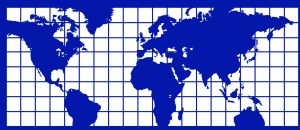


VITA



**VALLEY INTERNATIONAL
TRADE ASSOCIATION**

NEWSLETTER

February, 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

- VITA GLOBAL NETWORKING BREAKFAST
- GLOBAL CALIFORNIA - CHALLENGES AND SOLUTIONS
- FCIB CALIFORNIA INTERNATIONAL ROUND TABLE

RESOURCES

- TRADE CONFERENCE IMPACTS STATE'S GOODS MOVEMENT
- MANAGING CULTURAL DIFFERENCES
- TEN WONDERS OF THE "NEW CHINA"
- BUY USA E-NEWSLETTER
- TRADEPORT
- US COMMERCIAL SERVICE & PIERCE EXPORT ASSISTANCE
- CALTRADE REPORT
- CAL STATE NORTHRIDGE INTERNATIONAL BUSINESS PROGRAM

Click Here to Become a Member of VITA!

VITA GLOBAL NETWORKING BREAKFAST

Wednesday – February 21, 2007

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

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

“ Business Opportunities in Turkey”

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.

GLOBAL CALIFORNIA – CHALLENGES AND SOLUTIONS

March 16, 2007 – Sacramento, CA

8:00 a.m. – 2:30 p.m.

Presented by the Monterey Bay International Trade Association (MBITA), Trade Port and the CalTrade Report. The fourth annual “Global California Challenges and Solutions” conference will bring together small and mid-sized businesses, trade and financial service organizations in both the public and private sectors with trade experts from across the state to dialogue on the current issues and opportunities facing California’s global trade community. Expert panelists will address major topics of interest to global traders looking

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to increase their share of the international markets for California-sourced goods and services. The event will be more interactive than in previous years with a unique question and answer dialogue with conference attendees facilitated by a roving host. The event will be held at the California Chamber of Commerce, 1215 K Street, 14th Floor (at the corner of 13th and K Street Esquire Building), Sacramento, CA 95814. 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 e-mail: tlivoti@mbita.org website: www.mbita.org

FCIB CALIFORNIA INTERNATIONAL ROUND TABLE

March 8, 2007 – Los Angeles, CA

12 p.m. – 3:30 p.m.

This Round Table Forum will include a Keynote Presentation and an in-depth Question and Answer session, led by a moderator and a panel of experts – highly successful and recognized practitioners in the international credit, risk management and trade finance fields. Discussion of the key issues of the day and exchange of information with industry peers and executives is the highlight of FCIB's International Round Table Forums. The event will be held at the Luxe Hotel, 11461 Sunset Blvd., Los Angeles, CA 90049. For more information please contact Carol M. Frausto Tel: 410-423-1840 ext. 1007, website www.fcibglobal.com, e-mail: fcib_global@fcibglobal.com

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TRADE CONFERENCE IMPACTS STATE'S GOODS MOVEMENT

The need for a state Goods Movement Action Plan (GMAP) actually evolved from information presented at the 2006 Southern California International Trade Conference (SCITC) last fall. The Conference was presented by the Valley International Trade Association (VITA) and the Economic Alliance of the San Fernando Valley. According to Barry Sedlik, acting secretary, California Business, Transportation and Housing Agency (BTH), "It was at the International Trade Conference that the need for putting together a state plan first surfaced." (Sedlik was the Conference's morning moderator.) "Governor Schwarzenegger is dedicated to improving our transportation infrastructure to support the demands on our primary corridors for moving goods and creating jobs." On January 11, 2007, Governor Schwarzenegger launched the GMAP, as part of his newly released Strategic Growth Plan. The GMAP was developed by BTH and the California Environmental Protection Agency (Cal/EPA) to keep California globally competitive through a systematic approach to goods movement while sensitive to the industry's environmental impact. The plan outlines a comprehensive strategy to address the economic and environmental issues associated with moving goods via the state's highways, railways and ports. According to Bruce Ackerman, president and CEO of the Economic Alliance of the San Fernando Valley, "The GMAP identifies solutions among the state's goods movement corridors to reduce congestion and accommodate the expansion of trade between California and the rest of the world. It is an investment that will assure California's position as a leading player in the global economy. We are very pleased that our regional trade conference had such a dramatic impact on our state's future planning.

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MANAGING CULTURAL DIFFERENCES

The globalization is being fueled by advances in information technology, new international trade agreements and the growth of international trade. We live in an inter-connected world that has an integrated economy. We may not travel around the world to conduct business, but we are still constantly

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Valley International Trade Association

5121 Van Nuys Blvd.,

Suite #200 2nd Floor

Sherman Oaks, CA 91403

Phone: 818-379-7000

Fax: 818-379-7077

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affected by global issues and continuously deal with people from different cultures. People in the business industry who possess cultural competency can gain tremendous advantage in the competitive global market. Knowledge about different cultures helps us to understand what makes people unique in terms of their customs, traditions, values and beliefs; everyone has different attitudes and concepts, hierarchies and roles, time and space relations and both verbal and nonverbal communication processes. The important step to developing cultural awareness is to understand the main characteristics of our own culture. We as Americans are different from others. For example, we say that time is money in our business relationships. However, in Middle Eastern and Asian countries people invest considerable amounts of time in friendly conversation and friendships before going into their business agenda. Believing that people think the same way around the world is a problem, and is a barrier to emotionally connecting with people. A good example is Stephen Covey's book, "Seven Habits of Highly Effective People". It was first published in Japan, and sold less than 5000 copies. Given that it was a number one best seller in the U.S., many observers were surprised. In his analysis of the problem, Covey's associate pinpointed that it was because of the specific translation of the book. A virtually direct translation of the book had been made from English to Japanese, due to the belief that what worked in the U.S. would work just as well in Japan. After the discovery that this did not work, a new culturally aware translation was then commissioned. Instead of a literal translation from English, the book was reworked to convey meaning in a style that fit the Japanese ways of thinking. This new version sold over 500,000 copies, and for a period, it was the number one best selling book in Japan. Cultural competency encompasses three elements:

- Cultural awareness. This involves understanding one's culture and how it impacts the thinking and attitude of the people.
- Cultural sensitivity. This is the ability to respect cultural differences.
- Developing the right attitude to respond to different situations.

When companies export overseas, the executives need to take into account these cultural factors. Therefore, the global strategies must incorporate the local culture into product design, marketing, manufacturing and sales promotion to achieve success in foreign countries.

Some Useful Internet Sites:

Country Background Notes (U.S. State Dept)

<http://www.state.gov/r/pa/ei/bgn/>

Country Commercial Guides (U.S. Dept. of Commerce)

<http://www.usatrade.gov/website/ccg.nsf/>

Economist.com-Country Briefings

<http://www.economist.com/countries/>

International Monetary Fund (IMF) Country Information

<http://www.imf.org/external/country/index.htm>

The information provided in the list can include some bias factors due to the fact that it was written by Western sources. We need to combine the data with local sources to get a more comprehensive view of cultural matters.

Ayse Oge, President of Ultimate Trade, International Trade Consulting, Speaking and Training. E-mail: oge@earthlink.net Tel: 818-609-9196

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TEN WONDERS OF THE "NEW CHINA"

China is undergoing a massive facelift as we speak and construction has begun on massive architectural wonders that will be the keystone of the "New China". The second wonder is the Beijing International Airport in Beijing. According to the U.S. Embassy to China, the country will be building 108 new airports between 2004 and 2009 - including what will be the largest: the

Beijing International Airport, designed by Foster & Partners. The airport is set to open at the end 2007, in time for the Beijing Olympics in 2008; the airport terminal will cover more than 1 million square meters, giving it a bigger footprint than the Pentagon. It is designed to handle 43 million passengers a year initially and 55 million by 2015, figures that will probably push the new facility into the ranks of the top 10 busiest airports, going by the 2004 numbers from the Airports Council International. Given the scale and traffic, Foster & Partners focused on the traveler's experience, making sure that walking distances are short, for instance. Building on Foster's experience designing Hong Kong's new mega-airport, the massive Chek Lap Kok, the sprawling Beijing terminal is housed under a single roof. To help passengers distinguish between different sections of the vast space, skylights cast different shades of yellow and red light across walls- a subtle but innovative navigational aid. The architects also kept sustainability in mind: An environmental-control system reduces carbon emissions, and skylights situated on a south-east axis lessen solar heat, keeping the building cool.

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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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US COMMERCIAL SERVICE & PIERCE EXPORT ASSISTANCE

Continuing its long-standing relationship with VITA and the Economic Alliance of the San Fernando Valley, the US Commercial Service and the Pierce International Trade Center will be available in the Economic Alliance offices to meet with companies to discuss their international opportunities. Make your appointment today to learn new global markets for your services & products. Call Sandra Edwards at 310-882-1043, email Sandra.Edwards@mail.doc.gov or contact the Pierce International Trade Center at 818-710-4537 to schedule an appointment.

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.

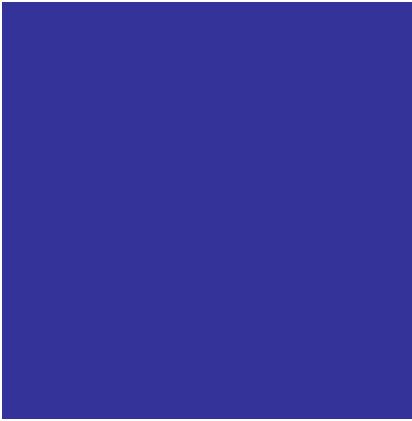
CAL STATE NORTHRIDGE INTERNATIONAL BUSINESS PROGRAM

Funded by a grant from the US Department of Education, this program offers one-on-one export consulting to small to medium size businesses free in

collaboration with the CITD, SBDC, and the Wells Fargo Center for Small Business & Entrepreneurship. Call Carlos Gallardo, Program Manager at (818) 677-6211 or internationalbusiness@csun.edu.

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



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