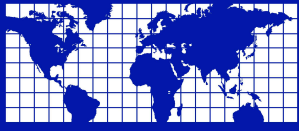


VITA



**VALLEY INTERNATIONAL
TRADE ASSOCIATION**

NEWSLETTER

March, 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
- GLOBAL CALIFORNIA - CHALLENGES AND SOLUTIONS
- U.S. CUSTOMS EXAMINATION PREPARATION COURSE

RESOURCES

- HIGHLIGHTS FROM FEBRUARY 21ST NETWORKING BREAKFAST
- CHINA'S LOGISTICS SECTOR SET FOR 30% ANNUAL GROWTH
- TIPS ON THE ADVANTAGES OF EXPORTING
- TEN WONDERS OF THE "NEW CHINA"
- BUY USA E-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 "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.

GLOBAL CALIFORNIA – CHALLENGES AND SOLUTIONS March 16, 2007 – Sacramento, CA 8:00 a.m. – 2:30 p.m.

Presented by the Monterey Bay International Trade Association (MBITA), Trade Port and the CalTrade Report. The fourth annual "Global California Challenges and Solutions" conference will bring together small and mid-sized businesses, trade and financial service organizations in both the public and private sectors with trade experts from across the state to dialogue on the current issues and opportunities facing California's global trade community. Expert panelists will address major topics of interest to global traders looking to increase their share of the international markets for California-sourced

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goods and services. The event will be more interactive than in previous years with a unique question and answer dialogue with conference attendees facilitated by a roving host. The event will be held at the California Chamber of Commerce, 1215 K Street, 14th Floor (at the corner of 13th and K Street Esquire Building), Sacramento, CA 95814. For more information contact Monterey Bay International Trade Association (MBITA) P.O. Box 523 Santa Cruz, CA 95061 Tel: 831-335-4780 Fax: 831-335-4822 e-mail: tlivoti@mbita.org website: www.mbita.org

U.S. CUSTOMS BROKER EXAMINATION PREPARATION COURSE

UCLA Extension will be offering for the first time a U.S. Customs Broker Examination Prep. Class. VITA members will be given a 10% discount. This preparation course is intended for students who are planning to take the U.S. Customs Broker Licensing Examination as required under 19 CFR 111.11. A thorough review of the topics historically covered by the examination is presented and discussed at length, including entry and admissibility requirements, product classification, duty rates, import clearance, use of foreign trade zones, free trade agreements, and regulatory compliance. Students are provided previous examination questions to familiarize potential candidates with the level of material covered and the format of the exam. Rigorous training in how to effectively research the exam questions within the timeframe allowed is also covered.
860.003 Management 4 Units Reg# S9155 \$395.00
UCLA: 148 Royce Hall
Tuesday, 6:30–9:30 pm
April 10–June 19, 12 mtgs, (1 mtg. to be arranged)
Instructor: Ashok B. Sadhwani, GDMM, CHB, CEO, Asmara USA Inc.
For more information about this course, call (310) 206-1689, or e-mail pwilliam@uclaextension.edu To enroll please [click here](#).
To view UCLA Extension's International Trade Programs please [click here](#).
Join us for the [International Trade and Commerce Open House](#) on Saturday, March 24, at UCLA. Website: www.uclaextension.edu

HIGHLIGHTS FROM FEBRUARY 21st BREAKFAST “Business Opportunities in Turkey”

Our speaker at the breakfast was Ayse Oge, President of Ultimate Trade, and International Trade Consultant. Below is a sample of her presentation. There are relatively few countries in the world that share Turkey's geo-strategic position as an essential bridge between the East and West. This makes Turkey one of the most exciting trade centers in the globe as it connects Europe with the Caucuses and Central Asia. Turkey's geo-strategic position, coupled with a large domestic market and Custom's Union with the European Union, offers great opportunities for American firms. The average level of duties between Turkey and the EU and European Free Trade Area has dropped to zero. Therefore, an increasing number of businesses are attracted to Turkey to take advantage of duty-free access to the wider European market. Reduced trade barriers and intensified trade between Turkey and its neighbors provide American exporters and investors a unique opportunity to expand to Southeast Europe and Eurasia. Turkish economy is currently in transition from having a high degree of reliance on agriculture and heavy industrial base to being a modern and diverse economy with major emphasis on the global service sector. A Wall Street Journal article entitled, “Turkish Tiger”, October 21, 2006, referred to Turkey's Economic Renaissance and defined its economy – a shrinking state with a large, independent private sector.

Best Prospects for U.S. Exporters:

- Information technology: e-commerce, educational hardware, and IT infrastructure

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- Telecommunications Services and Equipment
- Automotive parts/service equipment
- Safety and Security Equipment and services
- Medical equipment
- Building materials
- Pollution control equipment
- Architectural/construction/engineering services
- Mortgage related products and services

One of the most efficient ways to enter the Turkish market is through the appointment of qualified representative or distributor. The U.S. Commercial Services offices in Turkey are of great help to American exporters with series of programs, such as International Partner Search Service, Gold Key and Catalog Shows. Most government procurement is done by the public tender system.

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CHINA'S LOGISTICS SECTOR SET FOR 30% ANNUAL GROWTH

Driven by its revving retail and car industries, the logistics sector of China is expected to grow 30 percent annually over the next three years. A robust economy, dynamic export growth, expansion in retail outlets and a flourishing automotive industry are major forces driving growth. Revenue in the logistics market is expected to double from \$105 billion to \$210 billion by 2009, according to the recently released study. A tripling in the number of foreign retailers, an increase from 314 in 2004 to 1,000 last year, is the leading impetus for expansion in the logistics sector, followed by the automotive industry, which accounts for 16 percent of shipping activity. The logistics industry is highly fragmented at the moment, but will see consolidation in the next few years as third-party logistics further develop. There are now about 16,000 logistics providers, with the largest one commanding less than a two percent market share. Third-party logistics, which currently accounts for a small portion of the market, is expected to grow sharply as China opens up to competition. The demand for outsourcing of logistics will stimulate the development of a larger third-party logistics sector, which will drive consolidation in the industry. Twenty of China's cities, ten of which are inland, are likely to become logistic hotspots in the coming five years. Today China's modern logistics facilities are currently clustered around three main economic zones - the Yangtze River Delta, the Pearl River Delta and Bohai Bay - where China's five main logistics hubs, Shanghai, Shenzhen, Guangzhou, Beijing and Tianjin are located. Exports will continue to drive logistics growth in the main manufacturing centers and ports such as Suzhou, Ningbo, Qingdao, Dalian and Xiamen. These cities are emerging as China's second-tier logistics hubs. More information about logistics in China can be found in [Logistics China](#), a monthly English review published by Chinadaily.com.cn. It provides the latest industry news, policies, analyses, statistics and business information for investment and co-operation on China's fast-growing logistics market.

Katherine Whitman, Partner, International Business Consultant,
Pomegranate International

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TIPS ON THE ADVANTAGES OF EXPORTING

The importance of export markets for productivity growth has increased over the years while the contribution of non-exporters to productivity growth has fallen. Companies that export are likely to be more successful, more vibrant and more likely to continue to grow than those companies not involved in exporting. Companies that export tend to be more capital intensive, more innovative and more productive than counterparts who only focus on the

domestic market. Below is some information on the advantages of exporting.

- Highly productive companies that are now in export markets are more likely to remain in those markets.
- New entrants to exporting have faster labor productivity growth prior to entry than do non-exporters. In addition, once these companies become exporters, their productivity growth continues to be greater than that of non-exporters.
- Exporters not only increase their market share by exporting, in the process they learn efficiencies that can be used even in the domestic marketplace.
- Newer companies seem more likely to benefit from information gained during exposure to foreign markets. One reason for this, it seems, is that newer companies have information acquisition systems less fully developed than older companies or foreign-owned companies.
- Since new entrants to exporting must make an initial investment, these entrants seem to have superior performance in order to generate these funds. After they break into foreign markets, these companies are rewarded with even stronger performance.

The information above was extracted from an article titled "Are Exporting Companies More Successful Than Non-Exporters" written by Dennis Hessler, Spyglass Point Productions, website: www.spyglasspoint.com, tel: (805) 438-5527, email: dennis@spyglasspoint.com

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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 third wonder is the Shanghai World Financial Center in Shanghai. Rising in the Lujiazui financial district in Pudong, the Shanghai World Financial Center is a tower among towers. The elegant 101 story skyscraper will be (for a moment at least) the world's tallest when completed in early 2008. One of the biggest challenges of building tall is creating a structure that can withstand highwinds. The architects devised an innovative solution to alleviate wind pressure by adding a rectangular cut out at the buildings apex. Not only does the open area help reduce the building's sway but it also will be home to the world's highest outdoor observation deck, a 100 floor vista that will take vertigo to new heights.

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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](http://www.TradePort.org) 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

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