

# San Fernando Valley International Trade Association "Newsletter"

August 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.



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## VITA Global Networking Breakfast "Export Opportunities and Financing"

**When:** Wednesday - September 17, 2008

**Time:** 7:30 a.m. - 9:00 a.m.

**Where:** The Economic Alliance  
5121 Van Nuys Blvd., 2nd Floor  
BFG Board Room  
Sherman Oaks, CA 91403

Learn how to seize export sales opportunities, and how to build successful export markets. Discover how to expand margins and how you can competitively enter new markets. Our speakers for the breakfast are, Andrew Sweibel, International Director, Bobrick Washroom Equipment, Inc., Kollyn Kanz, VP Structured Trade Finance, US Bank, and Ed Richmond, VP Foreign Exchange Advisor, US Bank. 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 x109.

**Member Price:** \$20.00

**Non-Member Price:** \$25.00

## MBITA/TradePort Event

**Name of Event:** 'Green Trade Network Summit'

**Type:** Conference

**Date:** Friday - September 19, 2008

**Time:** 8:00 a.m. - 5:30 p.m.

**Venue:** Coconut Grove at the Santa Cruz Beach Boardwalk

**Address:** 400 Beach Street

**Organizer/Promoter:** Monterey Bay International Trade Association, TradePort and GlobalCalifornia.com

**Phone:** 831-335 -4780 - Fax: 831-335-4822

**Contact E-mail:** [cristina@mbita.org](mailto:cristina@mbita.org)

**For more information:** [www.mbita.org](http://www.mbita.org)

The Green Trade Network Summit will bring experts and companies from around the world from both the public and private sectors. They will discuss, present, network and exchange ideas on how we can Green the world and grow our businesses through trade and investment.

The Green Trade Network Summit will also conduct an exhibit forum that will feature the best of breed in green technologies, services and products from vendors throughout the world.

## Blow to Free Trade

The Doha Development Round, the current trade-negotiation round of the World Trade Organization (WTO), whose objective is to lower trade barriers around the world, permitting free trade between countries of varying prosperity recently endured a set back. As of 2008, talks have stalled over a divide on major issues, such as agriculture, industrial tariffs and non-tariff barriers, services, and trade remedies. This has lead Doha's round of trade talks to collapse on July 29, 2008, as China and India insisted on imposing tariffs on key farm imports. This would reflect their ever growing strength and negotiating powers during the meetings.

Since its inception, Doha negotiations have been responsible for a 70% increase in global trade flows to \$14 trillion (World Trade Organization's Report). UNCTAD reports that annual foreign direct investment grew by 25% to \$1.5 trillion, and International Monetary Fund indicates the global economy has expanded by 30% to \$54.4 trillion. These impressive figures show how global economy soared through international trade.

Protectionism and isolationism are not the right choice of action. We see the trend of free trade and open markets having a tremendous impact on boosting innovation and creativity, sharpening the competitive spirit of companies and expanding global business. According to the World Bank, trade represented 40% of the world's GDP in 1990; by 2004, trade exceeded 55% of the world's GDP. The five fastest-growing countries from 1990 to 2004 were Albania, Bosnia, Herzegovina, China, Ireland and Vietnam, all of which had double-digit increases in trade.

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The recent collapse of Doha's trade meetings needs to be reviewed carefully from the standpoint of bringing a constructive approach in which the free trade advantage is not impaired.

Based on our history, we need to see Doha's demise as a temporary failure and focus more on long-term benefits of global growth and free trade.

Ayse Oge, President of Ultimate Trade, International Trade Consulting, Speaking and Training. Ms. Oge can be contacted by e-mail: [oge@earthlink.net](mailto:oge@earthlink.net) or website: [www.goglobaltwin.com](http://www.goglobaltwin.com).

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## Introducing the Hungarian Consulate General, Trade Commission

The Hungarian Consulate General, Trade Commission is a representative office of the **Hungarian Investment and Trade Development Agency (ITDH)** in Los Angeles, ITDH is a unique dedicated governmental agency that provides complimentary services supporting bi-lateral trade and investment in the country. They provide market information on investment opportunities to foreign investors and manage to get all essential information for sound investment decisions in Hungary. ITD Hungary as a non-profit agency offers complimentary services to their partners including a full range of project management tools in a one-stop-shop system, such as:

In the preparatory phase:

- General and detailed information about the Hungarian economic, business environment, legal and financial regulations, tax system, available subsidies and incentives.
- Tailor-made site proposals

Organizing detailed program for investors' visits in Hungary

- Site visits
- Meetings with engineering and construction companies
- Reference visits
- Introducing potential Hungarian suppliers

In the realization phase of the project:

- Accelerating permitting procedures, evaluation of potential investments
- Assistance in incentive applications
- Providing VIP treatment to expatriates (working visa, residence permit, etc.)
- Organizing press conferences, ground breaking ceremonies

For more information please contact Rita Abraham at the Hungarian Consulate

[U.S. Bank](#)  
[U.S. Commercial Service](#)



by e-mail: [arita@mpowercom.net](mailto:arita@mpowercom.net) or phone 310-479-7878.

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## U.S. Commerce Department Releases Updated Trade Finance Guide

The U.S. Department of Commerce has published an updated version of the Trade Finance Guide: a Quick Reference for U.S. Exporters. This concise and easy-to-understand tool was created specifically to help U.S. small- and medium-sized enterprises (SMEs) navigate the often difficult landscape of trade finance, a topic that is critical for successfully entering and succeeding in today's increasingly competitive global marketplace.

The Trade Finance Guide contains 12 two-page chapters, which offer the basics of the most commonly used financing techniques. The chapters contain short descriptions of each technique, key points and how they work. A reader-friendly, visually easy-to-comprehend chart accompanies each section and offers the reader a brief, to-the-point statement of the applicability, risks, pros and cons of each financing method. The second edition includes a new chapter on foreign exchange risk management, as well as updates to all of the other chapters. The additional content is in response to the interest expressed by a number of SMEs that wish to export more efficiently in foreign currencies by mitigating the risk of currency exchange loss.

Exporters can obtain complimentary printed copies from the Trade Information Center at 1-800-USA-TRADE (E), and for the Commercial Service's global network of domestic Export Assistance Centers and overseas posts. Meanwhile, you can download an electronic version of the Guide by clicking on the link below.

### [Trade Finance Guide](#)

The Trade Finance Guide was created in partnership with the FIB, a prominent business educator of credit and risk management to exporting companies of every size, and in cooperation with the U.S. Small Business Administration, the Export-Import Bank of the United States, the International Factoring Association, and the Association of Trade & Forfeiting in the Americas.

If you have questions about the content of the Guide, please feel free to contact Yuki Fujiyama via email at [yuki.fujiyama@mail.doc.gov](mailto:yuki.fujiyama@mail.doc.gov) or by telephone at 202-482-3468.

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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>.

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## 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.

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## GlobalCalifornia.com

On-line resource directory of public and private sector global trade related organizations. 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 Tony Livoti at 831-335-4780 or by e-mail: [tlivoti@mbita.org](mailto:tlivoti@mbita.org) to get on the ground floor of California's premiere gateway to global trade.

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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](http://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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