



Valley International
Trade Association

NEWSLETTER

OCTOBER 2005



Welcome to this month's edition of the VITA Newsletter - the electronic bulletin from the Valley International Trade Association. 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, referral assistance and networking opportunities.

UPCOMING EVENTS

- [OCTOBER 21 – GOING GLOBAL CONFERENCE](#)
- [NOVEMBER 2 – ONE GLOBAL CONFERENCE](#)

RESOURCES

- [SETTING-UP YOUR EXPORT OPERATIONS](#)
- [BUY USA E-NEWSLETTER](#)
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GOING GLOBAL CONFERENCE



GO GLOBAL WITH YOUR COMPANY

FRIDAY, OCTOBER 21, 2005 - SHERATON UNIVERSAL CITY
7:30 a.m. – 3:00 p.m., 333 Universal Hollywood Drive, Universal City, CA

KEYNOTE SPEAKERS

Charles Woo

Chief Executive Officer of Megatoys and Chairman of 2005 World Trade Week

Jack Kyser

Senior Vice President and Chief Economist of the
Los Angeles Economic Development Corporation – LAEDC

The Honorable John Wayne Olsen

Consul General of the Consulate General of Australia

Leslie Parks

Leslie Parks Consulting

- Learn [HOW TO "Export"](#), and hear from experts on Export Financing, Using

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SAN FERNANDO VALLEY
CONFERENCE & VISITORS BUREAU



Technology to your advantage, and company success stories.

- Find out **“Where are the New Opportunities in Transitioning Markets”**, and learn about opportunities in **China, Middle East, and Indonesia**.
- Learn about the **“Advantages with Free-Trade Agreement Nations”**. Learn about the manufacturer’s advantage from a successful company and find out about Free-Trade Agreement advantages from a US Trade Representative.
- Find out **HOW TO “Import”**, including details on Financing, Risk Analysis, Customs/Logistics, and hear from successful companies.

Visit our “Ask the Experts” Roundtables on these topics:

“Global Industries”: Aerospace, Fashion & Textile, Medical Technology, & Manufacturing.
“How To Do Business”: Concerns with Intellectual Property, Business across Cultures, Getting the most out of Marketing Research, and Using Technology for your Global Business. “Where To Go”: Opportunities in China, Australia, Chile and Free-Trade Agreement nations.

Tickets \$85 each

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DETAILS on WWW.VITAINTERNATIONAL.ORG

You can also contact Erica Gass at 818-379-7000, Egass@valleyofthestars.org

Presented by

Economic Alliance of the San Fernando Valley & VITA in cooperation with Los Angeles World Airports and the Port of Los Angeles

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ONE GLOBAL CONFERENCE

Wednesday, November 2, 2005

Ontario Convention & Visitors Bureau

One Global California: It’s a Big World for Small Business

“The annual conference connecting small business with international trade opportunities”
Registration 8:30 a.m., Program and Luncheon 9:30 a.m. to 4 p.m.

This annual conference is designed to enable small and medium size enterprises to secure the necessary tools for maintaining competitive in the global marketplace. The half day conference will consist of breakout sessions and a luncheon keynote from a leading visionary in both the international and smart growth fields. The audience will be comprised of more than 400 business leaders, civic organizers, public officials, heads of international trade organizations and media.

Breakout Session Topics include: *Federal and State Legislative Issues *Moving Goods: Maneuvering Through the Logistics Maze *Due Diligence-Know your Overseas Partner; Legal and Accounting Issues *California Transportation and Infrastructure; Air, Land & Sea *Free Trade Opportunities: Australia, Chile, DR-CAFTA and NAFTA *How to Market Your Small Business Abroad *Trade Finance Basics for Global Traders

Contact Vanessa Pereda at the LA Area Chamber of Commerce, at 213-580-7538.

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SETTING-UP YOUR EXPORT OPERATIONS

The topic of this breakfast was “Setting Up Your Export Operations”. Our speakers were Robert Krieger, President of Krieger Worldwide(www.nkinc.com) and Christopher Meyer, Principal of Asia Global, LLC(www.asiaglobal.net).

Mr. Meyers spoke on the topic of “ Developing a Distributor Sales Network in Asia”. His company, Asia Global assists middle market companies to develop and implement a profitable long term strategy for Asia. The marketing process starts with doing your homework to analyze the product and the market potential. There are three criteria:

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- **College of the Canyons**

homework to analyze the product and the market potential. There are three options: agents or manufacturers rep's; use of distributors and direct sales. He recommends entering several Asian markets simultaneously and using a second city approach of entering the second largest city in a country, not the first.

Mr. Krieger spoke on "Setting Up Your Export Operations". Mr. Krieger is President of Krieger Worldwide, a leading LA-based logistics company with exceptional personalized service. He tells us that our government wants us to export, but the process can be difficult. The export market of more than 100 countries offers us a much larger market than the U.S. Selecting a freight forwarder is critical. A good forwarder walks you through the process of shipping routes/methods, documentation, prohibited parties, letters of credit and much more.

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BUY USA E-NEWSLETTER

The US Department of Commerce Commercial Service has an excellent e-newsletter Asia Now eNews which 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.

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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 Tony Ceballos at 310-235-7212, email Antonio.Ceballos@mail.doc.gov or contact the Pierce International Trade Center at 818-710-4537 to schedule an appointment.

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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.

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Edited by Molly Greene, Special Projects Manager at the Economic Alliance

Southern California International Trade Conference

EXHIBITORS & PARTNERS TO DATE

EXHIBITORS

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