

The Valley International Trade Association Newsletter

February 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 India"

Date: Wednesday - March 18, 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 speakers are Gunjan Bagla, Managing Director, Amritt, Inc. and Suresh Nihalani, President, Airtera 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

Trade and Investment with AGOA Countries in Africa

Date: Friday - February 27, 2009

Time: 9:00 a.m. - 3:00 p.m.

Location: Irvine Auditorium
at the Monterey Institute of International Studies (MIIS)
499 Pierce Street
Monterey, CA 93940

Organized by
the [Monterey Bay International Trade Association \(MBITA\) TradePort.org](http://Monterey Bay International Trade Association (MBITA) TradePort.org)
GlobalCalifornia.com

In collaboration with
Monterey Institute for International Studies
Monterey County Business Council
[Foreign Commercial Service \(USDOC\)](http://Foreign Commercial Service (USDOC))

In This Issue

VITA Global Networking
Breakfast

Trade and Investment with
AGOA Countries in Africa

VITA Announces New Board
Members & Officers

New VITA Members

Protectionism Defeats Global
Recovery

U.S. Commercial Service

Buy USA E-Newsletter

GlobalCalifornia.com

TradePort

CalTrade Report

Featured Article

Quick Links

VITA Website

VITA Members

VITA Resource Guide

Trade Resources

Last Months Newsletter

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The African Growth and Opportunity Act (AGOA) was signed into law in 2000 with the main objectives of providing tangible incentives for American companies to conduct bilateral trade and investment with African countries that continue their efforts to open their economies and build free markets. Each year, the President evaluates the sub-Saharan African countries and determines which countries should remain eligible. As of April, 2008 there are [39 AGOA-eligible countries](#).

The current AGOA countries in Africa offer ripe incentives and fruitful opportunities for trade and investment in our otherwise sluggish and challenging global economy. This conference will spotlight those African countries that are AGOA members with the greatest demand for American ingenuity, products and technology.

The conference will also cover a general overview of the challenges and roadblocks American companies face in establishing a workable, successful business relationship with African partners and their governments. The conference will highlight proven methods to reach out to the African private sector in the areas America knows best: private enterprise, investment capital, technology transfer and management.

RESERVATIONS REQUIRED

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

Online Registration:

Early bird until Jan. 23, 2009: \$35

After Jan. 23, 2009:

\$45 - MBITA member

\$55 - non-member

ONLINE REGISTRATION

CASH OR CHECKS ONLY

VITA Announces New Board Members & Officers for 2009

The Valley International Trade Association is pleased to announce the newly elected members and officers of its Board of Directors. The first is Brett Tarnet, owner and operator of Brett Tarnet Insurance Services. Prior to becoming a broker-specialist in export credit insurance, Tarnet spent years working for companies in a diverse range of manufacturing environments, and has experience in marketing, operations, and systems analysis.

Brett Tarnet Insurance Services assists companies and lenders in understanding the available options for credit insurance, applying to one or many providers, and selecting the best-fit product. After the policy is issued, services from the company include policy training, courtesy reminders of reporting requirements, assistance with expirations, assistance with communications to insurance providers, and to lenders. Tarnet is licensed in the states of California, Washington, Oregon, Nevada, Utah, Arizona, Idaho, Alaska. She is well-equipped to understand the need of business to streamline the trade finance function. Tarnets' vast educational and hands-on experience, enable her to assist in the most efficient and cost-effective method of securing trade finance transactions.

Our second newest Board member is Andrew Sweibel, Vice-President of

Bobrick Washroom Equipment Inc. has dedicated himself to helping US manufacturing companies strategically expand their international business in the areas of sales, marketing, business development and operations in a career in international trade that has thus far spanned twenty-five years. Sweibel has been the head of their international program since June 2004. Privately owned and managed for over 100 years. Prior to joining Bobrick, Sweibel spent ten years with Surface Protection Industries, Inc., a Los Angeles specialty coatings manufacturer best-known for its Zolatone and Polomyx brand specialty paints.

Bobrick is a global leader in the production of commercial washroom accessories, toilet partitions, warm-air hand dryers, and child care products, the latter under its Koala Kare brand. Bobrick products are made at the company's six manufacturing plants in the US and Canada. Under Sweibel's leadership Bobrick exports to 80 countries through a network of sales offices, warehouses, and independent distribution partners.

The new board members and officers noted above will join the following representatives, who will continue serving on the VITA Board of Directors, Katherine Whitman(Chairman) Partner, Pomegranate International, Ayse Oge (Vice-Chairman), International Trade Consultant, Ultimate Trade, Victor Florian (Secretary), Chief Executive Officer, Rocca International, Robert Rodine, (Treasurer), Principal Consultant, The Polaris Group, Greg Mariscal, Director of International Sales, Elyse Hookaylo-Rosenblatt, Vice President, US Bank, Dr. Barry Soltani, President, Talisman Capital Group, Delia Valdivia, International Trade Specialist, U.S. Commercial Service, Charles Bearchell Ph. D (ex-officio) Professor Emeritus , California State University Northridge, Tony Livoti (ex-officio), President, MBITA.

New VITA Members

VITA is pleased to announce two recent new members. The first is Rogelio Douglas, he is the CEO of GBD Consulting. He has enjoyed a successful 25 year career in international business, establishing new brands and technologies across the Americas, Asia-Pacific and Europe. Rogelio has built several multicultural top performing sales teams to capture new markets and drive explosive marketing and sales development strategies. He is also a trained teacher and accomplished lecturer who has presented at numerous tradeshows, conferences and board meetings. Rogelio Douglas, can be reached by Phone: 805-428-6972, Email: rdouglas@gbdusa.net, Website: www.gbdusa.net.

The second new member is Michael Williams, President of Trade Runner Global. Williams started his business nearly two years ago, a full service International Sourcing Company that specializes in helping companies identify, locate, qualify, secure, and manage the best suppliers around the world to lower costs, assure quality, and improve speed to market for new products. Michael Williams can be reached by Phone: 818-286-2525 or E-mail: Michael@traderunnerglobal.com. Website: www.traderunner.com.

Protectionism Defeats Global Recovery

By Ayse Oge

Free flow of capital, talent and innovation are the main driving forces behind the global growth in the borderless economy. Skype, an internet based phone service company, distinctively demonstrates the global product of the new era. It was founded by a Swede and a Dane who used services of software developers from Estonia and start-up venture capital from the United States and Europe. The company's headquarters was based in Luxembourg, with offices in London and Estonia's capital of Tallinn. Skype grew to 1 million users in one year since its launch in 2003. Within three years, it had 100 million users, with 9 million users a day. America's eBay acquired the company in 2005.

Protectionism stimulated by the domestic economic turmoil in the U.S. aimed at raising import barriers and Buy American momentum will result in less trade and capital inflow into the world economy. In 1930, the U.S. Congress passed the Smoot-Hawley Tariff Act to shut off imports in response to the deep recession. Our trading partners retaliated and the protectionism caused the world-wide Great Depression. President Herbert Hoover's "Buy America Act," which required Federal government projects to use American products, worsened the depression.

Protectionism can result in the following disastrous economic consequences for the U.S. economy:

- It can cause a trade war.
- America being the largest exporter to the world, and fewer exports will result in job losses.
- It can deprive the U.S. of much-needed capital to fund the deficit.
- It can delay the infrastructure projects designed to boost the economy.
- It can create irreparable hostility in relations with other countries.

Protectionism and Buy American constraints in international trade and capital flows are definitely counter-productive in generating recovery from the current downturn, and it will only worsen and prolong the global crisis.

Ayse Oge, President Ultimate Trade LLC, author of "Global Business Guide", her website www.goglobaltowin.com and she can be reached at oge@earthlink.net.

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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