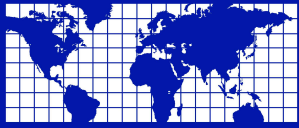


VITA



**VALLEY INTERNATIONAL
TRADE ASSOCIATION**

NEWSLETTER

April, 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 SAN FERNANDO VALLEY ECONOMIC SUMMIT
- 81st ANNUAL WORLD TRADE WEEK

RESOURCES

- IN MEMORY OF BERT SANCHEZ
- HIGHLIGHTS FROM PROJECT GRAD-LA WORKSHOP
- BASICS OF GLOBAL NEGOTIATION
- TEN WONDERS OF THE "NEW CHINA"
- 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 "Innovation in Global Finance" Wednesday – April 18, 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.

2007 SAN FERNANDO VALLEY ECONOMIC SUMMIT

The Economic Alliance and California State University Northridge will present their second annual "San Fernando Valley Economic Summit" as follows:

- Date – Thursday – May 17, 2007
- Time – 7:30 a.m. – 1:30 p.m.
- Where – Sheraton Universal Hotel, Universal City, CA 91608

The Summit will feature the 5th annual California State University, Northridge Economic Forecast for the San Fernando Valley and 4th annual California State University, Northridge San Fernando Valley Real Estate Outlook.

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Visit our Members Websites:

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Van Nuys Los Angeles World Airports, Citibank, Marcus & Millichap Real Estate Investment Brokerage Company, First Private Bank & Trust, Voit, CRA/LA, Comerica, Office Depot, Manpower, Caruso Affiliates, and Robin Rousselet have signed on as sponsors for the Summit, and other great sponsorship opportunities are available *now*. Make your reservation today by contacting Karen Pearson at 818-379-7000 or by e-mail at kpearson@valleyofthestars.org.

**81st ANNUAL WORLD TRADE WEEK
Tuesday - May 1, 2007 Kickoff Breakfast**

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 81st Annual World Trade Week Kickoff Breakfast. Early Bird registration before Friday, April 13: \$55.00, registration after April 13: \$65.00. Register at www.lachamber.org, website: www.worldtradeweek.com. For more information or sponsorship opportunities please contact International Trade Manager, Vanessa Pereda at 213-580-7538 or vpereda@lachamber.org. The event will be held at the Sheraton Los Angeles Downtown Hotel, 711 South Hope St. Los Angeles, CA 90017.

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HIGHLIGHTS FROM PROJECT GRAD-LA WORKSHOP

Helping to strengthen our Valley through community service is something members of the VITA Board of Directors feel is very valuable. Project GRAD-LA and VITA collaborated on March 16 to present a three hour intensive workshop on international trade for Project GRAD-LA students. Project GRAD-LA is a non-profit organization dedicated to helping 20,000 kids from the Northeast San Fernando Valley schools attend and succeed in college. The purpose of these workshops is to encourage students to consider career options in booming fields. The presenter was Ms. Ayse Oge, from VITA; she is the President of Ultimate Trade, and an International Trade Consultant. She is also a member of the VITA Board of Directors. The presentation began with an overview of international trade and how it is vital for Los Angeles to be able to thrive and compete on a global level. The students then broke out into groups and completed a challenging critical thinking skills assignment. The workshop was a success we helped the students to create awareness of international trade, globalization through thought-provoking assignments, and information-sharing.

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IN MEMORY OF BERT SANCHEZ

Humberto "Bert" Sanchez, an instructor at Pierce College who established the school's international business program, died March 9 at Los Robles Hospital and Medical Center. He was 59. Sanchez was a popular instructor at Pierce College where he started teaching part time in 1995 and was hired full time the following year. In 1998, Sanchez established the college's international business program. Sanchez was chosen for that role because of his expertise in developing and operating businesses involved in global markets, said Business Administration Chairman David Braun. In addition, he was among the founders of the Valley International Trade Association. He was very well thought of by the students taking his classes and one of the more popular professors on campus, Braun said. Sanchez went to Los Robles on March 6 after experiencing abdominal pain and died while being given anesthesia for exploratory surgery, Braun said. Sanchez is survived by his wife Jeanette and son, Daniel.

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BASICS OF GLOBAL NEGOTIATION

Negotiation is the process of communicating back and forth between two or more parties for the purpose of reaching a joint agreement on different needs or ideas. In the art of negotiation, persuasion, rather than power, is used. We can negotiate things like price, terms, delivery, quality, service, training, and resources. We need to focus on interests, not positions, and meet the needs of the other side and respond to the question of, "What's in it for them?" A good example of where interests prevailed over positions was when companies from the U.S. and Japan were trying to negotiate a joint-venture agreement. The negotiators had made progress until they reached the arbitration clause in the agreement. The Japanese wanted to have arbitration held in Japan, while the Americans wanted it to take place in the United States. The Japanese were motivated in their insistence in part by nationalistic pride as well as convenience, while the Americans shared the convenience factor yet also believed that the process would be more fair and efficient in the US. The Japanese, feeling that since the Americans had never arbitrated, and also sensing that neither side would ever go to arbitration, suggested the arbitration to be held in Hawaii. That way, in the unlikely event an arbitration did take place, everyone could play golf while the dispute was being resolved. With that shared interest, agreement was reached.

The Stages of Negotiation

- Orientation and fact-finding. Orientation involves learning about the organizations of the other side, understanding the cultural factors and individual style of your counterparts, and knowing the history of similar negotiations.
- Resistance. If there is no resistance there will not be genuine interest on the part of your counterpart. The most common strategy in negotiation is people resisting the price.
- Reformulation of strategies. As you gather new data you will need to assess entirely new situations.
- Hard bargaining and decision making. This is the time to create options that will be mutually agreeable for both parties.
- Agreement.
- Follow up.

Successful global negotiation requires identifying and prioritizing the issues, taking into account the cultural factors and finally arriving at win-win solutions in achieving long-term relations with our counterparts.

Ayse Oge, President Ultimate Trade

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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 fourth wonder is the National Swimming Center in Beijing. The striking exterior is nicknamed, the "Water Cube," and is made from panels of a lightweight form of Teflon that transforms the building into an energy-efficient greenhouse-like environment. Solar energy will also be used to heat the swimming pools, which are designed to reuse double-filtered, backwashed pool water that's usually dumped as waste. Excess rainwater will also be collected and stored in subterranean tanks and used to fill the pools. The complex engineering system of curvy steel frames that form the structure of the bubble-like skin are based on research into the structural properties of soap bubbles by two physicists at Dublin's Trinity College. The unique structure is designed to help the building withstand nearly any seismic disruptions. The National Swimming Center is being constructed for the 2008

Olympic Games.

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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