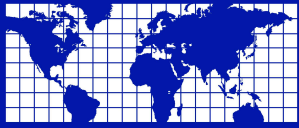


VITA



**VALLEY INTERNATIONAL
TRADE ASSOCIATION**

NEWSLETTER

November, 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

- [GLOBAL NETWORKING BREAKFAST SERIES](#)
- [WORLD'S LARGEST CONFERENCE AND EXPO](#)
- [BUSINESS & TRADE MISSION](#)

RESOURCES

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NOVEMBER 15 - NETWORKING BREAKFAST

Wednesday – November 15, 2006

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

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

“Homeland Security”

“The World of International Trade Since 9/11”

U.S. Immigration and Customs Enforcement (ICE) will provide a Project Shield America briefing that includes an overview of ICE and national security-related export laws. Project Shield America (PSA) is an industry outreach initiative developed by ICE to prevent the illegal export of sensitive U.S. munitions and strategic technology to terrorists, criminal organizations and foreign adversaries. ICE is the largest investigative arm of the Department of Homeland Security (DHS) and enforces export laws administered by the U.S. Departments of State, Commerce, and Treasury. The PSA briefing will be provided by an ICE Special Agent from the office of the Special Agent in Charge, Los Angeles (SAC/LA). The SAC/LA will emphasize how private industry and law enforcement can work together to prevent illegal exports and transactions that compromise national security.

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Visit our Members Websites:

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This is an excellent opportunity to **NETWORK, FIND OUT** about **IMPORTANT NEWS**, and **LEARN** about International Trade from **EXPERTS**

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

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 or 310.285.1770

"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

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GLOBAL BRANDING

In the borderless economy based on commodity production, your brand can be the most important asset to set your product/service apart from competitors. Companies are moving from the price competition and more relying on the emotional punch that their brand offers to win consumers and maximize their sales and profits. Not long ago Motorola was perceived by the consumers as tech-driven seller of products, not a brand. The enormous success of RAZR, the ultra-light and very thin cell-phone changed their image and helped the company to position itself as a major consumer brand. The key to successful branding is creating the ultimate satisfying experience that the consumers remember by focusing on the look and feel of the product and not so much on the price.

Guidelines of Building Global Brands:

- **Build a strong home base**

Follow the rule of 80/20 by focusing on the needs and expectations of twenty percent of your local customers that provide the eighty percent of business.

- **Target the international competitive markets**

Focus on entering foreign markets that you can leverage your competitive advantages based on your core value, longevity in the business, market specialty, how your product is made or leadership in product/service or technology.

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- **Take advantage of co-branding and foreign distributors strength**

Building your brand awareness in a foreign market through co-branding strategy and distributors established brands help you to achieve early success. The distributors provide you with the customers and get the recognition you need to promote your products and services in a particular market.

- **Niche marketing**

As you move into the consumer awareness phase in the foreign country, target the niche markets where there is little or no competition, potential growth and your product/service have a strong appeal on the part of consumers.

- **Go global act local**

Respect the cultural differences to make the emotional connection with the foreign audience. Stephen Covey's best seller book, "Seven Habits of Highly Effective People" sold less than 5000 copies when it was first translated into Japanese. Instead of a literal translation from English, the book was reworked to convey meaning in a style that fits the Japanese way of thinking which sold over million copies in Japan.

- **Appoint local companies to develop culturally appropriate and sensitive marketing campaign**

A successful campaign needs to have a clear, defined objective and a powerful idea or icon that captures the imagination of the global customers.

Global branding gives you edge in premium pricing, attracting co-branding, licensing opportunities, hiring the best employees and exercising power in any type of negotiations. In the global economy almost everything can be commoditized, your brand is the only invaluable asset to win the hearts and minds of consumers.

For more information contact: Ayse Oge, President of Ultimate Trade LLC International Trade Consulting, Speaking and Training Phone: 818-609-9196 or e-mail: <mailto:oge@earthlink.net>

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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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