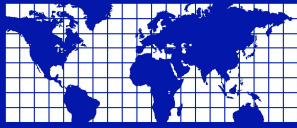


# VITA



**VALLEY INTERNATIONAL  
TRADE ASSOCIATION**

# NEWSLETTER

JULY 2006



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.

## UPCOMING EVENTS

- [ISRAEL EXCHANGE TRIP](#)
- [A GRAND TOUR OF CHINA](#)
- [BUSINESS & TRADE MISSION](#)
- [DECONSTRUCTING THE THREE PILLARS OF INTERNATIONAL TRADE: CERTIFICATES OF PRIGIN, TRADE FINANCE AND FREIGHT](#)
- [GLOBAL NETWORKING BREAKFAST SERIES CALENDAR](#)
- [SAVE THE DATE](#)
- [GOV. SCHWARZENEGGER'S TRADE MISSION TO MEXICO](#)

## RESOURCES

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- [ASIA REAL ESTATE REPORT](#)
- [BUY USA E-NEWSLETTER](#)
- [TRADE RISK GROUP, LLC \(TRG\)](#)
- [TRADEPORT](#)
- [US COMMERCIAL SERVICE & PIERCE EXPORT ASSISTANCE](#)
- [CALTRADE REPORT](#)
- [CAL STATE NORTHRIDGE INTERNATIONAL BUSINESS PROGRAM](#)

**[CLICK HERE TO BECOME A MEMBER OF VITA!](#)**

## [ISRAEL EXCHANGE TRIP](#)

The Economic Alliance of the San Fernando Valley, in partnership with the Valley International Trade Association and the Israeli Consul for Economic Affairs, is exploring a "Business Exchange Trip To Israel" for the purpose of providing Valley businesses with manufacturing and networking opportunities in Israel. Tentative dates are November 6 to 13, 2006.

A few of the major points to this trip are:

- Opportunity to attend a major industry conference – "Telecom Israel 2006"
- Plans to participate in the "Prime Minister's Conference"
- Multiple sight-seeing side trips, if your schedule permits
- 1 on 1 meetings with businesses you want to meet

Please contact Molly Greene if you would like more information.

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[Manufacturing Technology Center](#)  
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[Mgreene@valleyofthestars.org](mailto:Mgreene@valleyofthestars.org) or 818-379-7000.

## **A GRAND TOUR OF CHINA**

### **“THE INSIDERS SECRETS TO DOING BUSINESS WITH CHINA”**

**JULY 15 – 25, 2006**

Here's the ultimate in mixing business with pleasure. Discover what you need to know to successfully trade with China, while you discover the grand sights of Beijing, Shanghai, the Yangtze River, and more.

For more information, please visit:

<http://www.teamchinausa.com/chinaseminar.html>

## **“BUSINESS & TRADE MISSION TO SOUTH CHINA” PROPOSAL**

The purpose of this mission is to provide private-sector delegates with an opportunity to assess and explore specific business opportunities and to promote San Fernando Valley as a world-class business center. Business representatives, as well as education, port and government officials from LA County (San Fernando Valley), will have the opportunity to establish relationships and facilitate closer commercial ties with this dynamic economy. More specific objectives of the mission include: To enhance knowledge if the current economic condition

- To enable business delegates to meet specific business objectives
- To develop and expand relationships between the business, government and multiplier organization in our region
- To promote the San Fernando Valley, our international business port and education resources

For more information contact Jane McMonagle at 818-648-0696 or email [sales@chinabizexpert.com](mailto:sales@chinabizexpert.com)

## **DECONSTRUCTING THE THREE PILLARS OF INTERNATIONAL TRADE: CERTIFICATES OF PRIGIN, TRADE FINANCE AND FREIGHT**

Join East West Bank, the L.A. Area Chamber and Vernon Chamber of Commerce on July 26, 8:30 a.m. to noon at the L.A. Area Chamber of Commerce for a training that will provide you and your staff with an in-depth explanation of the fundamental issues of international trade.

Whether you currently offer international trade support or plan to in the future, this event promises to provide invaluable information that will help you expand support to your clients. Speakers include veteran experts from the legal, banking and goods movement sectors.

Register now or for more information contact International Trade Manager Moises Cisneros at 213.580.7569 or [mcisneros@lachamber.org](mailto:mcisneros@lachamber.org).

## **GLOBAL NETWORKING BREAKFAST SERIES CALENDAR**

- Network with the San Fernando Valley International Trade Community
- Guest Speakers will discuss important topics in today's Global Economy
- Incredible Value!
- Expert Information on International Trade and Networking Opportunities.

## **2006 Global Networking Breakfast Schedule**

Wednesday 7:30 – 9:00 A.M \$25.00 Non-Membership \$20.00 Membership Fee

September 20, 2006 - Sarbannes Oxley

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November 15, 2006 - TBD

(Topics subject to change without notice)

## **SAVE THE DATE**

### **Southern California International Trade Conference**

“Survive and Succeed In The Global Marketplace -  
Tapping the Creativity of the LA Advantage”

Friday – October 20, 2006 - 7:30 AM to 2:00 PM

Universal Sheraton Hotel

333 Universal Hollywood Drive, Universal City, CA 91608

For more sponsor or exhibitor information contact Molly Greene at

[mgreene@valleyofthestars.org](mailto:mgreene@valleyofthestars.org)

Phone: 818-379-7000 x 109 - Fax: 818-379-7077

## **GOV. SCHWARZENEGGER'S TRADE MISSION TO MEXICO**

Gov. Arnold Schwarzenegger has announced he will lead a trade mission to Monterrey, Mexico on August 20-22, 2006. The purpose of the mission is to develop stronger ties between California and Mexico; promote California goods and services and promote the golden state as a place to do business.

To be considered for this event, please respond by July 21, 2006 to Moises Cisneros, international trade manager - 213.580.7569 or [mcisneros@lachamber.org](mailto:mcisneros@lachamber.org).

## **WORLD'S LARGEST CONFERENCE AND EXPO**

Make sure you save November 10-12 for **CIHAF** and the **Asia Property Investment Conference (APIC)** in Shanghai China . This will be the world's largest and most important real estate expo and conference. We are the conference's forum organizer, so if you are interested in speaking or attending, please let us know. We will also print a special issue of the Asia Real Estate Report, listing China 's top developers for this expo, which will be distributed to over 50,000 attendees -- Another Great Advertising opportunity! For more information contact Kamia Taylor, IRETO/ GLOBAL PREFERRED PARTNERS NETWORK at [kamia.taylor@ireto.org](mailto:kamia.taylor@ireto.org) or 310.285.1770

## **ASIA REAL ESTATE REPORT**

The Asia Real Estate Report will be issued June 27<sup>th</sup>. **DON'T FORGET:** You can still download the first issue of the Asia Real Estate Report for free at <http://www.asiarealestatereport.com> . If you are not yet a subscriber to the Asia Report, you will be missing:

- What the recent deals have been in Japan, China, Singapore, Malaysia and elsewhere, including specific pricing, \$/ sq. ft and locations;
- How investing in China compares to investing in India (all discussed in our separate special report, Crouching Tiger vs. Hidden Dragon, available as an added exclusive bonus for subscribers to The Asia Real Estate Report)
- Your opportunity to become a published author by submitting an article to our magazine.
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- When you advertise in The Asia Real Estate Report, your ad also is included in the conference materials for the following quarter.

## **BUY USA E-NEWSLETTER**

The US Department of Commerce Commercial Service has an excellent e-newsletter **Asia Now eNews** that can be read at: <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

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[Western Technology Development](#)  
[World Trade Center Association](#)

**Valley International Trade Association**  
5121 Van Nuys Blvd.,  
Suite #200  
Sherman Oaks, CA  
91403  
Phone: 818-379-7000  
Fax: 818-379-7077

**E-mail Us!**

events throughout the region.

### **TRADE RISK GROUP, LLC (TRG)**

Trade Risk Group, LLC(TRG), a specialty broker of domestic and export credit and political risk insurance, is pleased to announce the addition of Martin Goppelt to the firm. Goppelt will operate the West coast branch of Trade Risk Group. TRG operates in California as, Trade Risk Insurance Agency, LLC.

He was previously with Coface, a leading carrier in the industry. Goppelt will help companies to structure and utilize the benefits of credit and political risk insurance policies to mitigate payment/investment loss, assure accounts receivables cash flow, confidently and competitively seize prime sales opportunities, structure export financing, and enhance the asset quality and financing value of both domestic and export receivable portfolios. He will also continue to serve as Chairman on the Valley International Trade Association.

The principals of Trade Risk Group have been designing and structuring trade credit insurance policies for decades. Identifying the right insurance market, as well as understanding and structuring a credit insurance policy for your company's receivables management needs can be time consuming and challenging. Trade Risk Group can make the process easy and effective. As a leading independent trade risk broker, we will assess your unique needs, access all appropriate underwriters, and tailor the most valuable and cost effective policy for your company.

To learn more about Trade Risk Group and how credit insurance can benefit your company, please visit [www.traderiskgroup.com](http://www.traderiskgroup.com).

Martin T. Goppelt, West Coast Branch Manager - Trade Risk Insurance Agency  
537 Washington Blvd., Marina del Rey, CA 90292  
Tel: 310-821-4586 Cell: 310-621-4586 Fax: 858-712-1951

### **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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### **US COMMERCIAL SERVICE & PIERCE EXPORT ASSISTANCE**

Continuing its long-standing relationship with VITA and the Economic Alliance of the San Fernando Valley, the US Commercial Service and the Pierce International Trade Center will be available in the Economic Alliance offices to meet with companies to discuss their international opportunities. Make your appointment today to learn new global markets for your services & products. Call Sandra Edwards at 310-882-1043, email [Sandra.Edwards@mail.doc.gov](mailto:Sandra.Edwards@mail.doc.gov) or contact the Pierce International Trade Center at 818-710-4537 to schedule an appointment.

**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.

**CAL STATE NORTHRIDGE INTERNATIONAL BUSINESS PROGRAM** Funded by a grant from the US Department of Education, this program offers one-on-one export consulting to small to medium size businesses free in collaboration with the CITD, SBDC, and the Wells Fargo Center for Small Business & Entrepreneurship. Call Carlos Gallardo, Program Manager at (818) 677-6211 or [internationalbusiness@csun.edu](mailto:internationalbusiness@csun.edu).

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*Edited by Molly Greene, Special Projects Coordinator at the Economic Alliance*

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