



Valley International  
Trade Association

# NEWSLETTER

MAY 2006



Welcome to this month's edition of the VITA Newsletter - the electronic bulletin from the Valley International Trade Association. 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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## **MAY 17 VITA GLOBAL NETWORKING BREAKFAST**

**Wednesday – May 17, 2006**

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

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

**“China – Simplifying a Complex Market”**

Continental Breakfast will be included. Members pay \$20.00 and non-members pay \$25.00. Register and find out more at [www.vitainternational.org](http://www.vitainternational.org) If you have any questions, please call Molly Greene at 818- 379-7000.

## **A GRAND TOUR OF CHINA**

**“THE INSIDERS SECRETS TO DOING BUSINESS WITH CHINA”**

**JULY 15 – 25, 2006**

Here's the ultimate in mixing business with pleasure. Discover what you need to know to successfully trade with China, while you discover the grand sights of Beijing, Shanghai, the Yangtze River, and more.

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For more information, please visit:

<http://www.teamchinausa.com/chinaseminar.html>

### **"BUSINESS & TRADE MISSION TO SOUTH CHINA" PROPOSAL**

The purpose of this mission is to provide private-sector delegates with an opportunity to assess and explore specific business opportunities and to promote San Fernando Valley as a world-class business center. Business representatives, as well as education, port and government officials from LA County (San Fernando Valley), will have the opportunity to establish relationships and facilitate closer commercial ties with this dynamic economy. More specific objectives of the mission include: To enhance knowledge if the current economic condition

- To enable business delegates to meet specific business objectives
- To develop and expand relationships between the business, government and multiplier organization in our region
- To promote the San Fernando Valley, our international business port and education resources

For more information contact Jane McMonagle at 818-648-0696 or email

[sales@chinabizexpert.com](mailto:sales@chinabizexpert.com)

### **GLOBAL NETWORKING BREAKFAST SERIES CALENDAR**

- Network with the San Fernando Valley International Trade Community
- Guest Speakers will discuss important topics in today's Global Economy
- Incredible Value!
- Expert Information on International Trade and Networking Opportunities.

#### **2006 Global Networking Breakfast Schedule**

**Wednesday 7:30 – 9:00 A.M     \$25.00 Non-Membership     \$20.00 Membership Fee**

May 17, 2006 - China – Simplifying a Complex Market

July 19, 2006 - Free Trade Agreements – Opportunity and Challenges

September 20, 2006 - Sarbannes Oxley

November 15, 2006 - TBD

(Topics subject to change without notice)

### **SAVE THE DATE**

#### **Southern California International Trade Conference**

Friday – October 20, 2006

Sheraton Universal City

333 Universal Hollywood Drive, Universal City, CA 91608

For more information contact Molly Greene at [mgreene@valleyofthestars.org](mailto:mgreene@valleyofthestars.org) or

Phone: 818-379-7000 x 109 - Fax: 818-379-7077

### **BUY USA E-NEWSLETTER**

The US Department of Commerce Commercial Service has an excellent e-newsletter Asia Now eNews that can be read at: <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.

### **TRADE RISK GROUP, LLC (TRG)**

Trade Risk Group, LLC(TRG), a specialty broker of domestic and export credit and political risk insurance, is pleased to announce the addition of Martin Goppelt to the firm. Goppelt will operate the West coast branch of Trade Risk Group. TRG operates in California as, Trade Risk Insurance Agency, LLC.

He was previously with Coface, a leading carrier in the industry. Goppelt will help companies to structure and utilize the benefits of credit and political risk insurance

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companies to structure and utilize the benefits of credit and political risk insurance policies to mitigate payment/investment loss, assure accounts receivables cash flow, confidently and competitively seize prime sales opportunities, structure export financing, and enhance the asset quality and financing value of both domestic and export receivable portfolios. He will also continue to serve as Chairman on the Valley International Trade Association.

The principals of Trade Risk Group have been designing and structuring trade credit insurance policies for decades. Identifying the right insurance market, as well as understanding and structuring a credit insurance policy for your company's receivables management needs can be time consuming and challenging. Trade Risk Group can make the process easy and effective. As a leading independent trade risk broker, we will assess your unique needs, access all appropriate underwriters, and tailor the most valuable and cost effective policy for your company.

To learn more about Trade Risk Group and how credit insurance can benefit your company, please visit [www.traderiskgroup.com](http://www.traderiskgroup.com).

Martin T. Goppelt, West Coast Branch Manager - Trade Risk Insurance Agency  
537 Washington Blvd., Marina del Rey, CA 90292  
Tel: 310-821-4586 Cell: 310-621-4586 Fax: 858-712-1951

### **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](http://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](mailto: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](mailto:internationalbusiness@csun.edu).

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Edited by Molly Greene, Special Projects Coordinator at the Economic Alliance



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