

The Valley International Trade Association Newsletter

January 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 Dubai and the United Arab Emirates"

Date: Wednesday - January 21, 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

SOLD OUT!

Our confirmed speakers are Wafa Kanan, President, Unique Image and Patty Lundeen, Manager of Design, WET Design. 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 Business Expo '09

North Los Angeles County's largest business-to-business event!



In This Issue

[VITA Global Networking Breakfast](#)

[Valley Business Expo '09](#)

[Structuring International Transactions Seminar](#)

[The Middle East Opportunities Abound](#)

[Trade and Investment with AGOA Countries in Africa](#)

[Stay Competitive in the Global Economy](#)

[Global Success In The Valley](#)

[U.S. Commercial Service](#)

[Buy USA E-Newsletter](#)

[GlobalCalifornia.com](#)

[TradePort](#)

[CalTrade Report](#)

[Featured Article](#)

Quick Links

[VITA Website](#)

[VITA Members](#)

[VITA Resource Guide](#)

[Trade Resources](#)

[Last Months Newsletter](#)

Date: Thursday - February 5, 2009

Time: 8 a.m. - 5 p.m.

Location: Pickwick Center in Burbank, CA

Bonus Mega Mixer: 5 p.m. - 8 p.m., Sponsored by the United Chambers of Commerce

The first ever Valley-wide Business Exposition will be held on Thursday - February 5, 2009 at the Pickwick Center in Burbank, California. Over 1,000 attendees are expected to participate in this day-long event geared to promote business opportunities. This "everything you ever wanted to know about doing business" tradeshow is an excellent venue to showcase your business to a variety of local companies and attendees from the San Fernando Valley and beyond. It will also feature procurement opportunities focused on bringing together buyers and suppliers from the San Fernando Valley and beyond, topical information workshops, and a "Green Pavilion" - featuring the latest techniques in how to "green" your business. Opportunities to sponsor and exhibit products and services are available today. Call the Economic Alliance at 818-379-7000 for more information.

Structuring International Transactions Seminar

Date: Wednesday - February 4, 2009

Time: 11:30 a.m. - 2:30 p.m.

Location: LACBA Conference Center

281 S. Figueroa St.

Los Angeles, CA 90012

The Los Angeles County Bar Association (LACBA) is hosting a seminar designed for lawyers, professionals and business members interested in international transactions at the LACBA Conference Center in Los Angeles. Learn the basics of structuring an international transaction, from the standpoint of representing a party or being a participant in the transaction, and understanding relevant issues. [Register now](#) or call 213-896-6560.

The Middle East - Opportunities Abound

Luncheon - Seminar

Darcy Winters
VITA Newsletter Editor
Dwinters@economicalliance.org



Date: Friday - January 30, 2009
Time: 9:30 a.m. - 10:00 a.m. - Seminar registration
10:00 a.m. - 11:45 a.m. - Seminar
Noon - 1:30 p.m. - Luncheon
Location: Fuji International Buffet
525 Water Street
Santa Cruz, CA 95060

The Middle East in the last decade has conjured thoughts of war, unrest, terrorism and our dependence on foreign oil. However, looming behind the daily and worrisome headlines of the war and terrorism are the Gulf Cooperative Countries (GCC) of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates. These countries present great opportunities for technology, business acumen, products and services that American companies can provide.

Attend a seminar and lunch with professionals having extensive business experience in the Middle East. They will discuss their 'keys' to success when conducting business in the Middle East and the GCC.

Visit www.mbita.org/events/middle-east.html

Price: Seminar only: \$40
Lunch only: \$40
Non-member:
\$30

Trade and Investment with AGOA Countries in Africa

Date: Friday - February 27, 2009
Time: 9:00 a.m. - 3:00 p.m.
Location: Irvine Auditorium
at the Monterey Institute of International Studies (MIIS)
499 Pierce Street
Monterey, CA 93940

Organized by
the [Monterey Bay International Trade Association \(MBITA\) TradePort.org](http://Monterey Bay International Trade Association (MBITA) TradePort.org)
GlobalCalifornia.com

In collaboration with
Monterey Institute for International Studies
Monterey County Business Council
[Foreign Commercial Service \(USDOC\)](http://Foreign Commercial Service (USDOC))

The African Growth and Opportunity Act (AGOA) was signed into law in 2000 with the main objectives of providing tangible incentives for American companies to conduct bilateral trade and investment with African countries that continue their efforts to open their economies and build free markets. Each year, the President evaluates the sub-Saharan African countries and

determines which countries should remain eligible. As of April, 2008 there are [39 AGOA-eligible countries](#).

The current AGOA countries in Africa offer ripe incentives and fruitful opportunities for trade and investment in our otherwise sluggish and challenging global economy. This conference will spotlight those African countries that are AGOA members with the greatest demand for American ingenuity, products and technology.

The conference will also cover a general overview of the challenges and roadblocks American companies face in establishing a workable, successful business relationship with African partners and their governments. The conference will highlight proven methods to reach out to the African private sector in the areas America knows best: private enterprise, investment capital, technology transfer and management.

RESERVATIONS REQUIRED

Call the MBITA office at 831-335-4780 or email cristina@mbita.org

Online Registration:

Early bird until Jan. 23, 2009: \$35

After Jan. 23, 2009:

\$45 - MBITA member

\$55 - non-member

ONLINE REGISTRATION

CASH OR CHECKS ONLY

Stay Competitive in the Global Economy

UCLA Extension

UCLA Extension offers one of the most comprehensive programs providing a curriculum covering all aspects of the international business.

Taught by experienced practitioners who are experts in their fields and offered in a variety of formats and at different locations, our courses provide a synergistic approach to learning and real-world applications; it's what differentiates our courses from many other programs.

- Compete effectively in the increasingly complex global environment
- Add international business knowledge to your portfolio
- Minimize costly missteps and apply the most current best practices to your business
- Maximize international sales
- Expand your network and connections
- Change or expand your career and enhance your earning potential
- Start a new business or expand the current one

Make your best career move in 2009-enroll now in the International Trade and Commerce programs at UCLA Extension. Courses start Jan. 5.

[Click here to learn more.](#)

Global Success In The Valley (Written and Submitted by Ayse Oge)

Established in 1990 and based in Chatsworth, Printing Technology Inc. is a re-manufacturer of laser and inkjet cartridges and distributes them to small independent re-sellers and large distributors worldwide.

The company defies all of the false notions that manufacturing in the U.S. is disappearing, exporting is for large companies and the U.S. has been losing its price competitiveness in the world. The Printing Technology continues to shine with its sterling competitive advantages of high quality products and impeccable customer service in the global markets and it generates sixty percent of its revenues through exports.

Mr. Joseph (Yosi) Fischer, VP of Exports of Printing Technology, propels his company's global expansion in five continents with extraordinary marketing suaveness, extensive quality control and engineering innovation. He has a lot to share with existing and prospective U.S. exporters and International Trade Professionals. Some of his valuable insights are as follows:

- American quality standards can overcome any price advantage of foreign countries, and they represent built-in advantages for all of the U. S. exporters.
- The major benefit of exporting that any company acquires is name recognition, which has a cascading effect in bringing in new customers and additional local and international revenues.
- Before you export your product/service make sure your company's logistics and infrastructures are in place to respond to foreign demand.
- Become a consultant to your customer and go the extra mile in providing them with the services and assistance they need to build strong and long-term relationships.
- Your professional networks, including Government Services such as Platinum, Gold Key and Exim Bank contacts, are crucial in ensuring your global success every step of the way.
- Do not give free samples to your clients. People value products that they pay for. Once they buy them from you, credit the total dollar amount of samples on the final invoice.

Americans respect time and abide by deadlines in business transactions. Reminding your foreign counterparts that they need to do the same can be counter-productive in your relations. Exercising diplomacy and tactfulness goes a long way. Small export-oriented businesses and forward-looking Export Managers like Yosi Fischer are instrumental in showing the best face of the United States to the world and avoiding job losses in the economy.

Ayse Oge, President of Ultimate Trade LLC, International Trade Consulting, Speaking and Training and she can be reached at 818-609-9196 and Oge@earthlink.net her website is: <http://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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