

# Why California?


California-South Korea:  
Globalizing Trade & Investment  
Seoul, Korea  
September 2010

# California...

- ...is larger in area than Germany or the United Kingdom
- ...has more residents than Canada, Chile, Peru and New Zealand combined
- ...contains four of the twelve most populous cities in the United States


# California's Economy

- GDP of \$1.8 trillion in 2008
- Ranked among largest exporters of goods and services in the world
- 13% of total U.S. GDP and 12% of U.S. goods exports in 2006

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- Prominent Multimedia Corporations
  - 40% of Biomedical and Biogenetic Technology Research and Manufacturing
  - Dominating Entertainment Industry
  - Computer Technologies
  - Internet Technologies
  - Semiconductor Technologies
  - Cellular Phone Technology
  - Largest Supplier of Integrated Circuits for the Industry

# Why?

- Outstanding Educational and Research Institutions
- Seven Universities Among the Nation's Top Thirty in Research Funding
- Ten Universities Listed Among the World's Fifty Best
- Important Research Laboratories

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- Demographically Diverse
  - 27<sup>0</sup>% of Residents Born Abroad
  - Huge Assets Abroad
  - Bridges of Trade and Commerce Around the World
  - Largest Arena for FDI in the U.S.
  - International Travel and Tourism

# California's Significant Potential Influence on Global Issues

- Size
- Scope
- Agriculture and Industrial Output
- Technological Advances
- Media Power
- Trade Connections

# California Affecting International Trade, Investment, and Other Issues

- Corporations
- Banks
- Industry Associations
- Trade Unions
- Entertainment and other Media
- Environmental Protection and Human Rights Groups
- NGO's
- Public-Private Partnerships

# Contact Information

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