

# San Fernando Valley International Trade Association "Newsletter"

June 2008



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.



## In This Issue

[VITA Global Networking Breakfast](#)

[MBITA/TradePort Events](#)

[2008 World Trade Week](#)

[Bridging the Cultural Gap](#)

[U.S. Commercial Service](#)

[Buy USA E-Newsletter](#)

[GlobalCalifornia.com](#)

[TradePort](#)

[CalTrade Report](#)

**Visit our Members Websites**

## VITA Global Networking Breakfast "Contract Management & Compliance"

**When:** Wednesday - July 16, 2008

**Time:** 7:30 a.m. - 9:00 a.m.

**Where:** The Economic Alliance  
5121 Van Nuys Blvd., 2nd Floor  
BFG Board Room  
Sherman Oaks, CA 91403

One of our speakers for the breakfast will be Lloyd Mann Esq. of Mann & Zarpas. Learn how to mitigate risk and eliminate unnecessary costs for your business. Register and find out more at our website [www.vitainternational.org](http://www.vitainternational.org). For additional information, please call Darcy Winters at 818-379-7000 x109.

**Member Price:** \$20.00

**Non-Member Price:** \$25.00

## MBITA/TradePort Events

**Name of Event:** "Market Your Website to the World"

**Type:** Luncheon

**Date:** Friday - June 20, 2008

**Time:** 11:30 a.m. - 5:30 p.m.

**Venue:** Fuji Buffet

**Address:** 525 Water St., Santa Cruz, CA 95060

**Organizer/Promoter:** Monterey Bay International Trade Association (MBITA)

Cost: \$25.00 for VITA members, Non-Members: \$35.00

**Phone:** 831-335-4780 - Fax: 831-335-4822

**Contact E-mail:** [cristina@mbita.org](mailto:cristina@mbita.org)

**For more information and registration:** [www.mbita.org](http://www.mbita.org)

**Name of Event:** 'Green Trade Network Summit'

**Type:** Conference

**Date:** Friday - September 19, 2008

**Time:** 8:00 a.m. - 5:30 p.m.

**Venue:** Coconut Grove at the Santa Cruz Beach Boardwalk

**Address:** 400 Beach Street

**Organizer/Promoter:** Monterey Bay International Trade Association, TradePort and GlobalCalifornia.com

**Phone:** 831-335 -4780 - Fax: 831-335-4822

**Contact E-mail:** [cristina@mbita.org](mailto:cristina@mbita.org)

**For more information:** [www.mbita.org](http://www.mbita.org)

The Green Trade Network Summit will bring experts and companies from around the world from both the public and private sectors. They will discuss, present, network and exchange ideas on how we can Green the world and grow our businesses through trade and investment.

The Green Trade Network Summit will also conduct an exhibit forum that will feature the best of breed in green technologies, services and products from vendors throughout the world.

---

## Highlights of the 2008 World Trade Week Breakfast

In May, a record breaking number of events promoting international trade were held in Southern California. More than 45 events were held by organizations such as the Economic Alliance of the San Fernando Valley, Los Angeles Area Chamber of Commerce, The Port of Los Angeles, Foreign Trade Association, San Diego World Trade Center, County of San Bernardino, Los Angeles County Economic Development Corporation, and many others held events in May highlighting trade in observance of World Trade Week.

More than 400 executives and members of the diplomatic corps attended the 82nd Annual World Trade Week Kickoff Breakfast with keynote speaker Andy Bird, Chairman of Walt Disney International and Master of Ceremonies, Giselle Fernandez-Farrand.

Andy Bird is responsible for targeting new businesses, growing and increasing

[AIG](#)  
[Alibaba.com](#)  
[Arbitration & Mediation Group](#)  
[AOPharmaceuticals](#)  
[Asian Business Association](#)  
[Asmara USA Inc.](#)  
[Baker, Olson, LeCroy & Danielian Law Offices](#)  
[Bank of the West](#)  
[Berlitz](#)  
[Bibby Financial Services](#)  
[Bobrick Washroom Equipment Inc.](#)  
[Brett Tarnet Insurance Services](#)  
[British American Business Council](#)  
[Citrec Worldwide](#)  
[Comerica Bank](#)  
[Community Bank](#)  
[Consulate General of Canada](#)  
[Consulate General of Romania](#)  
[Corporation for International Business](#)  
[East West Bank](#)  
[Hanson Research](#)  
[Hirsch Pipe & Supply](#)  
[Hong Kong Trade Development Council](#)  
[International Visitors Council of Los Angeles](#)  
[ITC - Diligence, Inc.](#)  
[MBITA](#)  
[Malaysian Trade Commission](#)  
[Mediaton Arbitration Group](#)  
[Merrill Lynch](#)  
[Norman Krieger Inc.](#)  
[Ontario, Canada International Marketing Centre](#)  
[Orbis Terra, LLC](#)  
[Pacific Import & Export Systems](#)  
[Pomegranate International](#)  
[RB International Trade Services](#)  
[Regional Black Chamber of Commerce](#)  
[Rent a CEO, Inc.](#)  
[Stonefield Josephson, Inc.](#)  
[The Hughes Consulting Group, Inc.](#)  
[UCLA Extension](#)  
[Union Bank of California](#)  
[University of Southern California Marshall School of Business](#)

penetration of Disney's existing businesses in developed markets such as Western Europe and Japan, and leading the development of business and operations in emerging markets, including India, China, Russia, South Korea and Latin America. Reporting to Disney President and CEO Bob Iger, Mr. Bird works with all of Disney's business unit leaders around the world, coordinating and overseeing growth opportunities for the Walt Disney Company outside the United States.

The World Trade Week concept was conceived in 1926 and first observed in 1927 in Southern California. World trade significantly contributes to the nation's economy and has developed a vast new horizon for America's businesses.

In 1926, Stanely T. Olafson, then manager of the World Trade Department of the Los Angeles Chamber of Commerce, conceived the idea of a World Trade Week observance in Southern California. In 1935, President Franklin Delano Roosevelt officially proclaimed World Trade Week as a national observance by the U.S. Government and selected the third week in May each year which includes May 22, National Maritime Day. Although nationally recognized as a week long observance, World Trade Week many now be considered as World Trade Month in certain areas.

This year's theme, Global Access, demonstrates that Los Angeles is the key to the rest of the world opening doors to a number of great opportunities. For more information log onto [www.worldtradeweek.com](http://www.worldtradeweek.com) or contact Vanessa Pereda at the Los Angeles Chamber of Commerce by phone: 213-580-7538 or by e-mail: [vpereda@lachamber.org](mailto:vpereda@lachamber.org).

---

## Bridging the Cultural Gap

Despite the fact that the world is shrinking, foreign customers are very much entrenched in their lifestyles, habits and social norms. Businesses need to understand and appreciate their international customers' needs, expectations and values when they do business overseas.

There are three pillars in order to help bridge the cultural gap:

- Localizing a product/service
- Changing the product
- Extending a local face

Localizing a product and or a service. Any company that is interested in marketing to global markets, needs to partake in well thought-out research to eliminate future problems. Global companies should strive to go the extra mile, to understand the consumer's latent needs along with the expressive ones to achieve success in foreign markets. For example, Nokia introduced a mobile phone with a dust-resistant keypad, anti-slip grip, and built-in flashlight for truck drivers who travel on India's poorly lit highways.

Changing the product. It may be necessary for companies to change their

[U.S. Bank](#)  
[U.S. Commercial Service](#)



entire product to make it appealing to their foreign consumers. For example, Kraft remade their popular Oreo cookies to look like wafers in China when the executives of the company saw that the cookie-wafer segment was growing faster than traditional biscuit-like cookies. The new Chinese Oreo consisted of four layers of crispy wafer filled with vanilla and chocolate cream, coated in chocolate. Kraft's efforts well paid off in doubling its Oreo sales in China.

Extending a local face. Adopting a local face in terms of distributors and managers can contribute to higher success levels of global companies. For example, UPS hires foreign managers for its global operations. Hiring local managers also means that UPS values the business, and as CEO Mike Eskew stated, "Our business runs best when we empower local people and make long-term commitments."

Owners and executives of global businesses should take into account an important ingredient of success, bridging the cultural gap, before beginning to do business abroad.

Ayse Oge, President of Ultimate Trade, International Trade Consulting, Speaking and Training. Ms. Oge can be reached at [oge@earthlink.net](mailto:oge@earthlink.net).

---

## U.S. Commercial Service

Founded in 1980, the U.S. Commercial Service is an agency of the U.S. Department of Commerce, which assists U.S. companies, particularly small and medium-sized businesses with sales in international markets. Our network includes 107 U.S. Export Assistance Centers throughout the United States and more than 150 offices overseas in 87 countries. Visit the U.S. government's export portal at <http://www.export.gov>.

---

## Buy USA E-Newsletter

The U.S. 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/asia/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.

---

## GlobalCalifornia.com

On-line resource directory of public and private sector global trade related organizations. GlobalCalifornia.com is currently a simple online directory for California's dynamic trade promotion and investment community based on industry sectors, such as, legal, trade finance, marketing, educational, logistics and other sectors in global trade. Eventually, the website will employ a sophisticated searching mechanism through a natural language query interface to identify qualified online sources of information and solutions in California, combined with the ability for the user to summon on-demand online support in real time or offline through the California Trade Partners network. VITA and MBITA are currently offering exclusive sponsorship opportunities for GlobalCalifornia.com. Please contact Tony Livoti at 831-335-4780 or by e-mail: [tlivoti@mbita.org](mailto:tlivoti@mbita.org) to get on the ground floor of California's premiere gateway to global trade.

---

## 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).

---

## 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.

---

**Darcy Winters**  
VITA Newsletter  
Editor

[Dwinters@economicalliance.org](mailto:Dwinters@economicalliance.org)

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to backerman@valleyofthestars.org, by [information@valleyofthestars.org](mailto:information@valleyofthestars.org)  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Valley International Trade Association | 5121 Van Nuys Blvd., Suite 200 | Sherman Oaks | CA | 91403