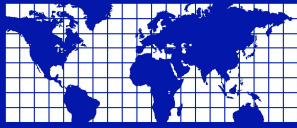


VITA



**VALLEY INTERNATIONAL
TRADE ASSOCIATION**

NEWSLETTER

November 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

- HOLIDAY OPEN HOUSE
- 2007 SOUTHERN CALIFORNIA GLOBAL TRADE SUMMIT

RESOURCES

- HIGHLIGHTS FROM THE OCTOBER 17, VITA NETWORKING BREAKFAST
- GLOBAL KNOWLEDGE IS POWER
- GLOBALCALIFORNIA.COM...IT'S TIME HAS COME
- TEN WONDERS OF THE "NEW CHINA"
- FITA
- BUY USA NEWSLETTER
- TRADEPORT
- CALTRADE REPORT

Click Here to Become a Member of VITA!

HOLIDAY OPEN HOUSE

Wednesday – December 19, 2007

Please join us from 5:00 p.m. – 7:00 p.m. at the Economic Alliance
5121 Van Nuys Blvd. - BFG Board Room 2nd Floor, Sherman Oaks, CA 91403



2007 SOUTHERN CALIFORNIA GLOBAL TRADE SUMMIT

Don't miss the opportunity to explore the latest global trends, products and Services.

Friday, November 30, 2007

7:00 a.m. - 2:00 p.m.

Sheraton Universal Hotel, Universal City

The Economic Alliance and the Valley International Trade Association will host the "Southern California Global Trade Summit," featuring the latest information on hot markets, products and services to help businesses expand. Last year, over 200 businesses participated.

Be sure to sign up for sponsorships, exhibits and tickets now for the best

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placement available at www.vitainternational.org. For more information, contact Erica Gass at the Economic Alliance of the San Fernando Valley 818-379-7000 x110 or e-mail: egass@valleyofthestars.org

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HIGHLIGHTS FROM OCTOBER 17, GLOBAL NETWORKING BREAKFAST Doing Business in Vietnam

Our presenter was David Honda, President of D.S. Honda Construction Inc. and President of the on-line Asian Business Association of the San Fernando, Simi, and Santa Clarita Valleys. Below is an excerpt from our last breakfast. There are enormous opportunities in Vietnam for the patient entrepreneur and the Vietnamese are looking for ways of making their country more attractive to foreigners interested in doing business with them. For example, the legal system is evolving to accommodate the investor and the Vietnamese are looking for Joint Venture partners with new markets ranging from consumer products to services. Some of their needs are for advance human resource capacities, transfer of technology and know how knowledge via the foreign sector. An advantage of doing business with Vietnam is that import taxes are being lowered. There are large businesses entering Vietnam industries, for example Hon Hai Industry and Intel. There is a transition from government owned industry to private enterprise or joint stock companies. In regards to foreign investments; Joint Venture – (JV) Foreign and local partner consist solely of land use rights. Minimum involvement for the foreign investor is 30%, usually majority shareholder. Minority sharehold has veto power concerning senior management and changes in JV structure. Business Cooperation Contracts-Invest capital without conferring the rights of establishment or ownership; shares in the revenue; does not contain tax holidays or other concessions, used in telecom and petroleum sectors. Some major industries that reside there are the garment industry, food processing, shoes, tires, cement, and coal/mining. In agriculture their main businesses are rice, coffee, rubber, cotton, tea.

David Honda, D.S. Honda Construction, Inc. Tel: 818-908-1300, Email: dhonda1@yahoo.com, Website: www.dshonda.com

GLOBAL KNOWLEDGE IS POWER

Global Leaders must develop intellectual curiosity and do their research diligently to be able to see both the differences and similarities in different cultures. Inquisitiveness, research and observation are the key factors behind global leadership success. They always have to be on the lookout for new knowledge, fresh perspective, and insights to incorporate into their global strategy. A leader's insatiable desires to seek new information not only helps them access recent data, it also helps them take advantage of the ability to bring new products and services to their new markets overseas.

Leaders need to travel frequently to meet and get to know their counterparts, customers, and employees to have a solid understanding of their end-users needs and expectations. A great example is the former CEO of Procter and Gamble, John Pepper, who made a habit of reaching out to five of his foreign customers by visiting them in their homes. He wanted to talk with families and ask pertinent questions on the usage of his company's products. His actions clearly indicated the fact that international travel is crucial in order to learn more about various countries, local cultures, and consumers that make up a major portion of the company's global business. His travels confirmed the belief that French people prefer the front-load washers to top-load washers. This particular information helped him accept the duality of managing a new cold-water detergent brand on a global basis, while at the same time finding a way to meet the local needs of getting the detergent to distribute evenly during

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the wash process when used in front-load washers. Eventually the company came up with a new product based on a plastic ball, which was filled with detergent and placed in the front-load washer along with the dirty clothes.

When a company tries to establish a global presence, its executives need to travel to the target country to see first-hand their foreign consumer's consumption patterns and habits of their products. Eventually the data they acquire will help them decide which products need to be changed slightly, totally reinvented, or require subtle adaptation to the local culture.

Ayse Oge, President of Ultimate Trade, International Trade Consulting, Speaking and Training. Tel: 818-609-9196, Email: oge@earthlink.net

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GLOBALCALIFORNIA.COM...IT'S TIME IS COME



The Monterey Bay International Trade Association (MBITA) and the San Fernando Valley International Trade Association (VITA) have entered into an agreement to package California's dynamic global trade business community into a 'one-stop' portal for successful bilateral trade and investment between California and the rest of the world. The project is called 'GlobalCalifornia.com'

GlobalCalifornia.Com is an online portal designed to organize and connect the vast array of international trade promotion and investment services provided by public and private sector organizations located throughout California to domestic and foreign small to mid-size enterprises (SMEs) throughout the world.

"When it comes to getting information about global trade in the State of California, who are you going to contact? Foreign buyers and investors want to do business in California, yet, if one tried to conduct online market research to find trade and investment opportunities in California, they wouldn't know where to start", states Bruce Ackerman, Executive Director of VITA.

California SMEs and their foreign counterparts need one online portal where domestic and foreign buyers, sellers and investors can go to find qualified information, applications and relationships on all aspects of global trade, and then be able to take action in 'real time' or offline on that information with support from 'on-the-ground' trade promotion and investment service providers located throughout California.

"We call it 'Click & Mortar', says Tony Livoti, President of MBITA. "That means online trade promotion services and solutions, including business and investment opportunities, (the 'click'), combined with the public and private sector non-profits in California providing trade promotion and investment services for global trade (the 'Mortar')", Please click on http://www.tradeport.org/assistance_enters/index.html to see the California Trade Partners network.

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 Darcy Winters at 818-379-7000 to get in on the ground floor of California's premiere gateway to global trade.

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 tenth wonder is the National Grand Theater, in Beijing, China. Located near Tiananmen Square, the 490,485 – square foot glass and titanium national Grand Theater, scheduled to open in 2008, seems to float above a man made lake. Intended to stand out amid the Chinese capital's bustling streets and ancient buildings, the structure has garnered criticism among Beijing's citizens for clashing with classic landmarks like the monument to the People's Heros (dedicated to revolutionary martyrs), the vast home of the National People's Congress, or Tiananmen Gate itself (the gate of Heavenly Peace). French architect Paul Adreu is no stranger to controversy, or to innovative forms. A generation ago, in 1974, his untraditional design for terminal 1 of Paris's Charles de Gaulle airport was critized for its unusual curves, yet Andreu's groundbreaking, futuristic building later was seen to distinguish de Gaulle from more generic European and international air hubs. Beijing's daring National grand Theater is a much a spectacle as the productions that will be staged inside in the 2,416 seat opera house, the 2,017 seat concert hall, and the 1,040 seat theater. At night, the semi-transparent skin will give passersby a glimpse at the performance inside one of the three auditoriums, a feature that highlights the buildings public nature. The bridge is currently under construction and is set to be completed in 2008

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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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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

