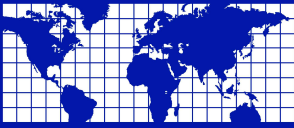


VITA



**VALLEY INTERNATIONAL
TRADE ASSOCIATION**

NEWSLETTER

February, 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
- MBITA SANTA CRUZ CHAPTER LUNCHEON
- BIS EXPORT MANAGEMENT COMPLIANCE PROGRAM SEMINAR
- UCLA EXTENSION PROGRAM
- HONG KONG INTERNATIONAL FILM & TV MARKET (FILMART)
- GLOBAL CALIFORNIA - ONLINE WITH THE WORLD

RESOURCES

- PARTNERSHIP IN INTERNATIONAL TRADE
- ROMANIA - NEW BUSINESS OPPORTUNITIES FOR THE WORLD
- FITA
- U.S. COMMERCIAL SERVICE
- BUY USA NEWSLETTER
- TRADEPORT
- CALTRADE REPORT

Click Here to Become a Member of VITA!

VITA GLOBAL NETWORKING BREAKFAST

"Doing Business in India"

Wednesday – March 19, 2008

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

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

Learn how to take advantage of rising opportunities in one of the fastest growing economies in the world. 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.

MBITA SANTA CRUZ CHAPTER LUNCHEON

Friday, February 29, 2008

Fuji Buffet

525 Water St.

Santa Cruz, CA 95060

12:00 p.m. to 1:30 pm

The Monterey Bay International Trade Association (MBITA) cordially invites you to attend the next Santa Cruz Chapter luncheon meeting, the topic will be "The devalued dollar: a blessing for American Exporters and Foreign Investors", this event is sponsored by Morgan Stanley, a leader in providing the finest in financial thinking, products and execution for investors around the world.

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The devalued dollar has created an environment where American exporters can be more competitive in the global marketplace while foreign investors seeking to form strategic alliances with American companies with investment dollars are now presented with better investment opportunities that can help American businesses grow domestically and abroad.

Speakers:

John Hartman, Executive Director, Morgan Stanley Quantitative and Structured Solutions Specialist, (www.morganstanley.com) will present on the current foreign exchange market, currency strategies one could implement and the foreign exchange outlook for 2008.

James Cadet, Vice President, Morgan Stanley Lending and Business Services Specialist (www.morganstanley.com) will present on Morgan Stanley's business service capabilities including comprehensive fully-integrated Cash Management Account, Commercial Lending, Business Succession Planning Services and how they may benefit SMEs.

Paul Watts, Business Development Officer, San Francisco Satellite Office, Export-Import Bank of the United States (www.exim.gov) will present three programs available with Ex-Im Bank: Credit Risk Insurance; Loan Guarantees to lenders for credit accommodations to foreign buyers; and Working Capital Guarantees to lenders for pre-export loans to U.S. SME exporters.

Jim Faith, CEO of Trade & Export Finance Online (www.tefo.com), has been engaged as website developer for the new Enterprise Development Network (EDN), a financing initiative launched by the Overseas Private Investment Corporation (www.opic.gov). By engaging the private sector, EDN greatly extends OPIC's ability to provide financing and political risk insurance (PRI) to micro-, small- and medium-sized enterprises (MSMEs) doing business in developing countries. TEFO has been selected to provide online prequalification services for EDN.

Price: \$25 members; \$35 non-members reservations required
(Online registration until February 28 @ 5:00pm)
Pay at door: \$30 members, \$40 non-members (cash or checks only)
Contact the MBITA office at 831-335-4780 cristina@mbita.org
For more information and online registration go to [MBITA Events](#)

BIS EXPORT MANAGEMENT COMPLIANCE PROGRAM

Feb 26-27, 2008

Ayres Hotel

14400 Hindry Ave.

Hawthorne, CA 90250

Join the Director of the Export Management and Compliance Division, Bureau of Industry and Security, and other government Compliance Specialists in this dynamic two-day seminar that answers the question, "Now that you understand what your export regulatory requirements are, just how are you going to operate in order to ensure compliance?" Agenda topics to be covered include:

- Achieving compliance peace of mind - Ensuring little problems don't turn into big problems. and what to do when what shouldn't happen, does happen
- Developing or enhancing an effective compliance program
- Telling your compliance story through records management
- Developing a strong compliance manual

This seminar includes small group discussion, hands-on exercises, one-on-one

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Valley International Trade Association
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Phone: 818-379-7000
Fax: 818-379-7077
[E-mail Us!](#)

counseling opportunities, and compliance peer networking. Course Fee: \$325.00
Please click the following link : [To register or for more information](#)

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UCLA EXTENSION PROGRAM

March 15, 2008

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

121 Dodd Hall (UCLA)Campus

Globalization and the continued expansion of international trade and commerce present tremendous opportunities for individuals and companies. UCLA Extension invites all current and future participants in the global economy to an information session on its programs in International Trade and Commerce. The information session will be held in Information flyer also available at:
http://www.uclaextension.edu/unex/pdf/ITC_InfoSession.pdf

This structured event includes keynote presentations from leading international business professionals who discuss industry trends and career opportunities in this exciting field. The session also gives participants an opportunity to network with UCLA Extension instructors and others involved in international trade and commerce.

UCLA Extension's program in International Trade and Commerce offers real-world learning and skills that business people need to stay at the leading edge of today's dynamic and competitive global economy. UCLA Extension's offerings include a nine-course certificate program, classroom and online classes, and internship programs. UCLA Extension also can create custom-designed on-site educational programs for businesses and other public and private entities.

The information session will include light refreshments, and participants can enter a drawing to win discounts to Spring Quarter 2008 International Trade and Commerce courses and other prizes. For more information call (310) 825-9971 or (818) 784-7006 or visit www.uclaextension.edu/intltrade

HONG KONG INTERNATIONAL FILM & TV MARKET (FILMART)

March 17-20 2008

Hong Kong Convention & Exhibition Centre

The Hong Kong Trade Development Council cordially invites you to join us at the Hong Kong International Film & TV Market (FILMART), to be staged from March 17 – 20, 2008 at Hong Kong Convention & Exhibition Centre.

For the past 11 years, FILMART has emerged to become a pivotal business platform for film, TV and multi-media products in Asia within the global entertainment calendar. FILMART 2007 attracted unprecedented international interest, with 453 exhibitors and more than 4,000 visitors from all over the world, surpassing similar markets in the region. Meanwhile, an abundance of special events, seminars and screenings will still be present for market exchange, as many of our past exhibitors have found them to be invaluable in developing new business leads and gaining fresh insights.

Detailed show information can be found from the official website at www.hkfilmart.com/hkfilmart

Please feel free to contact Teresa Hung at teresa.m.hung@tdc.org.hk or Kelly Ma at kelly.hl.ma@tdc.org.hk, or call them at 213-622-3194 if you have any questions in exhibiting and visiting the show.

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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PARTNERSHIP IN INTERNATIONAL TRADE

2008 is the best year for small and mid-sized companies in the U.S. to get involved in international trade to diversify their sales and generate additional revenue. The agenda of many of these small and medium sized enterprises are now including exporting options, made possible by the stellar standards of American products coupled with the fact that American products and services are less expensive for world markets.

As international trade professionals, we have to take advantage of the current trends by putting all our efforts into informing and inspiring more small businesses to take part in the global economy. Partnership will provide us with the significant synergies, efficiencies and competitive leverage to undertake important international projects aimed at helping small businesses to be export-ready in marketing their goods and services abroad. The determining factor in partnering is not size, technology or finance; more important factors are leadership, vision, a compelling set of value propositions, competence and a high degree of commitment.

The Outcomes of our Partnership will help small businesses:

- To eliminate the myth that says exporting is too risky, not profitable and a highly complicated venture.
- To remove the fear of exporting. As well-known quality guru Edward Deming says: "Fear takes a horrible toll, hurts people. Replace fear with freedom and security."
- To provide leadership in putting together an effective export plan, and taking action and seeking guidance when they need it.
- To sharpen their competitive skills in facing global customer base with different needs and expectations.
- To empower and encourage them to take calculated and educated risks in international trade to expand their businesses and learn from international customers in innovating new products and services.

The time is now for the international trade professionals to work and team together in extending the much-needed exporting support to the small businesses.

Ayse Oge, President, Ultimate Trade, International Trade Speaking, Consulting

and Training. Ayse can be reached by e-mail: Oge@earthlink.net

ROMANIA – NEW BUSINESS OPPORTUNITIES FOR YOU

The Consulate General of Romania in Los Angeles is one of the four Romanian diplomatic missions in the United States. It covers in its consular jurisdiction 11 states in the western U.S.

Aside from the strictly consular activity for Romanian citizens and visas (we are estimated that over 250,000 Americans of Romanian origins live in the Western states with the large majority located in California), it has other tasks as well.

Among them is the promotion of bilateral economic and trade relations between Romania and the US. Last year, for example, the volume of bilateral trade will reach almost \$2 billion, as it was the couple of years before. The same trend will definitely continue in the years to come. "The Romanian economy is expected to grow at a wealthy rate of 5.5-6% in the next 5 years (following a similar growing rate since 1999), will become part of the Schengen Agreement in 2011 and will adopt Euro around 2013. California is the largest exporter to Romania among the US states and is providing the largest US investments to Romania so far (Solectron-Flextronics, Hewlett-Packard, Oracle, Cisco Systems, Merchants Bank of California). In addition, the well-renowned Bechtel is constructing the longest European motorway in the Romanian historic region of Transylvania", stated Mr. Razvan Dumitrescu, Economic Consul within the Romanian Consulate.

Furthermore the Consulate General disseminates Romanian cultural values to the American and international public and supports the implementation of cultural projects in this field. Moreover, it is aiming to strengthen academic links and propose a new image of Romania and its present cultural dynamics.

If you need assistance in contacting would-be Romanian business partners or find more about the business and privatization opportunities Romania has to offer, do not hesitate to contact the economic office at Romania's Consulate General in Los Angeles at the following address: Consulate General of Romania in Los Angeles, 11766 Wilshire Blvd, #560, Los Angeles, CA 90025. By Tel: 310-477-0197, Fax: 310-445-0043, Email: consul.economic@consulateromania.net, Website: www.consulateromania.net.

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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**
- Endorse the program along with FITA

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.

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