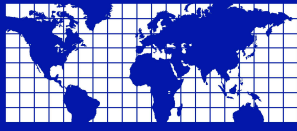


VITA



**VALLEY INTERNATIONAL
TRADE ASSOCIATION**

NEWSLETTER

December, 2007



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

- HOLIDAY OPEN HOUSE
- VITA GLOBAL NETWORKING BREAKFAST
- ASAP GLOBAL SOURCING SHOW

RESOURCES

- HIGHLIGHTS OF SOUTHERN CALIFORNIA GLOBAL TRADE SUMMIT
- GLOBAL LEADERSHIP BY SHARING YOUR CULTURE WITH OTHERS
- FOCUS ON PROCHILE
- FITA
- BUY USA NEWSLETTER
- TRADEPORT
- CALTRADE REPORT

Click Here to Become a Member of VITA!

HOLIDAY OPEN HOUSE

Wednesday – December 19, 2007

Food and Refreshments will be served

Please join us from 5:00 p.m. – 7:00 p.m. at the Economic Alliance
5121 Van Nuys Blvd. - BFG Board Room 2nd Floor, Sherman Oaks, CA 91403

VITA GLOBAL NETWORKING BREAKFAST

“Hong Kong – Gateway to China”

Wednesday – January 16, 2008

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

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

Our speakers for the breakfast are Kelly Ma, Marketing Manager and Anne Yuan, Business Matching Manager both of the Hong Kong Trade Development Council. Come learn about the latest hot markets, the advantages of doing business with Hong Kong, Identify potential business partners through “Premier Connect”. Continental Breakfast is included. Members pay \$20.00 and non-members pay \$25.00. Register and find out more at our website www.vitainternational.org. If you have any questions, please call Darcy Winters at 818-379-7000.

ASAP GLOBAL SOURCING SHOW

Feb. 11-14 - 2008

**Venetian Hotel, Marco Polo Ballroom
3355 Las Vegas Blvd. South
Las Vegas, Nevada, 89109**

The ASAP Global Sourcing Show, the authority in global sourcing, features the

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top 5% full-package, overseas apparel manufacturers showcasing their production (sourcing, contract manufacturing, outsourcing) capabilities to international buyers all under one roof at the Venetian Grand Ballroom.

Held twice a year, ASAP has become known in the U.S. apparel industry as the premier sourcing show and one-stop marketplace for sourcing apparel overseas. Featuring hundreds of manufacturers of men's, women's, children's apparel, textiles, and leather from all over the world, ASAP also features its unique Match Making Sessions and Educational Seminars on U. S. Wholesale & Retail Buying plans, as well as the opportunities in selling to China & India, innovative financing, labeling and quality assurance.

For more information please call 626-279-1800 or Email:
Jerome@asapshow.com

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HIGHLIGHTS OF SOUTHERN CALIFORNIA GLOBAL TRADE SUMMIT

The recent 10th annual Southern California Global Trade Summit (SCGTS) held on November 30th at the Sheraton Universal Hotel, provided a dynamic roster of successful leading international trade experts, well-versed in the latest trends and opportunities now open to local businesses. The Summit also presented timely information for businesses on how to expand to markets outside the U.S.

Keynote speaker Dr. John Husing emphasized the fact that international trade is big and booming with four of the major trade points for the United States right here in Southern California -- Port of Los Angeles, Los Angeles World Airports and Port of Long Beach. The fourth is in the East - JFK, so we definitely have a competitive edge, he said.

The half-day Summit was presented by the Economic Alliance of the San Fernando Valley, Valley International Trade Association, Port of Los Angeles, and Los Angeles World Airports. The event included two back-to-back dynamic morning keynote panel presentations, focusing on the newest opportunities and locations for global trade, as well as panel presentations on Hot Products, Markets and Services, and Best Practices for both Successful Importing and Successful Exporting.

Also featured at the Global Trade Summit were Sean Reilly, senior policy advisor, Office of Policy and Strategic Planning, U.S. Department of Commerce, and U.S. Congressman Brad Sherman, who serves on the Committee on Foreign Affairs, and is chairman of the Subcommittee on Terrorism, Nonproliferation and Trade.

SCGTS is the only trade conference held in the greater San Fernando Valley dedicated to assisting our business community to expand globally. Other sponsors included FedEx, Van Nuys Airport, Comerica Bank, Alibaba.com, and Stonefield Josephson.

All SCGTS PowerPoint presentations are now available at the [VITA website](#).

GLOBAL LEADERSHIP BY SHARING YOUR CULTURE WITH OTHERS

Global leaders need to go beyond building economic bridges to include culture into their leadership activities aimed at getting closer to their foreign counterparts. Like civil engineers, culturally savvy leaders know that building bridges depends on a strong foundation. The best example among the culture building leaders is the late prominent Turkish businessman and philanthropist, Sakip Sabanci. Sabanci had generously offered to share his own collection of

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Turkish treasures with the international audience. *Letters in Gold: Ottoman Calligraphy From the Sakip Sabanci Collection* was displayed both at the Metropolitan Museum of Art and the Los Angeles County Museum of Art (February 25-May 17, 1999). The seventy-one richly illuminated manuscripts and handsome calligraphic compositions represented the work of almost every outstanding Turkish calligrapher from the second half of the fifteenth century through the early twentieth century.

Sabancı was the 147th richest man on the Forbes list of the world's top billionaires in 2004. After taking over the family business, his energy initiative and courage alongside the assistance of his brothers helped him to place the Sabancı Group among the world's top companies starting in the 1980s. The Sabancı Group has partnerships with some well-known multinational companies, such as Hilton Group, Bridgestone, Du Pont, Toyota and Philip Morris.

Sabancı's loaning his art collection to the museums enhanced the world's perception of Turkey's rich and ancient culture and also helped him launch his public relations campaign to attract international business to his country. *Letters in Gold* not only provides a visually and intellectually stimulating experience but serves as a wonderful bridge to foster human and international understanding.

Ayşe Oge, President of Ultimate Trade, International Trade Speaking, Training and Consulting. She can be reached at 818-609-9196 and e-mail: Oge@earthlink.net.

FOCUS ON PROCHILE

ProChile is the Export Promotion Bureau of the Government of Chile, responsible for the promotion of Chilean products and services and country image, enhancing the opportunities generated by the Multilateral Trade System and the Free Trade Agreements including those with the US, Canada, Japan, Mexico, China, Peru, the EU, Korea, and Central America. Chile also has economic Association Agreement with New Zealand, Singapore and Brunei, and Preferential Trade Agreements with Mercosur, India, among others. Currently, ProChile is involved in ongoing negotiations with Australia.

ProChile's main mission is to provide support to small and medium-size Chilean enterprises and helping to encourage and diversify exports of Chilean products and services by increasing the number of export markets and companies. It does so by providing the necessary tools to aid our economy in its process of going international, through its 43 branch offices around the world. This includes four US Trade Offices in Los Angeles, Miami, New York, and Washington DC. The Free Trade Agreement with the US, in effect since January 1, 2004 has stimulated the bilateral commercial exchange, which has growth 133 percent from 2003 to 2006. In fact, Chile buys more US goods than countries like Argentina, Indonesia and Russia (not considering the value per capita).

Chilean exports to California (Los Angeles, San Diego and San Francisco Ports) add up to US \$900 million, almost 10% of the total exports of Chile to the US. Key exports include copper, fruit, fish products, pulp and paper, chemicals and wine. Food sales are second only to copper and account for 26 percent of overall exports. "We expect Chile to place ninth among food exporting countries by 2010" says Mrs. Viviana Araneda, Trade Commissioner of Chile (PROCHILE) in Los Angeles. "Our challenge is to advance further in international integration and to increase our country's competitiveness and diversify our exports, offering to the world a reliable partner to do business with" says Araneda.

“Our main mission in ProChile Los Angeles, says Araneda, is to support bilateral trade and diversify the export of Chilean products and services to the West Coast of the United States. Chilean exports to California (Los Angeles, San Diego and San Francisco Ports) add up to US\$ 900 millions, almost 10% of the total exports of Chile to the US. We are open to help anybody who wants to make business with our country, offering all the support and information, as well as technical assistance.”

Viviana Araneda, Trade Commissioner of ProChile Los Angeles. She can be reached at (323) 932-7200 or by E-mail: Varaneda@prochilela.com information or visit www.prochile.us

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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.
- Learn how your organization (and your members) can save on **voice, data, internet access** and other services
- The FITA/KeaneTel Program - More services, more providers, special discounts and 1% Customer Rebate
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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

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The US 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.

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.

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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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Edited by Darcy Winters, Special Projects Assistant at the Economic Alliance.

