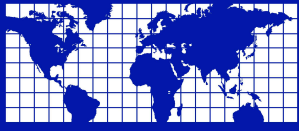


VITA



**VALLEY INTERNATIONAL
TRADE ASSOCIATION**

NEWSLETTER

October 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
- 2007 SOUTHERN CALIFORNIA GLOBAL TRADE SUMMIT
- MBITA SANTA CRUZ CHAPTER LUNCHEON

RESOURCES

- VITA RESOURCE GUIDE
- GLOBAL SHARED VALUES
- TEN WONDERS OF THE "NEW CHINA"
- FITA
- BUY USA NEWSLETTER
- TRADEPORT
- US COMMERCIAL SERVICE & PIERCE EXPORT ASSISTANCE
- CALTRADE REPORT
- CAL STATE NORTHRIDGE INTERNATIONAL BUSINESS PROGRAM

Click Here to Become a Member of VITA!

VITA GLOBAL NETWORKING BREAKFAST

"Doing Business in Vietnam"

Wednesday – October 17, 2007

7:30 a.m. – 9:00 a.m. at the Economic Alliance

5121 Van Nuys Blvd. - BFG Board Room, Sherman Oaks, CA 91403

Our speaker for the breakfast is David Honda, President of the Asian Business Association of the San Fernando, Simi, and Santa Clarita Valleys.

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.



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.

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Visit our Members Websites:

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[Asian Business Association](#)

[Asmara USA Inc.](#)

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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 profitably. Last year, over 200 businesses participated.

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

MBITA SANTA CRUZ CHAPTER LUNCHEON Financing: The name of the Game in Global Trade Friday – October 26, 2007

The Monterey Bay International Trade Association (MBITA), and the Monterey Export Assistance Center (EAC) of the U.S. Department of Commerce (USDOC) cordially invite you to attend a luncheon meeting in Santa Cruz 'Financing: the Name of the Game in Global Trade'.

American small to mid-sized enterprises (SMEs) face stiff competition from their foreign counterparts in both domestic and foreign markets with foreign governments supporting their small enterprises with grants, loans and aggressive industry sector marketing campaigns.

Join us on October 26th in Santa Cruz, Ca., to ask the tough questions from experts in venture capital and from public-private sector trade finance and foreign direct investment (FDI) service providers to learn about all the financing tools American companies can employ to compete in the global marketplace.

GUEST PANELISTS

David Josephson, Western Regional Director of Export-Import Bank of the United States (www.exim.gov) provides export credit insurance, exporter loan guarantees and foreign buyer loan guarantees used to make export sales proposals internationally competitive.

Sheridan Tatsuno, Principal, Dreamscape Global (www.dreamscapeglobal.com)

Raising money for startup companies is one of the most difficult, yet exciting challenges facing all entrepreneurs, especially those going global against stiff foreign competition. Mr. Tatsuno is a specialist in finding customers, investors and business models to raise necessary funds to compete in the global marketplace.

Michael Farstad, Vice President of Commercial Banking, Alta Alliance Bank – Oakland (www.altaalliancebank.com) will discuss the various government guarantee programs that help lenders make export finance loans to exporters. His banking experience spans 25 years specializing in export finance process—pre-export loans (inventory finance) and post-export loans (accounts receivable finance).

Jerry Avila Regional Manager-Northern California & Senior International Trade Specialist Office of International Trade of the U.S. Small Business Administration (www.sba.gov) will speak about the SBA's Loan Guarantee programs: the Export Working Capital Program and SBA's Export Express.

Hal Nissley, Founder of www.angelinvestors.org, Mr. Nissley's experience spans over 30 years as an entrepreneur and investor for successful start-ups and established Silicon Valley companies. He brings a wealth of first hand

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experience in the financing game and what it takes to be a successful global business.

Sally Johnson, Partner, InterNetLC.com (www.internetlc.com), an Internet eCommerce company, providing international trade finance services and access to pre-shipment transactional working capital to the beneficiaries of documentary letters of credit, worldwide.

Date: Friday, October 26, 2007

Place: El Palomar Restaurant – 1336 Pacific Ave. Santa Cruz, CA 95060

Time: Noon lunch to 1:30 pm, 11:30am registration

Price: \$25 members; \$35 non-members

(online registration until October 25 @ 5:00pm)

Pay at door: \$30 members, \$40 non-members (cash or checks only)

Reservations required

Contact the MBITA office at 831-335-4780 cristina@mbita.org

More information and online registration at www.mbita.org/events/home.php

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VITA RESOURCE GUIDE

VITA is pleased to present our new online Resource Guide which is now available. This valuable tool provides interested parties with access to the VITA Board of Directors who are experts in their field. This purpose of the Guide is to provide local business owners, entrepreneurs, and those in the field of international trade with access to specialists in the global market industry.

The mission of VITA is to promote the San Fernando Valley as a leader in international trade and to help local businesses compete in the global economy. This Guide represents a commitment made by the Board of Directors to meet the need for information, assistance, and support to helping businesses grow globally.

Utilization of the Resource Guide is open to the general business community. Members of VITA will have the added membership benefit of consulting with specialists on a limited general basis at no cost. VITA is not responsible for the accuracy of the general information requested, and any further contractual relationship that might take place with the VITA Board Members is strictly private and non-related to VITA.

Be sure to check out the Resource Guide at www.vitainternational.org .

GLOBAL SHARED VALUES

Increased competitions in the global marketplace and rapid technological advancements have put the need of effective global leaders at the forefront. These leaders must communicate well and show they are open to people in all countries, and that they can successfully engage in international alliances to commit their firms to long-term business opportunities, and that through this process they can find and celebrate the shared values with all the stakeholders.

This particular approach was taken and implemented by Ritz Carlton at its new hotel in Shanghai and exemplified its main philosophy of centering on global culture. Ritz Carlton acquired rights to manage the property under its own name in the late 1990's with a staff of 1,000 people. The management of the upscale hotel chain prides itself on superb quality and customer

service, and decided that the property required extensive upgrading. The company brought in their top executives from other Ritz Carlton hotels around the world to accomplish this make-over and manage the new hotel in Shanghai.

Among the hotel's initial action items in the first week of operation under its own control was the decision to start renovating from the employee's entrance as opposed to other locations, like the main lobby. The rationale behind this approach was that every employee would see and feel the dramatic changes in the first week: Firstly, the new level of service and quality standards would be much higher than the previous, and secondly, the employees were among the most appreciated and valued stakeholders in the company. This incredibly low cost of having such a powerful approach helped the company to convey their main global culture to their employees: "We are Ladies and Gentlemen Serving Ladies and Gentlemen".

Leaders must understand that the critical role of global leadership involves leveling with people from different cultures, and should be sensitive to the needs and expectations of all the stakeholders, most notably the employees. The management of a business requires symbolic and effective actions, which speak volume in eliminating differences and helping the stakeholders, integrate into the global culture.

Ayse Oge, President of Ultimate Trade, contact Ayse by phone (818) 609-9196 or by e-mail: oge@earthlink.net.

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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 ninth wonder is the Donghai Bridge, in Shanghai/Yangshan Island. A key phase in the development of the world's largest deep-sea port was officially completed in December, 2005. Stretching across the East China Sea, the graceful cable stay structure connects Shanghai to Yangshan Island, set to become China's first free trade port (and the world's largest container port) Upon its completion in 2010. To provide a safer driving route in the typhoons and high waves known to hit the region, Donghai Bridge is designed in an s-shape. The structure, reported by Shanghai Daily to have cost \$1.2. billion, will hold its title of China's, and one of the world's longest oversea bridge for only a couple of years, though. In 2008, the nearby 22- mile Hangzhou Bay Transoceanic Bridge, which also begins (or ends, depending on your journey) in Shanghai, will earn the superlative. The bridge was constructed by China Zhongtie Major Bridge Engineering Group, Shanghai # 2 Engineering Co., Shanghai Urban Construction Group.

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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
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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

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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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