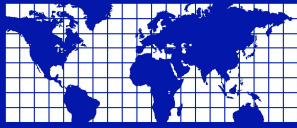


# VITA



**VALLEY INTERNATIONAL  
TRADE ASSOCIATION**

# NEWSLETTER

July 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

- **VITA GLOBAL NETWORKING BREAKFAST**
- **2007 CHINA GLOBAL CONFERENCE**
- **BIS EXPORT REGULATION COURSE**
- **ZHONGLOU(CHANGHOU) ECONOMIC ENVIRONMENT AND BUSINESS AND INVESTORS OPPORTUNITIES SEMINAR**

## RESOURCES

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- **TEN WONDERS OF THE "NEW CHINA"**
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- **BUY USA E-NEWSLETTER**
- **TRADEPORT**
- **US COMMERCIAL SERVICE & PIERCE EXPORT ASSISTANCE**
- **CAL STATE NORTHRIDGE INTERNATIONAL BUSINESS PROGRAM**

*Click Here to Become a Member of VITA!*

### **VITA GLOBAL NETWORKING BREAKFAST**

**" Environmental Impact on Global Trade"**

**Wednesday – August 15, 2007**

7:30 a.m. – 9:00 a.m. at the Economic Alliance

5121 Van Nuys Blvd. - BFG Board Room, Sherman Oaks, CA 91403

Continental Breakfast is included. Members pay \$20.00 and non-members pay \$25.00. Register and find out more at our website

[www.vitainternational.org](http://www.vitainternational.org). If you have any questions, please call Darcy Winters at 818-379-7000.

### **2007 CHINA GLOBAL CONFERENCE**

**July 12-13, 2007**

**8:00 a.m. - 5:00 p.m.**

Plan to attend the Premier conference on China. You don't have to travel to China to enjoy the direct access to Chinese companies with investment opportunities. Meet with a 110 member Chinese delegation led by the mayor of Chanzhou, Mr. Wang Weicheng. The delegation includes 55 owners of small to mid-sized companies with annual sales revenue ranging from \$20 million to \$350.00 million (USD) who wish to set up offices in the United States and are actively seeking U.S. investment, partners and distribution channels. The one

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conference that delivers unparalleled access to China.

- Access to potential investment deals and partners
- Access to world-class speakers who are influential Chinese leaders
- Access to Chinese companies and government officials

The event will be held at Western Bonaventure, 404 S. Figueroa St. Los Angeles, CA 90071. VITA members will receive a \$100.00 discount on registration. For more information or to make a reservation contact Rebecca Wang, Program Coordinator at 1-800-665-3609 or by e-mail at [rwang@apucc.org](mailto:rwang@apucc.org), Website: [www.gatewaytochina.us](http://www.gatewaytochina.us)

## **BIS EXPORT REGULATION COURSE**

**August 15-16**

**8:30 a.m. - 4:00 p.m.**

The Bureau of Industry and Security, in cooperation with the Southern California Regional District Export Council, and the U.S. Commercial Service in Southern California, invites you to attend a workshop on the Export Administration Regulations and Export Management Compliance Program. This program is well suited for those who need a comprehensive understanding of their obligations under the Export Administration Regulations ("EAR").

The course will be held on August 15 and 16 from 8:30 a.m. to 4:00 p.m.

### **Cost:**

\$325 for both days includes continental breakfast, lunch and training materials. Refund cut off date is July 31, 2007

### **Location:**

Sheraton Universal Hotel at Universal City  
333 Universal Terrace Parkway  
Universal City, CA 91608.

**REGISTRATION:** <https://www.acteva.com/go/bisexportregcourse>

For more information please call Jason Sproule at the Newport Beach Export Assistance Center at (949) 660-1688.

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## **ZHONGLOU (CHANGZHOU) ECONOMIC ENVIRONMENT AND BUSINESS AND INVESTMENT OPPORTUNITIES SEMINAR**

**July 20, 2007**

**3:30 p.m. – 8:00 p.m.**

The district of Zhonglou is located at the center of Changzhou City, which is one of the "Top 50 cities in China with great comprehensive strength", and one of the "Top 40 cities in China with sound investment environment." Zhonglou is the political, economic, cultural center of Changzhou city. In this seminar you will learn about the Economic Environment and Business and Investment Opportunities in Zhonglou City, Jiangsu Province.

The event will be held on Friday, July 20, 2007. Registration begins at 3:00 p.m.

### **Location:**

Pacific Palms Resort  
One Industry Parkway  
Industry Hills, CA 91744

### **Registration:**

Please send registration form by fax or email to Los Angeles Office of China Council for the Promotion of International Trade. Dawei Chen President, Los Angeles Office of CCPIT, 907 N. Monterey St. Unit D Alhambra, CA 91801. Tel: 626-570-1936, Fax 626-570-0228, email: [dadachen@yahoo.com](mailto:dadachen@yahoo.com).

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## **HIGHLIGHTS FROM THE JUNE 20<sup>TH</sup> GLOBAL NETWORKING BREAKFAST India Today**

[Meditation Arbitration Group](#)  
[Norman Krieger Inc.](#)  
[Pacific Import & Export Systems](#)  
[Pomegranate International Small Business Administration](#)  
[Stonefield Josephson Inc. CPA](#)  
[Unicorp Inc.](#)  
[United Parcel Service](#)  
[U.S. Department of Commerce](#)  
[Valley International Trade Association](#)  
[Vidatak, LLC](#)  
[Western Technology Development Inc.](#)

Valley International Trade Association  
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Fax: 818-379-7077  
[E-mail Us!](#)

One of the speakers at the breakfast was Mini Guleria, owner of Macroscope Market Resourcing. Below is a summary of her presentation. She spoke on the current changes on international trade in India. The following are some facts on assessing the current situation in India. India is one of the fastest growing economies in the world; its GDP has crossed \$1 Trillion mark. The economy is growing at 9.2% annually and accelerating. Some factors that have an impact on the current state of international trade in India are as follows: there is an abundance of young, educated people below the age of 35. Every year nearly 500,000 (1/2 million) student's graduate from the universities in India. The government provided education is free until high school, and the children are driven from childhood for competition, advancement and success. Despite having 14 official regional languages, English is the one common language and is the medium of instruction in schools and colleges. The Indian Government is waking up to the fact that they cannot remain a closed-door economy; they must open the doors and let the world come in. In light of these facts, the steps below are being taken to insure trade relations will grow.

- Major push towards free trade and open economy.
- Deregulation of key industries such as telecom and airlines. Today there are 8 airlines in the private sector.
- All the telecom companies in the world are vying with each other for a share of one billion telephone users.
- Streamline of Bureaucracy.
- Investment in infrastructure development.

Mini D. Guleria, Macroscope Market Resourcing, Email [mguleria@yahoo.com](mailto:mguleria@yahoo.com), Tel: 818-708-9830.

### **Key Differences in Doing Business with India vs. China**

An additional speaker was Bruce Berton, Director of International Business Consulting at Stonefield Josephson, Inc. Below is a summary of his presentation. Berton spoke on the subjects of culture, business practices, IP security, Democratic vs. Communistic political systems and their affect on business and trade issues, justice systems, finance and investment issues. In both countries there is no easy way to conduct business without proper infrastructure in place. The keys to doing business in countries **facts, plans, execution, supervision**. A few issues that are involved when you do business with these two countries are: both countries have many logistical as well as communication problems, even though India is an English speaking country. The export issues were many as both India and China have many restrictions on products they will allow to be exported to their country. In addition, payment issues were also covered as to what is acceptable, giving terms, and insurance to cover full payment of the exporter's product. There are differences in the pros and cons of working in both countries, and one can not assume that one can work the same way in both countries. In fact, it was brought out that each region in each country is different in their work ethic.

Bruce Berton, Director of International Business Consulting, Stonefield Josephson, Inc. Email: [bberton@sjaccounting.com](mailto:bberton@sjaccounting.com), Tel: 310-453-9400

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#### **THE 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 sixth wonder is the Linked Hybrid, in Beijing. Linked Hybrid, which will house 2,500 people in 700 apartments covering 1.6 million square feet, is a model for large-scale sustainable residential architecture. The site will feature one of the world's largest geothermal cooling and heating systems, which will stabilize the temperature within the complex of eight buildings, all linked at the 20<sup>th</sup> floor by a "ring" of service establishments, like café's and drycleaners. A set of dual pipes pumps water from 100 meters below ground, circulating the

liquid between the buildings' concrete floor. The result: The water-circulation system serves as a giant radiator in the winter and cooling system in the summer. It has no boilers to supply heat, no electric air conditioners to supply cool. The apartments also feature gray-water recycling, a process that's just starting to catch on in Beijing in much smaller buildings to filter waste water from kitchen sinks and wash basins back into toilets. Linked Hybrid broke ground on December 28, 2005, and is scheduled for completion in 2008.

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#### **FITA**

The Federation of International Trade is recognized worldwide as a valuable source of information for International professionals worldwide.

- Learn how your organization can earn non-due revenue equivalent to 2 or more new memberships per month for the next five years.
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- Endorse the program along with FITA

Advertise the FITA/KeaneTel Program on your website and in your monthly member newsletter. Work with FITA to sign up your members and receive non-dues revenue - ask me how! Start earning non-dues revenue today! Contact Kim Park, [kpark@fita.org](mailto:kpark@fita.org), 703.391.6120 or toll free 800.969.3482 x2 or Nelson Joyner, [njoyner@fita.org](mailto:njoyner@fita.org), 703.391.6106 or toll free 800.969.3482 x1

#### **BUY USA E-NEWSLETTER**

The US Department of Commerce Commercial Service has an excellent E-newsletter Asia Now eNews. Please refer to the following website to subscribe <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](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 Darcy Winters, Special Projects Assistant at the Economic Alliance

