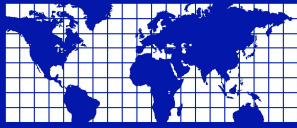


VITA



VALLEY INTERNATIONAL
TRADE ASSOCIATION

NEWSLETTER

September 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 SOUTHERN CALIFORNIA GLOBAL TRADE SUMMIT
- UCLA EXTENSION HOSTS OPEN HOUSE FOR BUSINESS, MANAGEMENT, AND LEGAL PROGRAMS
- CHINA HOUSEHOLD APPLIANCES FAIR (FREE ROOM, REGISTRATION, BOOTH SPACE, etc.)

RESOURCES

- VITA RESOURCE GUIDE
- GLOBAL LEADERSHIP
- TEN WONDERS OF THE "NEW CHINA"
- GLOBALCALIFORNIA.COM
- US COMMERCIAL SERVICE & PIERCE EXPORT ASSISTANCE
- CALTRADE REPORT
- CAL STATE NORTHRIDGE INTERNATIONAL BUSINESS PROGRAM

Click Here to Become a Member of VITA!

VITA GLOBAL NETWORKING BREAKFAST

"Doing Business in Vietnam"

Wednesday – October 17, 2007

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

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

Our speaker for the breakfast is David Honda, President of the Asian Business Association of the San Fernando, Simi, and Santa Clarita Valleys.

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. If you have any questions, please call Darcy Winters at 818-379-7000.



SOUTHERN CALIFORNIA GLOBAL TRADE SUMMIT

Don't miss the opportunity to explore the latest global trends, products and

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Visit our Members Websites:

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[Asian Business Association](#)

[Asmara USA Inc.](#)

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[Silverman & Klestadt LLP](#)

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Services.

Friday, November 30, 2007
7:00 a.m. - 2:00 p.m.
Sheraton Universal Hotel, Universal City

The Economic Alliance and the Valley International Trade Association will host the "Southern California Global Trade Summit," featuring the latest information on hot markets, products and services to help businesses expand profitably. Last year, over 200 businesses participated.

Be sure to sign up for sponsorships, exhibits and tickets now for the best placement available at www.vitainternational.org. For more information, contact Erica Gass at the Economic Alliance of the San Fernando Valley 818-379-7000 x110 or e-mail: egass@valleyofthestars.org

UCLA EXTENSION HOSTS OPEN HOUSE FOR BUSINESS, MANAGEMENT AND LEGAL PROGRAMS

Thursday, September 20, 2007
6:00 p.m. to 8 p.m.

Every year thousands of people discover the valuable role that continuing education can play in their careers by taking classes from UCLA Extension's Business, Management and Legal department. To introduce newcomers to its extensive offerings of business, management, and legal courses and certificate programs, UCLA Extension is hosting an open house on Thursday, Sept. 20, from 6 to 8 p.m. The open house will take place in room 204 of the UCLA Extension Lindbrook Center, 10920 Lindbrook Drive, in Westwood Village. At the open house, UCLA Extension instructors and staff members will be on hand to answer questions about courses and programs in Accounting, Advertising, Business and Management of Entertainment, General Business, Film Production, Human Resources Management, International Trade and Commerce, Investment Banking (Online), Marketing, Paralegal Training, Personal Financial Planning, Real Estate, Taxation, and Vintage. The open house also features a demonstration of online courses, information about internship opportunities available to certificate program students, and drawings to win discounts for fall 2007 courses.

To make a reservation for the open house email:

BaMOpenHouse@uclaextension.edu or call (310) 825-7031.

For information about UCLA Extension's Department of Business, Management & Legal programs visit www.uclaextension.edu/businessandmanagement

CHINA HOUSEHOLD APPLIANCES FAIR

The China Council for the Promotion of International Trade, China Chamber of International Commerce, and Anhui Provincial Government will sponsor the 2007 China International Household Appliances Fair between October 10 and October 13 in Hefei City.

This is a unique opportunity to further promote business transactions and help establish cooperation between manufacturers, importers, exporters, distributors, wholesalers and retailers in the electrical household appliance industry all over the world.

This event is free of charge; the only expense required is the flight to Hefei City, the capitol of Anhui Province.

The following will be provided by the organizer:

- A free 3x3 standard booth to display products/samples/brochures
- A free room in a four star hotel for 5 days during the fair for one participant from one company
- Fee transportation during the fair, including pickup at the airport

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[Norman Krieger Inc.](#)
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Valley International Trade Association
5121 Van Nuys Blvd.,
Suite #200 2nd Floor
Sherman Oaks, CA 91403
Phone: 818-379-7000
Fax: 818-379-7077
[E-mail Us!](#)

- Free translation service
- Free registration fees

One of the advantages of this event is that there will be more than 1000 companies in the appliances industry including; manufacturers, importers, exporters, distributors, wholesalers and retailers from all over the world. Some familiar name brands with representatives that will be in attendance are Fillips, Siemens, Hitachi, Sony and nearly all the Chinese famous brands.

For more information please contact Mr. David Chen, 907 N Monterey St. #D, Alhambra, CA 91801. Tel: 626-236-0920, Fax: 626-570-0228. Email:dadachen@yahoo.com.

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VITA RESOURCE GUIDE

VITA is pleased to present our new online Resource Guide which will be made available starting October 1,2007. This valuable tool provides interested parties with access to the VITA Board of Directors who are experts in their field. This purpose of the Guide is to provide local business owners, entrepreneurs, and those in the field of international trade with access to specialists in the global market industry.

The mission of VITA is to promote the San Fernando Valley as a leader in international trade and to help local businesses compete in the global economy. This Guide represents a commitment made by the Board of Directors to meet the need for information, assistance, and support to helping businesses grow globally.

Utilization of the Resource Guide is open to the general business community. Members of VITA will have the added membership benefit of consulting with specialists on a limited general basis at no cost. VITA is not responsible for the accuracy of the general information requested, and any further contractual relationship that might take place with the VITA Board Members is strictly private and non-related to VITA.

Be sure to check out the Resource Guide at www.vitainternational.org after October 1, 2007.

GLOBAL LEADERSHIP

In a 1998 study conducted by the Massachusetts Institute of Technology (MIT) in Cambridge, researchers found that 20 percent of the companies surveyed had “nowhere near enough global leaders”, and a quick tally of the numbers reveals more than 80 percent of the companies surveyed indicated they were lacking the global leaders they believed were needed in their companies. The study goes on to state, “companies say that developing competent global leadership is the most important critical resource for achieving future global business success”. Technology has not only intensified the local and global competition, it has also empowered the customer to become extremely savvy in terms of product, brand and information choices. Global leaders need to strike a balance between their vision that embraces the culture of binding everyone together within the organization and the process of respecting and encouraging local and market-sensitive cultures to achieve long-term success. For example, when the company of US Frito-Lay wanted to establish a European presence, it acquired snack food companies in European countries: Spain, Portugal and Uzay Gida in Turkey. The company took many instrumental steps towards building Frito-Lay Europe by respecting local cultures with varied tastes and preferences. Bill McLaughlin, the CEO of Frito Lay, came up with an effective strategy:

- Develop a strong team based on celebrating differences.
- Create the best set of values to build trust and understanding.
- Identify specific cultural preferences pertaining to the flavors of snacks.
- Shift from a variety of different brands to one with local presence by re- badging and printing the Frito-Lay “sun and banner” logo on the packages
- Put together quality standards that are aimed at manufacturing premium products

Global companies need to work together with people across national boundaries. To succeed in this, differences can and should be minimized by pursuing the company’s grand vision, which will eventually lead to having a positive impact on both the local and larger community.

Compliments of Ayse Oge, President of Ultimate Trade, International Trade Consulting, Speaking and Training. Contact Ayse by Phone 818-609-9196, or E-mail:oge@earthlink.net

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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 eighth wonder is the Olympic Stadium, in Beijing. Sports stadiums have long followed the enduring design of one of the original wonders of the world, Rome’s Coliseum. Herzog & de Meuron’s national Stadium in Beijing is an attempt to rethink the classic sports-arena layout for more ecologically correct times. The Swiss architects (of Tate Modern fame) wanted to provide natural ventilation for the 91,000-seat structure-perhaps the largest “eco-friendly” sports stadium designed to date. To achieve this, they set out to create a building that could function without a strictly enclosed shell, yet also provide constant shelter for the audience and athletes alike. To solve these design problems, they looked to nature for inspiration. The stadium’s outer grid resembles a bird’s nest constructed of delicately placed branches and twigs. Each discrete space within the facility, from restrooms to restaurants, is constructed as an independent unit within the outer lattice, making it possible to encase the entire complex with an open grid that allows for natural air circulation. The architects also incorporated a layer of translucent membrane to fill any gaps in the lacy exterior. The stadium is currently under construction and is set to be completed in 2008.

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GLOBALCALIFORNIA.COM

The Monterey Bay International Trade Association (MBITA) at the San Fernando Valley International Trade Association (VITA), in conjunction with the Economic Alliance of the San Fernando Valley, are moving forward in developing the ‘go-to’ website for California’s global trade and investment community.

MBITA and VITA established the website last year through a grass roots effort of volunteers and limited resources and continue this year with the same theme of ‘unifying’ the economic development, global trade and investment community of California with online tools and solutions.

“GlobalCalifornia.com will have searchable content of over 200 different public and private sector trade and investment partners located throughout the State We are now in discussion with a leading database company to match global trade and investment opportunities with selected California companies and individuals with the ‘click’ of a mouse”, says Tony Livoti, President of MBITA.

“California is blessed with a marvelous network of public and private sector

organizations with expertise in all facets of global trade and investment ready to serve California's business community. GlobalCalifornia.com is a grass roots effort to leverage this dynamic business community into one website to provide more cost-effective and efficient methods for trade and investment opportunities with both domestic and foreign companies", states Bruce Ackerman of the Economic Alliance.

GlobalCalifornia.com is now accepting sponsors and partners. To find out more click on the website www.globalcalifornia.com. For more details and to become a part of GlobalCalifornia.com, please call Tony Livoti at 831-335-4780.

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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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To opt-out: Reply to this email with the word "remove" in the subject.
Edited by Darcy Winters, Special Projects Assistant at the Economic Alliance