

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.

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 to 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. For additional information, please call Darcy Winters at 818-379-7000 x109.

Member Price: \$20.00

Non-Member Price: \$25.00

MBITA/TradePort Event



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Visit our Members Websites

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

For more information: 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.

The Risky Business of Currency Fluctuations

Sponsored by Travelex Worldwide Money, Ruesch International, and Treasury & Risk

Complimentary Web Seminar

Wednesday, September 17, at 2:00 p.m. ET

Currency fluctuations can hurt your company's bottom line - but they don't have to. It all comes down to understanding the economic environment and putting a strategy in place to mitigate your risk. Join experts from Travelex Global Business Payments to learn what you need to know to navigate currency ups and downs.

What You Need To Know To Stay Ahead of the Game:

- The Good, the bad and the ugly - how currency fluctuations are impacting U. S. business
- Proven successful strategies for addressing currency fluctuations



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- Applying best practice in your business environment

Speakers:

- Kina Lamarche - Regional Divisional Director North America, Travelex Global Business Payments
- Omer Esiner - Senior Market Analyst, Travelex Global Business Payments
- Moderated by: John DeCesare - Publisher, Treasury & Risk



[REGISTER TODAY!](#)

U.S. Women's Chamber of Commerce

The Small Business Contractors' Forum

The U.S. Women's Chamber of Commerce (USWCC) and the National Association of Small Business Contractors have joined forces to assist business owners to advance small business contracting opportunities across the U.S. through education and connection through the Small Business Contractor's Forums.

Join the USWCC on Thursday - September 25, 2008 as they interview guest expert Delia Valdivia from U.S. Department of Commerce, U.S. Commercial Service, and a VITA Board Member to learn about upcoming Trade opportunities and how to access them.

Thursday - September 25, 2008

9:30 a.m. to 12:00 p.m.

Location:

Embassy Suites LAX-North
9801 Airport Blvd.
Los Angeles, CA 90045

Cost and Registration:

NASBC and USWCC Members \$25, Non-Members \$45

[Register Online](#)

UCLA Extension

Learn about the impact of human rights and terrorism on global business

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Learn how anti-terrorism programs and ethical labor initiatives impact international business in a new two-day UCLA Extension seminar on October 11 & 18 in Westwood Village. (On the side bar on the right, click to watch a video interview with one of the instructors.)

Increasingly, consumers demand almost total transparency regarding the origin of goods they purchase, from working conditions of the factory, age of the workers, and effect of production on the environment, to product safety levels and the impact imported shipping containers has on our vulnerability to terrorist attacks.

UCLA Extension's two-day seminar explores:

- Key aspects of trade security, including U.S. and European government initiatives and private sector responses to the challenges of safeguarding ships and ports from terrorist plots
- The real risks to brands associated with overseas sweatshops, including negative media coverage and consumer boycotts
- How to evaluate working conditions in other countries-ranging from human rights issues, wage and hour problems, and workplace safety concerns.

The Impact of Human Rights and Terrorism on Global Business meets on two successive Saturdays, October 11 and 18, from 8:30am-12:30pm, in Westwood Village.

Don't miss this opportunity to learn about the important issues affecting global trade. For more information call 310-206-1689, or email pwilliam@unex.ucla.edu.

Green Solutions for California Workplaces

Workplaces are more productive when they're green and California Green Solutions helps businesses, communities and families find practical, sustainable and green solutions. Our 2500 articles on CaliforniaGreenSolutions.com highlight California companies and issues that can reduce energy use, improve water and air quality and help grow into tomorrow's global economy. We face shortages of natural resources, contaminated water and other climate and resource changes. But the good news is that together we can change positively with conservation and respect for nature's amazing systems.

California Green Solutions is the only statewide green media and we welcome editorial stories and news releases about green and sustainable solutions for B2B and Consumer applications. We also provide lead generation for green companies that sell sustainable or green products and services. Small and medium companies in particular benefit from the increased search engine visibility that comes from our highly ranked pages. We have the platform -- you have the solutions for California! Let's spread the word together.

Contact: Carolyn Allen, Publisher/Editor-in-Chief, California Green Solutions, 7742 Redlands St., Playa del Rey, CA, 310-827-2510, carolyn@californiagreensolutions.com, www.CaliforniaGreenSolutions.com.

Reviving Doha Global Trade Agreements

The World Trade Organization (WTO) is the only global international organization dealing with the rules of trade between nations. The Doha Development talks is the current trade negotiation of WTO which started in 2001, in Doha, Qatar and the objective is to lower trade barriers around the world to increase trade globally. Despite the recent collapse of the Doha round of trade talks on July 29, 2008 due to China and India insisting on imposing tariffs on key farm imports. Sixteen Southeast Asian nations were able to reach free trade agreements with India, Australia and New Zealand. This agreement is aimed at free flow of goods and services in the region and projecting to boost the annual trade volume to \$50 billion by 2010 from \$30 billion.

Since the end of World War II, the United States Government has become the consistent proponent of free trade, having helped establish the GATT (General Agreements on Tariffs and Trade) and later the World Trade Organization (WTO). Since the 1970s the United States government has negotiated numerous trade agreements such as the North American Free Trade Agreement (NAFTA) in the 1990s, the Dominican Republic-Central America Free Trade Agreement (CAFTA) in 2006 and a number of bilateral agreements (such as Jordan, Israel, Chile and Bahrain).

Free trade is largely responsible for economic recovery both in Europe and Japan after the Second World War and contributed to the growth of overall world GDP by 15% between 1990 and 2004.

Free trade is an effective tool to avoid wars between nations as well. Cordell Hull, America's most well-known and longest Secretary of State (1933-1944) wrote: "If we could get a freer flow of trade, freer in the sense of fewer discriminations and obstructions, so that one country would not be deadly jealous of another, the living standards might rise, thereby eliminating the economic dissatisfaction that breeds war, we might have a reasonable chance for lasting peace."

We need to see Doha's failure as a temporary challenge and focus more on reviving the free spirit of trade through creative agreements that are instrumental in bringing global growth.

Ayse Oge, President of Ultimate Trade, International Trade Consultant, Speaker and Trainer. Ms. Oge can be reached by e-mail at oge@earthlink.net and her website is: www.goglobaltowin.com.

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 or by telephone at 202-482-3468.

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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