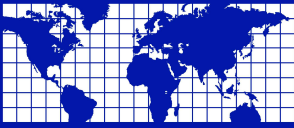


VITA



**VALLEY INTERNATIONAL
TRADE ASSOCIATION**

NEWSLETTER

January, 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
- ASAP GLOBAL SOURCING SHOW
- BIS EXPORT MANAGEMENT COMPLIANCE PROGRAM SEMINAR
- UCLA EXTENSION PROGRAM
- GLOBAL CALIFORNIA - ONLINE WITH THE WORLD

RESOURCES

- CONFIRMATION OF CHRISTOPHER A. PADILLA
- CANADA - YOUR NORTHERN NEIGHBOR
- FITA
- U.S. COMMERCIAL SERVICE
- BUY USA NEWSLETTER
- TRADEPORT
- CALTRADE REPORT

Click Here to Become a Member of VITA!

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

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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

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 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

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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
[E-mail Us!](#)

Commerce courses and other prizes. For more information call (310) 825-9971 or (818) 784-7006 or visit www.uclaextension.edu/intltrade

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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CONFIRMATION OF CHRISTOPHER A. PADILLA

News out of Washington reports that on Thursday, December 2007, Christopher A. Padilla was confirmed as Under Secretary of Commerce for International Trade. Commerce Secretary Carlos M. Gutierrez applauded the U.S. Senate for "I am grateful that the U.S. Senate has confirmed Chris Padilla as Under Secretary for International Trade during this critical time for American competitiveness. America is most successful when we are open, leading and engaged with the world while ensuring our trade partners keep their promises. During his service in government and the private sector, Chris has been intricately involved in nearly every major aspect of international trade, from opening new markets for U.S. exporters to vigorously enforcing our trade laws. "New markets create opportunities for American workers and businesses. We have seized these opportunities with American exports at a record \$1.4 trillion and growing this year at a double-digit rate for the second year in a row. The best way to maintain that momentum is to move forward with the three pending free trade agreements with Colombia, Panama and Korea early in 2008. I look forward to working with Under Secretary Padilla on these important agreements."

As Under Secretary for International Trade, Padilla leads the International Trade Administration, which participates in the development of U.S. trade policy; identifies and resolves market access and compliance issues; administers U.S. trade laws; and undertakes a range of trade promotion and trade advocacy efforts. The International Trade Administration has more than 2,000 dedicated individuals posted at U.S. embassies and commercial offices around the world. As Assistant Secretary of Commerce for Export Administration, Bureau of Industry and Security, Padilla has been responsible for U.S. export controls on items restricted for national security reasons, and for industry compliance with international treaties governing chemical and biological weapons. In particular, his experience in helping to lead the administration's successful effort to pass CAFTA-DR and the Peru Trade Promotion Agreement will help in the push for congressional passage of three pending FTAs: Colombia, Panama and Korea. Source: U.S. Department of Commerce.

CANADA - YOUR NORTHERN NEIGHBOR

Having a close neighbor, friend and partner often means that regular elements of the relationship go unrewarded. In many ways the same can be said of California's economic relationship with Canada.

Seventy percent of Canada's GDP is related to international trade with more than half of what we manufacture being exported. According to Jim Feir, Canada's Senior Trade Commissioner in Los Angeles,"in 2006 Canada-US trade totaled \$1.9 billion per day and, in the case of California, Canada was the Golden State's second largest bilateral trade partner with two-way trade exceeding \$43 billion".

Interest in, and connections with, Southern California is strong—in fact, it's estimated that as many as 600,000 Canadians live, work or study here. Canada's economic ties to the region are robust, with many Canadians and Canadian businesses extremely active in the region. In science and technology, numerous Canadian institutions are connected to California innovation centers such as UCLA, UCSD, USC and CalTech.

Canadian businesses (manufacturers, innovators and investors) in the following sectors are especially interested in making connections in the Los Angeles region:

- Aerospace and defense industries - Canadian companies are seeking partners and customers for aircraft components and systems.
- Information and communications technology - partnerships, collaborations and licensing agreements for wireless, devices, content, new media as well as traditional systems.
- Biopharmaceuticals and medical devices.
- Cultural and entertainment industries – includes the software and media technologies that support the entertainment industry.
- Alternative/renewable energy - Canadian expertise in hydrogen technology, fuel cells and other new energy sources can give businesses an edge.
- There are substantial possibilities for collaboration in R&D and investment; in particular, the Canada-California Strategic Innovation Partnership Initiative, is helping companies and institutions in both jurisdictions work together to develop better ways to transfer leading technology to the marketplace.

If you need help to connect with potential Canadian partners in trade, innovation or investment, be sure to contact the trade team at Canada's Consulate General in Los Angeles at the following address: Consulate General of Canada in Los Angeles, 550 South Hope St., 9th Floor, Los Angeles, CA 90071 USA. By Tel: 213-346-2719 FAX: 213-346-2767, Email: cal.info@international.gc.ca Website www.losangeles.gc.ca.

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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](http://www.TradePort.org) 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](http://www.CalTradeReport.com) 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