

# San Fernando Valley International Trade Association "Newsletter"

May 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 "Contract Management & Compliance"

**When:** Wednesday - July 16, 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

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 - Non-members

## 2008 Economic Summit Was Great Success

**Panel Focuses on Global Trade**

Whether you are solely a domestic company or one also doing business internationally, you are impacted by global change - and that was the focus of the "Go Global - Global Change in the International Marketplace" panel - part of the 2008 San Fernando Valley Economic Summit held on May 8, 2008 at the Sheraton Universal Hotel, Universal City. The panel was sponsored by HSBC Bank. Over 420 business and civic leaders attended the event.

This is the second year an international-focus panel was included in the program. Topics included information on how businesses can protect their intellectual properties both domestically and internationally, global licensing, international financing, making global payments and collections, and success stories about businesses that have successfully expanded globally.

Jean Frammolino, vice president, HSBC Bank, participated as panel moderator. Panelists included Gary Goldman, president, XYZ Brand Licensing International; Gayle Roenbaugh, regional trade manager, HSBC Bank; and Crystal Zarpas, attorney, Mann & Zarpas, LLP.

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## UCLA Extension Program

**Friday - May 23, 2008**

**9 a.m. to 12 p.m.**

**121 Dodd Hall - UCLA Campus**

**Learn the benefits of adding green practices to your business** - enroll in UCLA Extension's new spring conference.

**Discover the practical aspects of operating a green business** - the challenges, the opportunities, and the profitability of capitalizing on today's sustainability practices. Enroll now in UCLA Extension's timely new conference, **The Business of Green: What's the Payoff?**

**This information-filled program meets on Friday, May 23**, at the Long Beach Westin Hotel, and includes an optional harbor tour on May 22. Don't miss out - **reserve your place today!**

**Who Should Attend?** - Business professionals seeking relevant information on sustainability, implementation techniques, and advice about green practices that work in today's business world.

### Topics Include

- Green Giants of the Entertainment Industry
- Small Business, Big Steps: Leave a Smaller Footprint While Turning Green to Green
- Cleaner and Greener Manufacturing, Trade and Commerce
- Claims, Coverage, and Climate Change: An Insurance Policy for Global Warming Becomes a Premium
- Smart Money Sees a Green Future: Venture Capital and Private Equity

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## Investments

- A Toolbox for Building Green: LEED Certification
- Green Marketing Strategies
- Lean Green Operating Machine

***Don't miss this opportunity to learn more about the business of green with UCLA Extension.***

**ENROLL ONLINE TODAY: [uclaextension.edu/green08](http://uclaextension.edu/green08)**

EARLY BIRD ENROLLMENT SAVES YOU \$75

Enroll by April 20 - \$350

After April 20 - \$375

After May 18 and at the door - \$425

For more information call 310-206-1409.

## Reviving American Competitiveness

We live in a highly interdependent and interconnected economy. There is no room for reversing the globalization trend, even if we wanted to. Globalization is here to stay due to several reasons:

- The majority of the manufacturing base in the U.S. has disappeared.
- We have become an energy dependent nation.
- We rely on other nations, such as China, to finance our ever-growing national debt. The countries in the Middle East, Dubai, Qatar, and Abu Dhabi's sovereign wealth funds have become crucial to the big U.S. commercial banks and investment firms in responding to the recent subprime meltdown.
- Major American employers hire from overseas to meet their technical and specialized skill and talent needs because of domestic security and immigration restrictions, cost-saving measures and today's fully wired/wireless/24-7 business world.

Our formidable competitive advantages are the innovation, creativity and ingenuity of the American entrepreneurs. We need to mobilize small and mid-sized companies to take on the competition in the fast-growth emerging markets and economies. Here are important steps we, as International Trade professionals, need to undertake to revive American competitiveness:

- Helping small business owners understand that once they are set up to having a web presence they are already a global company. And supporting them to be export-ready.
- Teaming up with government organizations to promote Brand America, which stands for stellar quality standards.
- Promoting free trade agreements to include both the people-to-people and business-to-business trade. We need to be ready for a world where knowledge workers around the world are hired online on a

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demand basis.

- Putting together a simple and user-friendly international trade education aimed at sharpening the competitiveness of the people and businesses.

The emergence of a billion consumers from different parts of the world and rising numbers of internet users to three billion by the year of 2011 (stated by Silicon Valley marketing expert Tom Hayes in his new book, "Jump Point") will bring on a tough global competition. We need to be well prepared to maintain our world economic leadership.

Ayse Oge, President of Ultimate Trade, International Trade Consulting, Speaking and Training. She can be reach by e-mail: [oge@earthlink.net](mailto:oge@earthlink.net).

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## The Federation of International Trade

### 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.
- The FITA/KaneTel Program - More services, more providers, special discounts and 1% Customer Rebate.
- Endorse the program along with FITA

Advertise the FITA/KeaneTel Program on your website and in your monthly member newsletter. Contact Kim park, [kpark@fita.org](mailto:kpark@fita.org), 703-391-6120 or toll free 800-969-3482 x2 or Nelson Joyner, [njoyner@fita.org](mailto:njoyner@fita.org), 703-391-6106 or toll free 800-969-3482 x1.

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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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