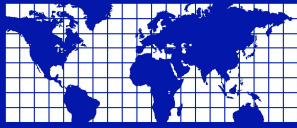


VITA



**VALLEY INTERNATIONAL
TRADE ASSOCIATION**

NEWSLETTER

January, 2007



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

- **GLOBAL NETWORKING BREAKFAST**
- **GLOBAL CALIFORNIA - CHALLENGES AND SOLUTIONS**

RESOURCES

- **VITA ELECTS NEW CHAIRMAN AND BOARD OF DIRECTORS**
- **HIGHLIGHTS FROM MAYOR VILLARAIGOSA'S 2006 TRIP TO ASIA**
- **TREES AND MORE TREES...**
- **EMERGING MARKET - CHILE**
- **TEN WONDERS OF THE "NEW CHINA"**
- **BUY USA E-NEWSLETTER**
- **TRADEPORT**
- **US COMMERCIAL SERVICE & PIERCE EXPORT ASSISTANCE**
- **CALTRADE REPORT**
- **CAL STATE NORTHRIDGE INTERNATIONAL BUSINESS PROGRAM**

CLICK HERE TO BECOME A MEMBER OF VITA!

GLOBAL NETWORKING BREAKFAST

**VITA Global Networking Breakfast
Wednesday – February 21, 2007**

7:30 a.m. – 9:00 a.m. at the Economic Alliance
5121 Van Nuys Blvd. - BFG Board Room, Sherman Oaks, CA 91403

“ Business Opportunities in Turkey”

Continental Breakfast will be included. Members pay \$20.00 and non-members pay \$25.00. Register and find out more at our website www.vitainternational.org If you have any questions, please call Darcy Winters at 818-379-7000.

GLOBAL CALIFORNIA – CHALLENGES AND SOLUTIONS

**March 16, 2007 – Sacramento, CA
8:00 a.m. – 2:30 p.m.**

Presented by the Monterey Bay International Trade Association (MBITA), Trade Port and the CalTrade Report. The fourth annual “Global California Challenges and Solutions” conference will bring together small and mid-sized

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businesses, trade and financial service organizations in both the public and private sectors with trade experts from across the state to dialog on the current issues and opportunities facing California's global trade community. Expert panelists will address major topics of interest to global traders looking to increase their share of the international markets for California-sourced goods and services. The event will be more interactive than in previous years with a unique question and answer dialog with conference attendees facilitated by a roving host. The event will be held at the California Chamber of Commerce, 1215 K Street, 14th Floor (at the corner of 13th and K Street Esquire building), Sacramento, CA 95814. For more information contact Monterey Bay International Trade Association (MBITA) P.O. Box 523 Santa Cruz, CA 95061 Tel: 831-335-4780 Fax: 831-335-4822 e-mail: tlivoti@mbita.org website: www.mbita.org

VITA ELECTS NEW CHAIRMAN AND BOARD OF DIRECTORS

VITA is pleased to announce the election of our 2007 Board of Directors who will serve as the governing body of VITA. Barry Soltani of Talisman Capital Group was elected Chairman, Bruce Berton of Stonefield Josephson, Inc. was elected Vice-Chairman, Katherine Whitman of Pomegranate International was elected as Treasurer, and Delia Valdivia of the US Department of Commerce was elected as Secretary. In addition, our members serving as Directors are as follows: Charles A. Bearchell of California State University Northridge, Victor R. Florian, of Rocca International USA, Inc. Also, Elyse Hookaylo-Rosenblatt of US Bank, Robert Krieger of Norman Krieger, Inc, Tony Livoti of MBITA as an ex-officio Director, Ayse Oge of Ultimate Trade, Madeleine Prochzha of Hanson Research, and Robert Rodine of the Polaris Group. The leadership and experience of these individuals will enhance our efforts to strengthen the development of international trade opportunities for this region. We are already off to a great start for 2007; we have a group of remarkable regional leaders, who will bring new opportunities and positive changes for the future of VITA.

HIGHLIGHTS FROM MAYOR VILLARAIGOSA'S 2006 TRIP TO ASIA

In October of 2006 Mayor Antonio Villaraigosa took a three week trip to Asia with the purpose of promoting the City of Los Angeles to "sell our city". The global economy is tied to Los Angeles; we are a premier gateway for global trade and the largest manufacturing center. In carrying that responsibility we must become a first class model for other countries to follow. The mayor spoke of ways to achieve this by enhancing our infrastructure, and that we must grow, but we must grow green. The mayor recognizes that the Port of Los Angeles contributes much to the problem of pollution and in 2007 one of the Mayor's goals is "green growth for trade". He intends to follow through with this goal by encouraging business to take more responsibility for the preservation of our environment by making changes such as: using renewable energy sources, and proper means of disposal. The Mayor is committed to reducing pollution as well as global trade growth. The Mayor would like to visit Israel and then onto the Middle East for his next trip.

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TREES, AND MORE TREES...

International business, although we are now in 2007, still relies heavily on paper. Be it for invoicing, banking, or communications even, tons and tons of the white pulp is still being used (and abused) everyday. Foreign countries, such as Latin American countries in particular, expect invoices to be issues in their own language, often in great detail to meet local regulations. Consequently, one has no choice but to issue "manual" invoices to meet that demand, no matter how long and paper-consuming the additional verbiage may be. So-called "free-trade" countries require the addition of special

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certificates. Paper documents issued manually to reflect the above must, of course, be issued in triplicate originals with as many copies attached. Also, there is the shipping documentation: heavy equipment forwarders, many of whom still require a manual Shipper's Letter of Instructions, consisting in one original paper form and six or seven copies, to accompany the shipment. In addition, should one happen to be an occasional customer only, a Federal Aviation Administration certificate verifying that no dangerous items are hidden is now mandatory. In what was supposed to be the "paperless age", more paper is probably being used and discarded today than was 30 years ago, when manually typed documents were carefully prepared to avoid any error. Now, however, if an error is made, paper is quickly discarded and the document is reprinted. Thank heavens for recycling! Unfortunately, that won't replace the forests being currently denuded to meet the ferocious demand for paper today.

Madeleine Prochazka, Mgr. Marketing Support, Hanson Research

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EMERGING MARKET- CHILE

Chile is one of Latin America's most dynamic and promising markets. Its strength and attractiveness lie not in its size (population of 15 million people) but in the energy and professionalism of its entrepreneurs, the transparency of its regulations, and the predictability of its decision-makers. A few of Chile's advantages are as follows: market economy, during the 80's Chile became the first and was for many years the only country in South America that proceeded to open its economy and innovate in various industry and government sectors to reduce the size of government and reenergize business and growth. Low import duties and no protectionism, in the 80's, Chile established the policy of dropping its import tariffs to increase local competition and negotiate trade agreements to promote trade and economic growth. Low tariffs encourage entrepreneurs to import what would be more expensive to make in Chile, and to develop new export markets where they have a competitive advantage. Streamlined Import and Customs Clearance Procedures, all customs clearance procedures are carried out at once upon arrival of the merchandise by going to an electronic document system, the clearance procedure takes one day. Chile is a safe, attractive, competitive, and very open market. Opportunities for the US Firms are as follows:

- Environmental Technologies
- Telecommunication Equipment and Services
- Medical Equipment and Services
- Computer Hardware, Software, and Services
- Architectural, Engineering, and Construction Services
- Food Processing Equipment and Services
- Financial Services
- Mining Equipment and Services
- Security Equipment and Services
- Material Handling Equipment and Logistics
- E-Commerce Services

Establishing a local subsidiary or branch gives the best guarantee for the exporter in terms of receiving efficient service and appropriate promotion of its products. This method of market penetration may involve a considerable investment, but can be justified if sales are large in volume or when local service support and/or inventory are necessary. Another practical and more common market entry strategy is to appoint an agent or rep with good access to relevant buyers and with technical expertise. The U.S. firms can take advantage of U.S. Department of Commerce services which include market research, matchmaking, company profiles, gold key service and video conferencing.

Ayse Oge, Ultimate Trade LLC, International Trade Consulting, Speaking

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TEN WONDERS OF THE “NEW CHINA”

China is undergoing a massive facelift as we speak and construction has begun on massive architectural wonders that will be the keystone of the “New China”. The first wonder is the Commune in Beijing. Currently, the Commune is now operated as a boutique hotel by the Germany luxury hotel group Kempinski, which is responsible for an upcoming expansion, which will feature 21 homes. Guests of the hotel have the pleasure of admiring the Great Wall of China on one side and a breathtaking mountain range on the other. The complex includes houses by 12 of Asia’s leading architects. The project was conceived by married real-estate developers Zhang Xin and Pan Shiyi, who gave each architect a \$1 million budget. One element however, will remain untouched in the new development: the Commune’s private pedestrian trails, which trace untouched sections of the Great Wall.

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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 events throughout the region.

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.

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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 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.

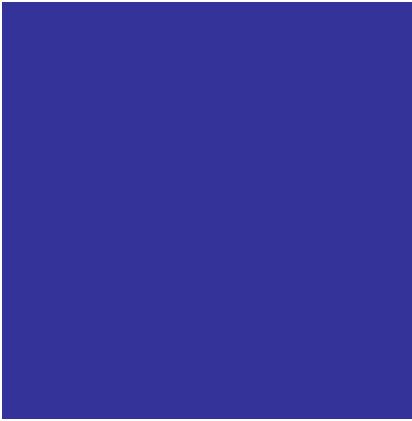
CAL STATE NORTHRIDGE INTERNATIONAL BUSINESS PROGRAM

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.

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Edited by Darcy Winters, Special Projects Assistant at the Economic Alliance



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