Mario Almanzo at 310-732-3881.

83rd Annual World Trade Week Kickoff Breakfast

Darcy Winters
VITA Newsletter Editor
Dwinters@economicalliance.org



Date: Thursday - May 7, 2009

Time: 7:30 a.m. - 10:00 a.m.

Location: Wilshire Grand Hotel

930 Wilshire Blvd.

Los Angeles, CA 90017

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 83rd Annual World Trade Week Kickoff breakfast with keynote speaker Dr. Steven Sample, President of the University of Southern California (USC) and Master of Ceremonies Giselle Fernandez-Farrand. Special remarks by Ambassador Ron Kink, United States Trade Representative and welcome remarks by Honorable Mayor Antonio Villaraigosa.

For more information, or to learn about sponsorship opportunities for World Trade Week, contact International Trade Coordinator Jasmin Saki-Gonzalez, 213.580.7569 or jgonzalez@lachamber.com www.worldtradeweek.com.

2009 California - China Trade and Investment Conference

Developing Stronger Commercial Ties Between California & China

Date: Thursday, May 21, 2009

Time: 8:30 a.m. - 6:00 p.m.

Location: Sheraton Hotel, Grand Ballroom

711 South Hope St.

Los Angeles, CA 90017

Cost: Early Bird Savings \$125.00 before April 21, after that date the price is \$150.00

New Markets, New Profits:

Doing Business with China Today

With an economy that's still growing nearly 7% a year despite the global slowdown, China might be the answer to your business profit questions. But how do you get there from here? By way of the 2009 California-China Trade & Investment Conference.

This World Trade Month Conference will provide valuable insider information to the business owner on how to profit in China now. Expert speakers will go to the core of doing business in China with how-we-did-it case histories of California companies finding success in China. The U.S. Commercial Service will provide case histories of how they have provided valuable services to build successful US-China trade relationships. This is an excellent opportunity to make valuable connections with Southern California Chinese business owners and other California leaders trading and investing in China in 2009.

For additional information on attending the Conference, please call any of these contacts:

U.S. Dept. of Commerce: Julie Anne Hennessy, Director, W. L.A. Export Assistance Center 310-235-7206

Rachid Sayouty, Director, Downtown Los Angeles Export Assistance Center

213-894-4022

Paul Tambakis, Director, Newport Beach Export Assistance Center 949-660-1688 #309

American-Chinese CEO Society: Robert Sun, Director, 714-572-8088 x 101

Patrick D. Mulcahy

Conference Chair, 714-424-9999

Kern Kwong, Ph.D. 949-302-1000

Tom O'Malley 626-437-5421

District Export Council:

Jim Van Eenenaam 858-455-3746

Candace Chen 323-235-3367

Jack Jay 213-489-3500

David Habib 805-494-7393

International Business Etiquette - Part 1

By Ayse Oge

Ayse Oge, International Trade Consultant, Ultimate Trade interviewed Ms. Ginger Barnard with Barnard Associates on international business etiquette last month. Ginger was former Deputy Chief of Protocol for Los Angeles County (1983-2005) and is currently serving as Vice President of Protocol & Diplomacy International Protocol Officers Association, and Director of the International Visitors Council of Los Angeles. Below are a few questions/answers from the interview.

Ms. Oge: You don't get a second chance to make a first impression. What are the most effective tools one can use to lay the groundwork for developing strong relationships with his/her counterparts?

Ms. Barnard: It all begins with the introduction. If you are making the introductions, the name of the most senior person or the customer should be said first. Mr. Senior Manager, may I introduce Ms. Smith from the Marketing Department or Ms. Customer, may I present Mr. Senior Manager?

When you meet someone, be sure to look the person in the eye when talking to them, repeat their name in the conversation to help you remember it, give a firm (not too firm) handshake, present yourself with confidence and do not answer telephone calls, send text messages, twitter or do other distracting things while conversing with a business associate. That would be rude. Sincerity will go far as will good manners and civil behavior.

If doing business with someone from another country, be sure to familiarize yourself with their customs or you may offend them with your firm handshake and looking them in the eye. Customs vary from country to country. Be sensitive, be prepared, do your homework.

Ms. Oge: Gift giving is an art in many cultures. Could you give us some tips and advice on gift giving?

Ms. Barnard: Doing your homework is the key to success. You need to know the do's and taboos of the culture of the person who will receive your gift. You should also do some research about the personal interests, like and dislikes of the recipient. For instance, no clocks as gifts in China and Japan (connotes

death), no leather in India, no liquor in Muslim countries, no green hats in China (means your spouse is unfaithful) and so forth.

An individual needs to know the dollar limits on the cost of gifts that can legally be given in a business or government situation. Gift giving can set the stage for a relationship and gift giving can be a distraction if not given careful thought. Secretary Clinton's gift to the Russians of a button that was supposed to say "reset", referring to Vice President Biden's comment that the U.S. and Russia need to reset the relationship, backfired. The wrong Russian word for "reset" was used plus it was sort of a gag/joke gift. Jokes do not translate well from one culture to another. These distractions caused by the gift gaffes detracted from the serious business at hand. Gift giving is a serious matter. You want to get it right.

Ginger Barnard can be reached at gingerbarnard@ca.rr.com or 310-822-2625. She would be happy to provide a list of books about domestic and international business etiquette and protocol or to answer questions.

Ayse Oge, Ultimate Trade, International Trade Consulting, Speaking and Training. She can be reached at oge@earthlink.net www.goglobaltowin.com.

Resources

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 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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