

The Valley International Trade Association Newsletter

December 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

"Doing Business in Dubai and the United Arab Emirates"

Date: Wednesday - January 21, 2009

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

Location: The Economic Alliance
5121 Van Nuys Blvd., 2nd Floor
BFG Board Room
Sherman Oaks, CA 91403

Our confirmed speakers are, Wafa Kanan, President, Unique Image and Teresa Powell-Caldwell, Vice President, WET Design. 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

The Valley Business Expo '09

North Los Angeles County's largest business-to-business event!



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Date: Thursday - February 5, 2009

Time: 8 a.m. - 5 p.m.

Location: Pickwick Center in Burbank, CA

Bonus Mega Mixer: 5 p.m. - 8 p.m., Sponsored by the United Chambers of Commerce

The first ever Valley-wide Business Exposition will be held on Thursday - February 5, 2009 at the Pickwick Center in Burbank, California. Over 1,000 attendees are expected to participate in this day-long event geared to promote business opportunities. This "everything you ever wanted to know about doing business" tradeshow is an excellent venue to showcase your business to a variety of local companies and attendees from the San Fernando Valley and beyond. It will also feature procurement opportunities focused on bringing together buyers and suppliers from the San Fernando Valley and beyond, topical information workshops, and a "Green Pavilion" - featuring the latest techniques in how to "green" your business. Opportunities to sponsor and exhibit products and services are available today. Call the Economic Alliance at 818-379-7000 for more information.

Stay Competitive in the Global Economy

UCLA Extension

UCLA Extension offers one of the most comprehensive programs providing a curriculum covering all aspects of the international business.

Taught by experienced practitioners who are experts in their fields and offered in a variety of formats and at different locations, our courses provide a synergistic approach to learning and real-world applications; it's what differentiates our courses from many other programs.

- Compete effectively in the increasingly complex global environment
- Add international business knowledge to your portfolio
- Minimize costly missteps and apply the most current best practices to your business
- Maximize international sales
- Expand your network and connections
- Change or expand your career and enhance your earning potential
- Start a new business or expand the current one

Make your best career move in 2009-enroll now in the International Trade and Commerce programs at UCLA Extension. Courses start Jan. 5.

[Click here to learn more.](#)

Bruce Berton now with Roochi Traders

Accepted position of VP and COO

Darcy Winters

VITA Newsletter Editor

Dwinters@economicalliance.org



Los Angeles-December 4, 2008- Bruce Berton, a Principal and Director of International Business Consulting with Stonefield Josephson, Inc. for the past 12 years, and a VITA Board Member, has accepted the position of Executive VP and COO at Roochi Traders, Inc., a leading importer, wholesaler, and distributor of blanks and private label sportswear and active wear across the U. S. for the past 25 years.

Berton has a 50+ year career in retailing, manufacturing, importing and consulting for the apparel industry, both in the U.S. and internationally.

Delegation Visits from Wuhan, China

The Economic Alliance in conjunction with the Valley International Trade Association hosted a high level delegation from Wuhan, China on December 5, 2008. The group was led by the Deputy Director General of the Wuhan Economic Committee. The group gave an introduction to Wuhan which they described as a modern metropolis with unlimited possibilities. Wuhan is situated in the heart of China on the Yangtze River about 700 miles up river from Shanghai and very near the Three Gorges Dam. The city is a transportation hub and a major industrial city with a thriving automobile sector. Wuhan is also a commercial centre of finance, trade and science, with many international companies located there including our local neighbor, Budweiser. It has a solid infrastructure and some world class universities many of which specialize in science and technology.

The delegation learned about business opportunities in the valley and was especially interested in environmental technology for water purification and air pollution control. For companies in these and other fields the delegation extended a warm welcome to contact them about possible business ventures. They also encouraged valley business people to return their visit and come to Wuhan.

Katherine Whitman, Partner, Pomegranate International. She can be reached by e-mail: pomegranate@att.net or by phone: 818-508-9877.

Hot, Flat, and Crowded

Why We Need a Green Revolution - And How It Can Renew America

In his groundbreaking book, "The World Is Flat," the award-winning New York Times columnist Thomas L. Friedman gives us a sense of globalization and how it affects countries, companies, communities and individuals. In his new book, "Hot, Flat, and Crowded," Friedman points out the problems we are currently facing: global warming, the rise of the middle class all over the world, and how population growth is adversely impacting the lives of the people. The combination of hot, flat, and crowded is putting pressure on energy resources, eliminating plants and animals, emboldening petro-dictatorships, depleting energy and causing climate change.

Friedman emphasizes the correlation of oil and democracy: as oil prices increases, petro rulers boost their revenue and democracies weaken and as oil prices fall, democracies thrive. He also mentions the fact that undereducated, unemployed and frustrated youth in petro states are getting involved in terrorist activities. He also says the best way to remedy the pattern is to cut the demand and invent new substitutes to oil.

Some valuable takeaways from this book are:

- Clean power is going to be the world standard over the next ten years, and clean power tools are going to be the hot global industry and highly desirable exportable products.
- The United States' leadership role is absolutely essential in replacing the inefficient and wasteful practices with the "Code Green" which stands for clean energy, energy efficiency and conservation
- Green products are produced with innovative materials, ingenious designs and creative software. Innovation and the innovative spirit are the keys in propelling the green revolution in reducing costs and producing new products that will potentially open new markets for U.S exports.

Hot, Flat and Crowded is an account of the problems the world encounters and the power of the U.S. in rising to the challenges through a strong and comprehensive renewal strategy.

Ayse Oge, President, Ultimate Trade LLC, Author of Global Business Guide, she can be reached at oge@earthlink.net or <http://www.goglobaltowin.com>.

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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