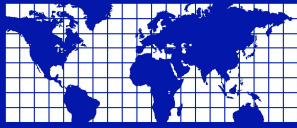


# VITA



**VALLEY INTERNATIONAL  
TRADE ASSOCIATION**

# NEWSLETTER

March, 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
- BUSINESS STRATEGIES AND TRADE WITH CHINA
- UCLA EXTENSION PROGRAM
- GLOBAL CALIFORNIA - ONLINE WITH THE WORLD
- 82nd WORLD TRADE WEEK KICKOFF BREAKFAST

## RESOURCES

- PARTNERSHIP IN INTERNATIONAL TRADE
- POLAND - THE HEART OF EUROPE
- 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

The speakers for the breakfast are Sanjay Kucheria, CEO, Trinus Corporation and Mini Guleria, International Investment, Macroscopic Market Resourcing. Come learn about the challenges of doing business in India, opportunities in export/import and the legal aspects of doing business in India. Members pay \$20.00 and non-members pay \$25.00. Register and find out more at our website [www.vitainternational.org](http://www.vitainternational.org). For additional information, please call Darcy Winters at 818-379-7000.

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### **BUSINESS STRATEGIES AND TRADE WITH CHINA Friday - March 21, 2008**

9:00a.m. - 5:00p.m.  
Steinbeck Forum, Monterey Conference Center  
1- Portola Plaza  
Monterey, CA 95061

Registration: **free of charge**; registration required

In keeping with the Peninsula's increasingly global reach, the Monterey Institute of International Studies hosts a conference on trade policy and trade regulations

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between China and the US. China attracts major investment from the West and offers huge business opportunities. This trade conference will dispel the common myth that such opportunities are for large corporations by increasing awareness of the rules and the range of economic opportunities for SMEs. Representatives from Ministry of Commerce of the People's Republic of China, the US Trade Representative's Office, and other local and foreign trade officials will educate conference participants about how to find business partners in China, how to manage transportation and logistics in China, Intellectual Property Rights (IPR) protection, and how to find markets in more dispersed and small urban areas. For further information, visit:

[http://policy.miis.edu/programs/maitp\\_china\\_trade.html](http://policy.miis.edu/programs/maitp_china_trade.html).

To register for the conference, please send your name, physical mailing address, organizational affiliation, and telephone number to:

[MIISTradeConference@gmail.com](mailto:MIISTradeConference@gmail.com)

### **UCLA EXTENSION PROGRAM**

**Thursday - April 24, 2008**

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

121 Dodd Hall (UCLA) Campus

Let UCLA Extension help you prepare for the U.S. Customs Broker Examination. With the rapid growth in international trade and the yearly increase in U.S. imports, customs brokers are in great demand. They provide the requisite expertise to process imports for U.S. importers. To become a customs broker, you must pass the customs broker exam administered by U.S. Customs and Border Protection. With the customs broker license in hand, your job opportunities multiply, salary levels escalate and your career improves dramatically.

Information Session – The first hour of class on April 24, acts as an information session that includes presentations by staff and instructors, as well as a Q&A session.

Reserve your space – join us on April 24th for this U.S. Customs Broker Examination

There is a 10% discount for VITA members.

Preparation Course. To view information sheet, please click [here](#).

For more information about this course, call (310) 206-1689, or e-mail [pwilliam@uclaextension.edu](mailto:pwilliam@uclaextension.edu)

To Learn About: UCLA Extension's International Trade and Commerce Program, [click here](#). International Trade and Commerce Information Session on March 15th, [click here](#).

### **GLOBAL CALIFORNIA – ONLINE WITH THE WORLD**

Friday – April 25, 2008

8:00 a.m. – 2:30 p.m.

1215 K Street 14<sup>TH</sup> 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](mailto:tlivoti@mbita.org) Website: [www.mbita.org](http://www.mbita.org)

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Sherman Oaks, CA 91403  
Phone: 818-379-7000  
Fax: 818-379-7077  
[E-mail Us!](#)

## **82nd ANNUAL WORLD TRADE WEEK KICKOFF BREAKFAST**

**Wednesday - May 7, 2008**

Omni Los Angeles Hotel

251 S. Olive St.

Los Angeles, CA 90012

World trade is L.A.'s economic engine, providing more jobs and economic impact to the region than any other industry. Join more than 500 executives and members of the diplomatic corps at the 82nd Annual World Trade Week Kickoff breakfast with keynote speaker Andy Bird, Chairman, Walt Disney International and Master of Ceremonies Giselle Fernandez-Farrand.

For more information, or to learn about sponsorship opportunities for World Trade Week, contact International Trade Manager Vanessa Pereda, 213.580.7538 or [vpereda@lachamber.org](mailto:vpereda@lachamber.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, it is important 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 who are responsible for eighty percent of the job creation in the US economy.

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

and Training. Ayse can be reached by e-mail: [Oge@earthlink.net](mailto:Oge@earthlink.net)

## **POLAND – THE HEART OF EUROPE**

Thanks to its central location in the heart of the European continent, Poland has always been a meeting place of transport routes connecting the East with the West and the North with the South. Poland has been a member of the European Union since 2004.

Poland is a nation that is open to others, friendly and hospitable. That hospitality can now be experienced by foreign investors who have decided to set up their business in Poland. Many foreign investors want to move their offices, factories and service centers to Poland because Poland is considered an attractive place for new undertakings. For example, a study conducted in a 2007 by Ernest & Young shows that 18% of the biggest European companies' CEOs declared they were willing to invest in Poland. The most important factors making Poland such a great place to do business is the high productivity of Poland's employees and flexible employment system. Soon the country could become one of the Europe's leading markets in the field of financial and telephone services.

For foreign investors Poland's stable legal and economic system is an incentive to start doing business in this country. Both natural and legal persons from EU and EFTA countries are allowed to set up business in Poland under the same rules that apply to polish entrepreneurs, others can set up limited partnership limited liability company and public limited company. They can also join such companies or buy their stocks and shares.

In order to reduce the costs, foreign companies may also set up their branches or representatives offices in Poland. A branch is an independent part of business run by the entrepreneur away from their headquarters, and has to be registered in the National Court Register. A representative office must be entered in the Register of Representative offices of foreign entrepreneurs.

The Polish economy is developing faster than the EU zone or the average of all 27 EU countries. The GDP in Poland increased by 6.5 % in 2007. GDP growth can be ascribed to export industrial production and investments development. In 2006 exports rose by 19% simultaneously, the employment rate and standard of living are also increasing. Poland is now way ahead of other countries from the region when it comes to GDP growth per capita. Higher wages improving labor market and low interest rates will also add to consumption and investment growth in the nearest future.

Poland is Europe's 8th and world's 30th biggest market. Due to its central location Poland gives investors the opportunity to access up to 250 million consumers within a 1000 km radius thanks to the Trans European Road Network.

Among EU countries Poland was granted access to the biggest amount of structural funds. In the years 2007-2013 over EURO 90 Billion can be spent on development, infrastructure and human resources. New investors will enjoy many forms of financial aid such as grants, incentives and tax deduction. The government's priority is to support investments in the country's 14 Special Economic Zones. If you would like more information please contact, The Consulate General of Poland, Michal Urbankowski, Vice Consul for Economic Affairs 1240 Wilshire Blvd. Ste.555, Los Angeles, CA 90025. Tel: 310-442-8500 or by e-mail: [consulplla@consulplla.org](mailto:consulplla@consulplla.org)

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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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## 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](http://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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Edited by Darcy Winters, Special Projects Assistant at the Economic Alliance