

Subject: FW: VITA Newsletter

The Valley International Trade Association Newsletter

May 2009



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.

VITA Global Networking Breakfast

"Doing Business in South Africa"

Date: Wednesday - May 20, 2009

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

Location: The Valley Economic Alliance

5121 Van Nuys Blvd., 2nd Floor

BFG Board Room

Sherman Oaks, CA 91403

Our confirmed speaker is Mr. Etienne van Straaten, Consul Political, South African Consulate and Dwayne Gathers, President and CEO, Gathers Strategies, Inc. Register and find out more at our website www.vitainternational.org. For additional information, please call Darcy Winters at 818-379-7000 x109.

Member Price: \$20.00

Non-Member Price: \$25.00

2009 California - China Trade and Investment Conference

Developing Stronger Commercial Ties Between California & China



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Date: Thursday, May 21, 2009

Time: 8:30 a.m. - 6:00 p.m.

Location: Sheraton Hotel, Grand Ballroom

711 South Hope St.

Los Angeles, CA 90017

Cost: Early Bird Savings \$125.00 before April 21, after that date the price is \$150.00

New Markets, New Profits:

Doing Business with China Today

With an economy that's still growing nearly 7% a year despite the global slowdown, China might be the answer to your business profit questions.

But how do you get there from here? By way of the 2009 California-China Trade & Investment Conference.

This World Trade Month Conference will provide valuable insider information to the business owner on how to profit in China now. Expert speakers will go to the core of doing business in China with how-we-did-it case histories of California companies finding success in China. The U.S. Commercial Service will provide case histories of how they have provided valuable services to build successful US-China trade relationships. This is an excellent opportunity to make valuable connections with Southern California Chinese business owners and other California leaders trading and investing in China in 2009.

For additional information on attending the Conference, please call any of these contacts:

U.S. Dept. of Commerce: Julie Anne Hennessy, Director, W. L.A. Export Assistance Center 310-235-7206

Rachid Sayouty, Director, Downtown Los Angeles Export Assistance Center 213-894-4022

Paul Tambakis, Director, Newport Beach Export Assistance Center 949-660-1688 #309

American-Chinese CEO Society: Robert Sun, Director, 714-572-8088 x 101

Patrick D. Mulcahy

Conference Chair, 714-424-9999

Kern Kwong, Ph.D. 949-302-1000

Tom O'Malley 626-437-5421

District Export Council:

Jim Van Eenenaam 858-455-3746

Candace Chen 323-235-3367

Jack Jay 213-489-3500

David Habib 805-494-7393

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org



The Americas Business Forum

Creating Jobs Through Exports

Date: May 27-28, 2009

Time: Wednesday, May 27 registration begins at 7:30 a.m.; Thursday, May 28

One-on-One meetings with U.S. Commercial Attaches

Location: Omni Hotel, 251 S. Olive St. Los Angeles, California 90012

Price: \$285.00 per person

Learn more/register: <http://www.lachamber.com/tabf>

This conference offers the tremendous opportunity to hear U.S. Commercial Attaches from Latin America and Canada, prominent scholars, and international business executives discuss how to identify and develop business in the Americas. The U.S. Commercial Attaches will also be available for one-on-one meetings. The private one-on-one meetings will offer you a chance to learn about export opportunities and explore sales potential for your business in specific markets. As you register for The Americas Business Forum, you will be sent an email confirmation with a link to the U.S. Commercial Service's Web page to set up your one-on-one meeting. Each meeting will last approximately 30 minutes. For more information, contact Julie Anne Hennessy at julianne.hennessy@mail.doc.gov or delia.valdivia@mail.doc.gov.

Be Global - Work Local - Luncheon Seminar

Date: Friday - May 29, 2009

Time: 12:00 Noon-2:00 p.m., registration begins at 11:30 a.m.

Location: The Satellite Telework Centers

6265 Highway 9, Felton, CA 95018

Price: \$30 members; \$40 non-members (online registration until May 27 @ 5 p.m.)

At door: \$40.00 members, \$50.00 non-members (cash or checks only)

Global virtual offices, online collaboration and distance communication tools, telecommuting and local 'telework' centers are all components of the new 21st Century work environment.

[The Monterey Bay International Trade Association \(MBITA\)](#) and [Satellite Telework Centers](#), who are both located in Felton, CA, have joined forces for a luncheon/seminar on the paradigm of the new 21st Century work environment for growing businesses.

Presentations will be given on cost-effective, efficient methodologies and technologies for building businesses both locally and globally through virtual global offices and local 'telework' centers. Also, how small businesses can effectively compete in the global marketplace utilizing Web 2.0 collaboration tools and social networking technology for business communications will be presented.

PRESENTATIONS

Going Global, Working Local: New Forms of Workplace that Work

Barbara Sprenger, CEO, Satellite Telework Centers

Leveraging Social Media to Expand your Visibility Worldwide

Jim Graham, Director of Marketing, Satellite Telework Centers
Introduction to Collaboration Technologies--Do More With Less (live online presentation)

Dan Licata, Regional Manager (Silicon Valley), [WebEx Communications](#)

Gateway to the 'Flat World' of Global Trade

Nick Dawson, President, [Go Electronic](#)

How do MBITA Members and Clients Use Web 2.0 Tools?

Christopher Lucas, President, [IntoWorld](#), Publisher, [The Global Green Guide](#)

LIMITED SEATING

RESERVATIONS REQUIRED

Call the MBITA office at 831-335-4780 or email cristina@mbita.org

For more information, agenda, speaker bios and registration, visit <http://www.mbita.org/events/beglobal-worklocal.html>

Organized by
the Monterey Bay International Trade Association (MBITA) , [TradePort.org](#) and [GlobalCalifornia.com](#)

International Business Etiquette - Part 2

By Ayse Oge

Ayse Oge, from Ultimate Trade interviewed Ms. Ginger Barnard with Barnard Associates on international business etiquette. Ginger was former Deputy Chief of Protocol for Los Angeles County (1983-2005) and is currently serving as Vice President of Protocol & Diplomacy International Protocol Officers Association, and Director of the International Visitors Council of Los Angeles. Below is Part 2 from the interview.

Ms. Oge: What would be the proper attire that gives the impression of assurance, competence, credibility and respect for other people?

Ms. Barnard: It is always best to err on the side of formality in attire in a business situation. I am not referring to tuxedos and ball gowns but to a business suit for men or suit, matching pants suit or a dress for women (no décolletage). Wear the best quality clothing you can afford. With a garment industry in Los Angeles and many discount stores, it is possible to dress stylishly and well on a budget. Your accessories say a lot about you so don't wear a Mickey Mouse watch, whip out a cheap plastic pen or carry a beat up briefcase. Dress for the job to which you aspire, not the one you have.

Business casual is a minefield. Some people come in on casual Fridays looking like they just took out the trash. Dressing well shows respect for your job, your company and the customer. How would you like to do business with someone dressed in wrinkled khakis, a no collar t-shirt and athletic shoes or spandex tights, a revealing top and sexy shoes?

Stockings or no stockings for women? The fashion/trend among younger

women is to not wear hosiery. The fashion magazines promote this by saying no one under 60 should be seen in stockings. I am not so sure that is good advice. It is possible to buy stockings that are super sheer and give the appearance of bare legs. I am old fashioned and think that to be taken seriously in a business setting that a woman should wear stockings, avoid mules (shoes with not backs) and sexy sandals with stiletto heels.

Ms. Oge: What are main conversational taboos?

Ms Barnard: Well, my grandmother used to say you should not talk about money, sex or religion. Some people would reply, what else is there to talk about?

Until you know someone well, I would follow my grandmother's advice. Discussion hot button topics like illegal immigration, evolution versus creationism, pro-life versus pro-choice, conservative politics versus liberal politics could de-rail a business relationship.

Use common sense and discretion. Be especially sensitive when conversing with foreign business associates. Customs vary from country to country. Again do your homework. In some cultures, it is perfectly acceptable to ask you what your salary is. Be prepared for cultural differences to avoid misunderstanding and uncomfortable situations (for you or the other person).

Ms Oge: What is the most embarrassing (and costly) gaffe that you can think of in conducting international business?

Ms Barnard: The situation that immediately comes to mind occurred in 1994 when a French airplane manufacturer lost a \$6 billion deal to build 50 airlines for Saudi Arabia because they did not follow Saudi protocol. The French announced the sale but according to Saudi customs and protocol, it was the Saudi prerogative to make the announcement. The Saudis saw this as a sign that they were not trustworthy and canceled the French purchase.

In a rare intervention by the U.S. government, intensive lobbying by President Clinton and senior U.S. officials, the contract was subsequently awarded to U. S. manufacturers.

Ginger Barnard can be reached at gingerbarnard@ca.rr.com or 310-822-2625. she would be happy to provide a list of books about domestic and international business etiquette and protocol or to answer questions.

Resources

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>.

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 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.

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 to get on the ground floor of California's premiere gateway to global trade.

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.

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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