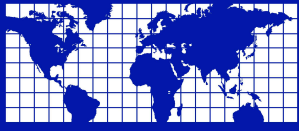


VITA



**VALLEY INTERNATIONAL
TRADE ASSOCIATION**

NEWSLETTER

May, 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
- ANNUAL WORLD TRADE MONTH CLOSING LUNCHEON

RESOURCES

- HIGHLIGHTS OF 2007 ECONOMIC SUMMIT
- TRADE IMPACT STUDY RESULTS
- FUNDS FOR PORT SECURITY
- TEN WONDERS OF THE "NEW CHINA"
- FITA
- BUY USA E-NEWSLETTER
- TRADEPORT
- US COMMERCIAL SERVICE & PIERCE EXPORT ASSISTANCE
- CAL STATE NORTHRIDGE INTERNATIONAL BUSINESS PROGRAM

Click Here to Become a Member of VITA!

VITA GLOBAL NETWORKING BREAKFAST "Doing Business in South Asia Markets" Wednesday – June 20, 2007

7:30 a.m. – 9:00 a.m. at the Economic Alliance
5121 Van Nuys Blvd. - BFG Board Room, Sherman Oaks, CA 91403

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.

ANNUAL WORLD TRADE MONTH CLOSING LUNCHEON Wednesday, May 31, 2007 - 11:00 a.m. – 1:30 p.m.

Discover how rising giants in Asia are already changing your business model and the five insights you should know to stay globally competitive. For sponsorship opportunities or for more information, contact International Trade manager, Moises Cisneros at 909-387-9856 or by e-mail at mcisneros@ed.sbcounty.gov. Website: www.OpportunityCA.us. Ontario Convention Center, 2000 E. Convention Center Way, Ontario, CA 91764.

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HIGHLIGHTS OF 2007 ECONOMIC SUMMIT

On May 17th over 450 people attended the 2007 San Fernando Valley Economic Summit, co-presented by the Economic Alliance of the San Fernando Valley and California State University, Northridge. The event was held at the Sheraton Universal Hotel. The event featured six power-packed hours of the latest economic and real estate trends facing the valley. State Controller John Chiang provided the special welcome address to kick-off the event, and Nolan Bushnell, founder and CEO of uWink, Inc., was the keynote luncheon speaker. In addition, special breakout panels and an Exhibitor Exposition with over 25 exhibitors showcased this second annual Summit sponsored by Van Nuys – Los Angeles World Airports. The Summit also featured the release of two important publications for the region – the 5th annual San Fernando Valley Economic Forecast, provided by the Economic Research Center at California State University Northridge, who presented the San Fernando Valley Economic Forecast. The San Fernando Valley Real Estate Outlook was presented by Jonathan A. Weiss, senior investment associate, Marcus Millichap. The special breakout panels targeted such topics as a key industry outlook focusing on mixed use development, entertainment, and manufacturing; tax and equity optimization structures; the impact of international trade in business; the 2007 apartment market status; green commercial – sustainable architecture in the Valley; and an overview of tax and equity optimization structures to name a few. In addition, there was a special breakout panel “The Impact of International Trade” where attendees were presented with an overview on International Trade focusing on government services, international finance, international real estate and a success story of how a business has grown globally. The focus of the presentation was to learn about available resources and use those tools to lead your business to high growth potential by going global. A few of the panelists were Julie Anne Hennessy, Director for the West L.A. Export Assistant Center at U.S. Commercial Service, Andrew Sweibel, Director of International Bobrick Washroom Equipment, Inc. and Esther Zaidman an Associate at Greenberg Traurig. The Economic Alliance of the San Fernando Valley is a private, non-profit economic development and marketing corporation that works with public and private stakeholders for the purpose of growing and sustaining the economic base of the San Fernando Valley and improving the quality of life in our five-city region: Calabasas, Burbank, Glendale, Los Angeles, and San Fernando.

TRADE IMPACT STUDY RESULTS

It's been called an economic engine, a global trade gateway and an international job machine, but just how financially important is the sprawling seaport of Long Beach-Los Angeles? According to a new report, it is so vital that 3.3 million people from Maine to California depend on local docks for their livelihood, from auto manufacturers in Detroit to farmers in Kansas. If the ports shut down for a year, business in Illinois, for example, would lose a trade gateway supplying \$11 billion worth of imports to customers, the report shows. Even more, local, state and federal tax collectors rely on cargo arriving and leaving here for \$28 billion in annual revenue, including assessments exceeding \$6 billion in California alone. The trade impact study released last month, examines where imports moving through the ports are destined, where exports leaving here originate, and combined incomes tied to port trade and the location of retailers and wholesalers benefiting from local waterways, roadways and rail lines. For example in Ohio, annual wages topping \$800 million are tied to containerized exports shipped out of the twin ports. Even in Texas where access to regional international seaports is readily available by way of Houston and nearby New Orleans, \$29 billion dollars worth of goods was moved through Los Angeles-Long Beach in 2005. “I think it shows definitively that we are America ports,” said Los Angeles City

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Council woman Janice Hahn, whose district includes San Pedro. "When we say we want our fair share of federal security and infrastructure and environment money coming to this port, it's because what happens here affects every other region of the country."
Excerpt from an article in the Daily News

FUNDS FOR PORT SECURITY

The ports of Los Angeles and Long Beach received a Federal Homeland Security Grant of more than \$15 million; it was announced Thursday May 10th. Mayor Antonio Villaraigosa said the money was part of the Homeland Security Department's Port Security Grant Program. Los Angeles received \$6.5 million of the funds with the remaining amount going to the port of Long Beach. "The Los Angeles/Long Beach Seaport complex is a critical asset to the nation's economic infrastructure and must be protected," Villaraigosa said. "This grant money will allow us to strengthen our ports, which are moving the goods that are moving the national economy."

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THE 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 fifth wonder is the Central Chinese television CCTV. Currently under construction, and scheduled for completion in 2008 this design defies the popular conception of a skyscraper. The structure broke Beijing's building codes and required review by a special review panel. The standard systems for engineering gravity and lateral loads in buildings didn't apply to the CCTV building, which is formed by two leaning towers: each bent 90 degrees at the top and bottom to form a continuous loop. The engineer's solution is to create a structural "tube" of diagonal supports. The irregular pattern of this "diagrid" system reflects the distribution of forces across the tube's surface. Designed by Rem Koolhaas and Ole Scheeren and engineered by Ove Arup, the new CCTV tower rethinks what a skyscraper can be.

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BUY USA E-NEWSLETTER

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