



Los Angeles Area  
Chamber of Commerce

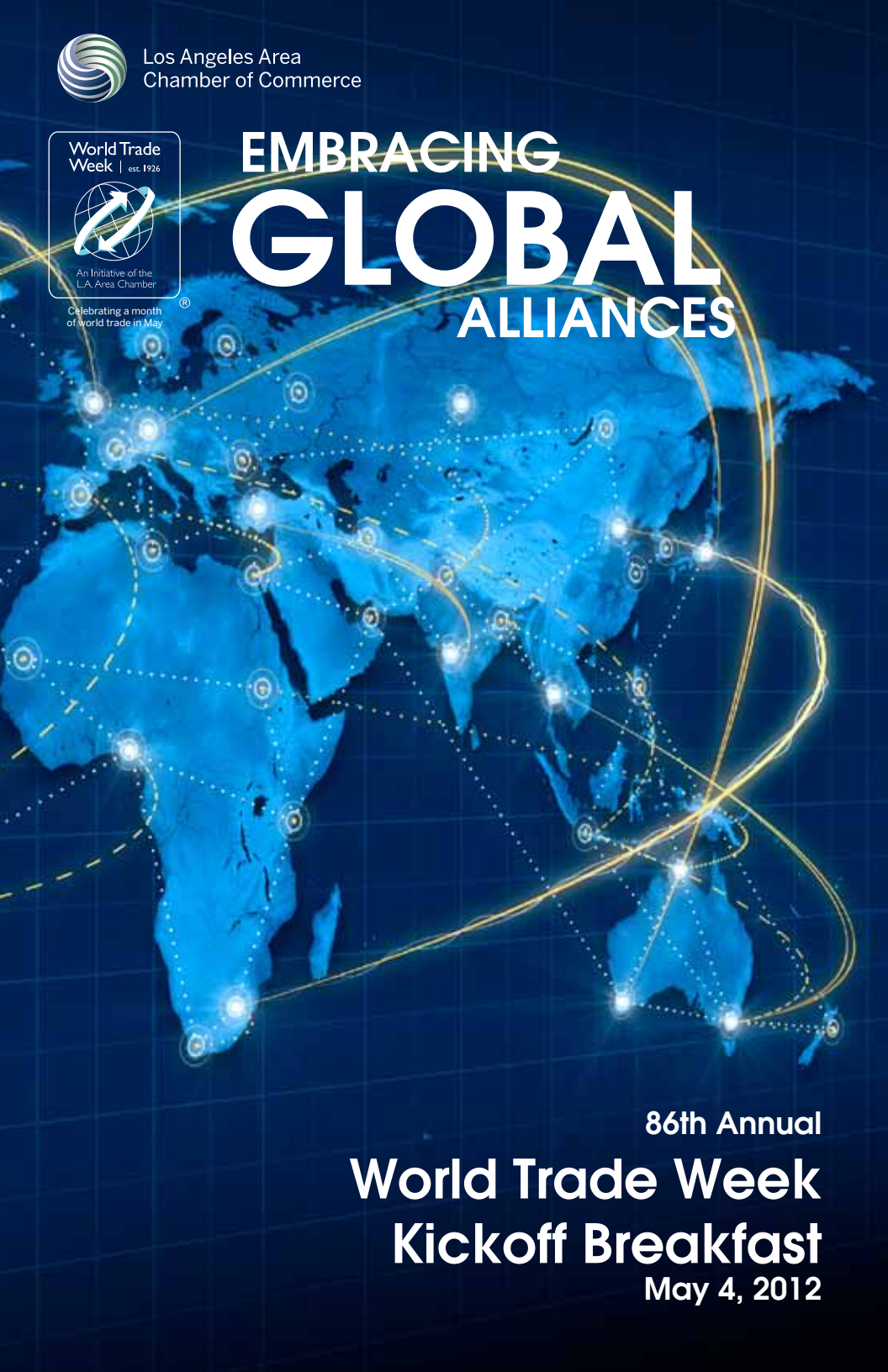
World Trade  
Week | est. 1926



An Initiative of the  
L.A. Area Chamber

Celebrating a month  
of world trade in May

# EMBRACING GLOBAL ALLIANCES



86th Annual  
**World Trade Week**  
**Kickoff Breakfast**  
May 4, 2012



# Embracing Global Alliances

World Trade Week 2012 encourages global connectivity that empowers nations and cities to become more efficient and gain greater access to consumers, producers, manufacturers, service providers and international traders.

The unprecedented interconnectivity of global markets is an opportunity to engage in more robust, reliable and efficient trade and commerce. Open, vibrant and reciprocal trade has become even more important to our individual and collective well-being. Trade opportunities have become more varied and widespread as we and other countries worldwide embrace safe and efficient transportation networks connecting people and moving goods.

Here in the Los Angeles region, our ability to provide infrastructure to capitalize on trade opportunities and remain competitive in an ever emerging market has enabled us to overcome economic challenges, and we continue to make strong progress.

At Los Angeles International Airport (LAX) we are delivering a \$4.1 billion capital program to improve the passenger experience and improve parts of the airfield. There is likely another \$10 billion to be spent in the near future at LAX.

The Port of Los Angeles is breaking new records in exports and is embarking on a major waterfront initiative that includes more than seven new projects over the next decade at an estimated investment of \$2 billion dollars.

Together, with these gateways to global markets, we now are embracing local and global alliances through initiatives such as the Los Angeles Regional Export Council (LARExC). This Council will raise regional export awareness by providing export assistance to local businesses through a consortium of services.

Internationally we are working more closely with our neighbors in Latin America, Asia, Africa, the Middle East and Europe to create more opportunities for exports, business growth, and to create more local employment in our region. More specifically, we support LARExC's strategy of targeting countries with which the United States has free trade agreements. Equally important, we want to learn from one another as we continue to align globally to develop critically important facilities and vehicles for trade, tourism and commerce.

It is through the dedication and creativity of members of the World Trade Week Committee that all of us are working together to continue embracing global alliances for a more open, vibrant and reciprocal world market supporting stronger global economic vitality and well-being for trade, tourism and commerce.

### **Valeria Velasco**

2012 Chair, World Trade Week Southern California  
Vice President, Los Angeles Board of Airport Commissioners

# AGENDA



**Omni Los Angeles Hotel**

## MASTER OF CEREMONIES

**Tracy Young**

*Former Anchor*

*Local Edition on CNN HLN*

## WELCOME REMARKS

**Office of Mayor Antonio R. Villaragiosa**

## CHAIR'S MESSAGE

**Valeria Velasco**

*Vice President*

*Los Angeles Board of Airport Commissioners*

## AWARDS PRESENTATION

**Export Achievement**

**Foreign Direct Investment**

**Bob Kleist Leadership**

## SPECIAL STANLEY T. OLAFSON AWARD PRESENTATION

**Bella Heule**

*President*

*WORLD TRADE CENTER San Diego*

## SPECIAL RECOGNITION

**Korea Trade-Investment Promotion Agency (KOTRA)**

## KEYNOTE ADDRESS

**Amy Liu**

*Senior Fellow, Co-Director and Co-Founder*

*Brookings Institution Metropolitan Policy Program*

## UNITED AIRLINES RAFFLE

## CLOSING REMARKS



## **2012 CHAIR, WORLD TRADE WEEK SOUTHERN CALIFORNIA**



### **Valeria Velasco**

Valeria C. Velasco was reelected vice president of the Los Angeles Board of Airport Commissioners on July 16, 2007. Velasco is a native Californian, born at California Hospital in Los Angeles. She has lived with her husband Frank and their son Frank in Playa del Rey since 1988.

Velasco is a sole practitioner estate planning attorney in Playa del Rey. She is presently the vice president of the Westchester Rotary Club, a member of the Westchester/MDR/LAX Chamber of

Commerce and serves on the Los Angeles Superior Court Probate Volunteer Panel. She has served as a Los Angeles planning commissioner; staff legal counsel and Hispanic liaison to former Los Angeles City Councilman Michael Woo; assembly aid/Hispanic liaison to former Assembly Speaker Mike Roos; a bilingual elementary school teacher; and a fee dispute arbitrator for the State Bar of California.

Velasco earned a Juris Doctorate from the University of West Los Angeles School of Law, a masters degree in education from the Claremont Graduate School, and a bachelor's degree from California State University, Long Beach.

## **2012 VICE CHAIR, WORLD TRADE WEEK SOUTHERN CALIFORNIA**



### **Noel Massie**

Noel Massie serves as president for UPS's central California district. He is responsible for all operations, customer relationship management, and revenue management of nearly \$2 billion annually. The central California district employs nearly 11,000 employees and serves more than 80,000 customers daily.

Prior to his current assignment, Noel served as president for UPS's Chicago, Virginia and southeast California districts.

Noel began his career with UPS in 1977 in Oakland, California and served in many capacities within the organization. He started in operations and has spent time in engineering, learning and development, and in Atlanta working in UPS's corporate headquarters.

During his career, Noel has represented UPS at several notable conferences and summits. In 2009 he was a panel member for the I-10 Corridor Summit, a speaker at the IBA Global Trade Conference, and a panelist for the John Husing Economic Report Card and a panel member for the Ontario, California Economic Development Conference. In 2001, as a result of UPS's work in the Chicago community, Noel worked with members of the White House to shape future legislation regarding welfare reform.



## MASTER OF CEREMONIES



### Tracy Young

Born and raised in the San Francisco Bay Area, Tracy Young previously served as the anchor for Local Edition on CNN Headline News. She graduated from St. Mary's College of Moraga, California with a bachelor's degree in economics and business administration. During her junior year in college she studied as a foreign exchange student in Avignon, France. Young worked in the field of financial marketing for 13 years before transitioning into media related fields of endeavor and journalism. She served as a talent producer for Dick Clark Productions as a member of the team that produces The Golden Globes, The Academy of Country Music Awards, The Producers Guild Awards, and with other production entities such as the Independent Spirit Awards and the AFI Film Festival. Her skills in communication were then focused to broadcast journalism as she became one of the original anchors when CNN Headline News Local Edition premiered in Southern California seven years ago.



## SPECIAL REMARKS



### **Won Sok Yun** **Korea Trade-Investment Promotion** **Agency (KOTRA)**

Won Sok Yun is Director General and Chief Trade Commissioner at KOTRA – Korea Business Center, Los Angeles, a Korean government, not-for-profit organization promoting investment and trade opportunities of Korea with a global network of 111 offices. Yun joined KOTRA in 1986 and has served the organization for

more than 25 years in various global offices. During his longtime career at KOTRA, Yun has successfully initiated and developed key international projects which were critical to Korea's overall economic growth and key industries' development.

Since 2010, Yun's strong expertise in international business, especially in the North America region, and in-depth knowledge in global trade and investment affairs have helped KOTRA Los Angeles to have an important role in consulting, initiating, sustaining and developing cross-border partnerships for businesses in its areas in charge (Southern California, Colorado, Nevada, Hawaii, Utah, Arizona, New Mexico). One of Yun's major activities is to support global business partnerships by participating and organizing major international trade/convention shows such as MAGIC, Global Textile Show, CES, CTIA, etc. These days, Yun's biggest interest is to facilitate the free trade agreement between Korea and the United States. He has successfully arranged joint seminars with the U.S. Government as well as the Korean Business Development Center, KOTRA's incubation facility located in Torrance, CA. Yun's passion for strengthening the economic relationship between western regions of the United States and South Korea remains strong.

Yun has successfully served international posts such as: deputy director of KOTRA Miami, U.S. (1991-1994); head of commercial section (KOTRA) of Korean Embassy Nairobi, Kenya (1998-2001); Chief Trade Commissioner of KOTRA Vancouver, Canada (2003-2007); and head of KOTRA Busan, Republic of Korea (2008-2009). Yun holds a master's degree in business administration from Seoul National University.



**Amy Liu**  
**Brookings Institution**

Amy Liu is a senior fellow, co-director and co-founder of the Brookings Institution Metropolitan Policy Program. The program provides decision-makers with fresh trends analyses, policy ideas and on-the-ground practices to help metropolitan areas—including their component cities, suburbs, and rural areas—compete and prosper.

Liu is a frequent speaker on ideas to advance U.S. economic competitiveness by building a next economy with state, federal and private sector partners. She is also currently leading a new practice effort at Brookings to help civic, political and business leaders in metro areas adopt intentional, market-oriented economic strategies. Strategies include metropolitan business plans and metropolitan export plans to grow regional economies.

Liu has co-authored a number of Brookings publications, including “Delivering the Next Economy: The States Step Up.” She is also a frequent speaker and author on the rebuilding efforts in greater New Orleans and southern Louisiana post Hurricane Katrina. She is often cited for her co-authorship of the “The New Orleans Index at Five.”

Prior to Brookings, Liu was special assistant to U.S. Department of Housing and Urban Development Secretary Henry Cisneros and staffed the U.S. Senate Banking, Housing and Urban Affairs committee.



## FOUNDER'S PROFILE



Los Angeles Area  
Chamber of Commerce

For nearly 125 years, the Los Angeles Area Chamber of Commerce's mission has been to help its members grow by promoting collaboration and seeking full prosperity for the Los Angeles region. In recent times, the Chamber has added to its role by responding to today's challenging and technologically advanced global marketplace. As a trustee for the current and future welfare of the region, the Los Angeles Area Chamber of Commerce champions economic prosperity and quality of life.

The L.A. Area Chamber serves a diverse membership of businesses of every size, from more than 35 industries, in every community across Los Angeles County. Currently, the Chamber represents more than 1,600 members and more than 722,430 employees.

Each year, the Chamber delivers...

- ▶ More than 40,000 direct and indirect referrals to member companies
- ▶ 120 plus business and professional development programs
- ▶ More than 25 policy and signature events
- ▶ Nearly 100 graduates participating in our leadership programs
- ▶ 10,000 jobs and internships for L.A. youth

The Los Angeles Area Chamber of Commerce is located just west of downtown at 350 S. Bixel St., Los Angeles, CA 90017. For general information or membership information, call 213.580.7500.

## ABOUT WORLD TRADE WEEK



The Los Angeles Area Chamber of Commerce has long understood and appreciated the global nature of business. More than 84 years ago the L.A. Area Chamber foresaw the need for an event that would create stronger connections and mutual benefit for a burgeoning worldwide business community.

In 1926, the Chamber created World Trade Week, and through the years it became so successful that in 1935 President Franklin D. Roosevelt signed into law a national observance of World Trade Week.

The original week-long observance has now grown to more than 30 events held each year through the month of May in the Southern California area. The events promote the positive economic aspects of international trade on our local community through face-to-face dialogues and forums for ideas.

Through World Trade Week Southern California, the Chamber continues to promote trade through the following:

### EDUCATIONAL PROGRAMS

- ▶ Career guidebook
- ▶ High school educational briefings
- ▶ Congressional briefings
- ▶ Scholarships

## WORLD TRADE WEEK INFO GUIDE

The guide is published each year and includes a directory of Southern California trade-related offices and organizations and current statistics on the value of world trade to the region.

# WORLD TRADE WEEK 2012 COMMITTEE



## Chair

**Valeria Velasco**, Vice President, Los Angeles Board of Airport Commissioners

## Vice Chair

**Noel Massie**, UPS, Central California District

## World Trade Week Manager

**Jasmin Sakai-Gonzalez**, Los Angeles Area Chamber of Commerce

## Committee Members

### **Kay Amano**

Japan America Society

### **Norman Arikawa**

Port of Los Angeles

### **Steve Arnold**

FedEx Services, Inc.

### **Cesar Arrelanes**

Center for International Trade  
Development – Long Beach

### **Monica Banken**

RAND Corporation

### **Caroline Brown**

Comerica Bank

### **William Collier, Jr.**

Keesal, Young & Logan

### **Lanie Denslow**

Fashion Institute of Design &  
Merchandising

### **Wolfram Doelker**

German American Business  
Association

### **David Eads**

Los Angeles Area Chamber of  
Commerce

### **Janet Elliott**

International Visitors Council  
of Los Angeles  
Co-Chair: Partnership\*

### **Doug Erber**

Japan America Society

### **Guy Fox**

Guy Fox & Associates

### **Elizabeth Glynn**

Global Business Solutions

### **Amy L. Grat**

International Trade Education  
Programs (ITEP)

### **Jessica Gray**

National U.S.-Arab Chamber of  
Commerce

### **Michelle Grubbs**

Pacific Merchant Shipping  
Association

### **Julie Anne Hennessy**

U.S. Commercial Services -  
West LA Center  
Co-Chair: Awards\*

### **Vincent Iacopella**

Los Angeles Customs Brokers  
and Freight Forwarders  
Association

### **Melissa Isom**

Quebec Government Office

### **David Iwata**

LD Two Group, Inc.

### **Maurice Kogon**

Center for International Trade  
Development

### **Sandy Lee**

Asian Business Association

### **Gail Levy**

Los Angeles Area Chamber of  
Commerce  
Co-Chair: Education\*

### **Jim MacLellan**

Port of Los Angeles  
Co-Chair: Partnership/Public  
Relations\*

### **Lilia Navarrete**

LKN Global Enterprises –  
OWIT Rep

### **David F. Porter**

Los Angeles Air Cargo  
Association

### **Carol Rowen**

International Trade Education  
Programs (ITEP)  
Co-Chair: Education\*

### **Rachid Sayouty**

U.S. Department of Commerce

### **Joyce Sloss**

Los Angeles World Airports

### **Susanne Stirling**

California Chamber of  
Commerce

### **Helen Thomas**

International Visitors Council  
of Los Angeles

### **Nicki Ung**

Chinese Chamber of  
Commerce of Los Angeles

### **Carlos J. Valderrama**

Los Angeles Area Chamber of  
Commerce

### **Delia Valdivia**

U.S. Commercial Services-  
West LA Center

### **Al Washington**

Africa USA International  
Chamber of Commerce

### **Tony Williamson**

Los Angeles Transportation  
Club

### **Nancy Woo-Hiromoto**

N.F. Stroth & Associates

### **Anatoly Zhuplev**

Loyola Marymount University  
Co-Chair: Education - College  
Initiative\*

*Thank you to the World Trade Week Committee for their ceaseless support!*

*\*A special thank you to our committee co-chairs!*



## WORLD TRADE WEEK AWARD WINNERS

### **Stanley T. Olafson Bronze Plaque**

This prestigious award is presented by the Los Angeles Area Chamber of Commerce to an outstanding member of the world trade community in Southern California who has contributed to the advancement of world trade and international relations above and beyond job requirements.



### **Bella Heule**

Named president and CEO of the WORLD TRADE CENTER San Diego (WTCSD) in February 2002, Bella Heule has earned a reputation as one of the best connected people in San Diego County. She brings extensive experience in international business with a unique energy and drive that inspires those around her to excel. As president and CEO, Bella is responsible for strategic planning, fundraising, public relations and overall management.

The WTCSD is San Diego's premier trade association for exporters, importers and international service providers, and positions San Diego and regional businesses for global recognition and market success. WTCSD leverages its global network of world trade centers and affiliate partners to provide comprehensive international trade services and key global contacts to facilitate and expand trade for regional and worldwide clients.

Fluent in four languages, Bella began her international career in Switzerland, where she studied and worked for 10 years. Bella received her degree from the Neuchâtel Business College in Switzerland, and holds professional certification as a global logistics specialist from California State University, Long Beach. Past positions include import/export manager for an automotive accessory company in Neuchatel; customer service manager for Bern-based Carbamed medical device manufacturer/distributor; and special product development and implementation for Citicorp in Zurich. After arriving in California in 1992, Bella worked as international sales representative and export manager for SNUGTOP, and took on her first not-for-profit management position as executive vice president for the World Trade Center Association Los Angeles-Long Beach.

Recipient of the San Diego Business Journal's "2006 Women Who Mean Business" title, the YWCA's "2007 Women in Industry" awards, and finalist for 2008 Most Admired CEO Awards, Bella serves as a board member of the World Trade Centers Association headquartered in New York. She is/has also served as a board/committee member of the State of California International Trade Partnership Advisory Board; ASAP 21 Alliance in Support of Airport Progress; San Diego County Regional Airport Authority Advisory Committee; University Club atop Symphony Towers; Long Beach Area Chamber of Commerce International Business Association and World Trade Week Committee. She is a member of the Working Waterfront Group and also serves on the International Committee of the San Diego Regional Chamber of Commerce.



## **OPPORTUNITIES FOR CAREERS IN INTERNATIONAL TRADE**

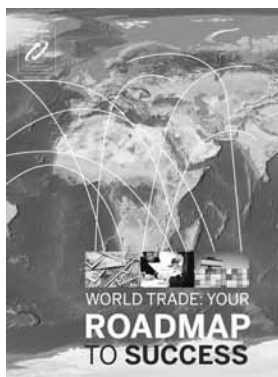
The importance of careers in international trade was explored last November when the World Trade Week Education Committee, in partnership with Los Angeles World Airports, hosted an event at the Flight Path Learning Center for high school educators and counselors from public schools in the Los Angeles Unified School District and other regional school districts. Counselors were introduced to occupations and job opportunities related to the field of international trade and business — ranging from logistics and transportation to specialized fields in global management.

[Add two event photos]

## **EXPLORING CAREERS IN GLOBAL TRADE – FEATURING THE PORT OF LOS ANGELES: INTRO TO CAREERS IN MARITIME TRADE**

This April, the Port of Los Angeles, in partnership with the World Trade Week Education Committee, hosted nearly 100 high school students from Southern California schools to provide them with the unique opportunity to learn about careers in maritime trade. Port of Los Angeles representatives discussed with students how to select a career in this growing field and about education requirements and skills needed to succeed. Students and faculty also participated in a one hour boat tour and experienced the TransPORTer: a 53-foot mobile interactive educational exhibit at the Port.

[Add two event photos- available after April 17]



## **WORLD TRADE WEEK CAREER GUIDE**

Last year, the Chamber and the World Trade Week Committee released a new version of the Roadmap to Careers in International Trade. The publication provides a comprehensive resource of practical information regarding employment opportunities in the field of international trade and showcases individuals who are active in world trade in the Los Angeles region. We appreciate the generous contribution of Microsoft Corporation for their support of this printed publication.



## WORLD TRADE WEEK College Scholarship Winners



### **Yousef Abdallah**

Long Beach City College

Sponsored by



"Undoubtedly, I have benefited tremendously from my internship at the [Long Beach Center for International Trade Development] ... In the future, I plan ... to increase the business rapport between

the United States and Middle Eastern markets, and to become an international trade resource and mentor for other domestic students during my period of study, as well as international students in my home country."



### **Dalia Duran**

Chapman University School of Law

Sponsored by



"I am the first in my family to graduate from college. I have risen from an under-performing teenager with few aspirations to an educated, well-informed, career woman. I am living my dream. My

objective is to find a career in international trade, and I will continue to work hard to accomplish my goal and to help others follow theirs."



### **Simon Huang**

University of Southern California

Sponsored by



"Having seen cooperation between business and government firsthand during my internship at the Los Angeles Area of Commerce, I believe that enthusiastic federal support for trade is ever the handmaiden of commercial prosperity. It would be my

pleasure to help facilitate the exchange of goods and ideas after graduation by working to foster closer economic ties with other countries under the U.S. Department of State."

# WORLD TRADE WEEK

## College Scholarship Winners



### **Patrick S. Ko**

California State University, Long Beach

Sponsored by



"I find a great level of satisfaction and value in the work I have accomplished and continue to do here at the [Long Beach Center for International Trade Development]. It is empowering to have such a substantial role in helping to the best of my abilities our clients reach their business goals each and every day. It is also my personal and career goal that I continue working with international trade and business development. I wish to share what knowledge I have acquired and engage others in such matters."



### **Diana Le**

University of California, Irvine

Sponsored by



"I will continually work at improving the skills I have gained here (USEAC) and appreciated the tremendous benefits I have obtained. These benefits range from networks with potential employers, opportunities to showcase my skills, and more importantly, the knowledge and experience of how to do business internationally ... I would love to share my experiences with other students and help bring out their fullest potential just as how the trade specialists at the Irvine U.S.E.A.C. have done so for me."



### **Chanel M. Norman**

University of Redlands

Sponsored by



"After completing this internship I expect to have learned the dynamics and environment of the exporting industry and more about government agencies. I hope to gain more hands on experience in the industry. This will improve my researching skills, through market research for companies looking to expand globally ... I love the environment and cannot wait to see what is in store for my future with the exporting sector."



# WORLD TRADE WEEK

## High School Scholarship Winners



### Gissell Garcia

Woodrow Wilson High School

Sponsored by



"An entrepreneur is not simply a business owner, but also someone who aims for the best, with a bit of risk, yet with confidence and hope to achieve their goals ... Real entrepreneurs persevere, even after their business has failed. I believe I was born to achieve great things, and I am determined to overcome any obstacles throughout my journey."



### Mario Hernandez

Phineas Banning High School

Sponsored by



"The ITEP Program has helped me with everything that has to do with education and job training and has made me the confident competitive young adult that I am today. I believe I can be a future leader in my community by volunteering my free time to those who helped me ... I am currently working for the Port of L.A. for [American President Lines] and I can happily say, 'I love my job!'"



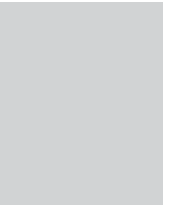
### Nicholas Hikita

Servite High School

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"I strongly believe that in order to be successful in today's global economy, it is crucial that one be knowledgeable in how to engage other cultures and conduct business throughout the world. I look forward to studying abroad while in college as well as taking part in international business internships as part of my business preparation."



### Cesar Ramirez

Phineas Banning High School

Sponsored by



"Thanks to the help of the Global Environmental Science Academy (GESA), a summer internship, industry coaches and teachers I have learned to view the port in a positive way ... Not only is this industry a thriving one, but it also offers many job opportunities; opportunities that help many of the people in the community to support themselves and their families. For me personally, it has given me a sense of hope, a sense that I have a bright future ahead of me, and a sense of security that a line of jobs await me."

# WORLD TRADE WEEK

## High School Scholarship Winners



**Rebeca Rodriguez**  
Phineas Banning High School

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"We truly limit ourselves from being able to explore and take as much in if we confine ourselves to knowing simply our native language. By educating ourselves with the cultures, traditions, and languages from our neighboring countries, we are doing ourselves a favor by exposing our way of thinking to accommodate those of our neighbors resulting in a feeling of unity and trust between businesses as well."



**Emelia Sween**  
San Pedro High School

Sponsored by



"In college, I will study Marine Transportation and obtain a degree in nautical science. By the time I graduate, I should have a 3rd mate unlimited license, allowing me to work as a deck officer on any ship ... The world economy not only benefits from marine transportation, it relies on it, and I want to be part of this indispensable global system."



**Karen Valenzuela**  
Port of Los Angeles High School

Sponsored by



"After working hard during my four years of high school, I plan to work even harder in college. My next step, is to go to a two year college and then transfer to an outstanding university. My main goal is to receive a masters degree in international business. I highly desire to become a successful person in business, and to help many people as well."



## WORLD TRADE WEEK AWARD WINNERS

### Export Achievement Award

Recognizing local companies – especially small and medium-sized firms – which have experienced significant and continued growth in export sales and now derive a significant portion of their revenue from exports.



### Matthews Studio Equipment Inc.

Matthews Studio Equipment is a 42-year-old company that manufactures specialized equipment for the international motion picture and television production industries. Based in Burbank, Matthews' more than 80 employees have innovated and developed products that have been exported to clients in 78 countries, sending Hollywood Style Gear to studios and locations on all continents.

In 2010, Matthews was awarded The President's Award for Excellence in Export Achievement, and in 2009 the company received the Exporter of the Year Award from the Commercial News. Matthews has been honored with technical achievement awards from both the Motion Picture Academy of Arts and Sciences and the Television Academy of Arts and Sciences.

Export sales amount to more than 40 percent of Matthews Studio Equipment's total business. The company has achieved success in exporting through aggressive travel to meet clients; listening and responding to client needs; participation in international industry trade exhibitions; and a wide-ranging international advertising and email program. Matthews' domestic sales also continue to grow as the company develops new products to add to their catalogue of more than 1,200 tools for the production industries.

### Foreign Direct Investment Award

Recognizes non-US companies who have made significant contributions to the Southern California economy through financial investment in California companies or the establishment of local facilities.



### Fresh & Easy Neighborhood Markets

Fresh & Easy operates more than 190 stores in Arizona, California and Nevada. All of Fresh & Easy's products are made with the highest quality ingredients and contain no artificial colors or flavors, high fructose corn syrup or added trans fats. On average, Fresh & Easy stores use 30 percent less energy

than other supermarkets. Fresh & Easy uses LED lighting in external signs and freezer cases, offers customer recycling in every store and uses advanced refrigeration and freezer units. The company also recycles or reuses all display packaging.

Fresh & Easy is a pilot member of the LEED Volume Certification Program, demonstrating its commitment to build sustainable buildings, and also has the most currently certified GreenChill stores in the nation. The company is also a part of the California Climate Action Registry and The Climate Registry to disclose its greenhouse gas emissions. At its distribution center, Fresh & Easy invested \$13 million in a 500,000 square foot solar roof installation – one of the largest in California.

# WORLD TRADE WEEK AWARD WINNERS



## Bob Kleist Leadership Award

This prestigious award recognizes and honors an organization or company that has demonstrated visionary leadership in the development of world trade in Southern California. The recipient exemplifies the attributes of Bob Kleist, such as being a positive spokesperson and force for trade, advocating for Southern California's interests in promoting trade and providing world class education for the next generation of international traders.



Bob Kleist

## Office of the Mayor, City of Los Angeles



Los Angeles Mayor Antonio Villaraigosa recognizes that the future of our region is global, and has taken a holistic approach to elevating L.A.'s profile on the international stage. Since taking office in 2005, the mayor and his office have worked strategically across fields and disciplines to strengthen international ties and create a more globally-intentional City and workforce at home. The mayor's goal is to create an environment in L.A. that is the most sustainable, safe, well-educated and accessible in the world. International activities by the mayor and his office include:

- Partnering with the Los Angeles Area Chamber of Commerce to direct the creation of the Los Angeles Regional Export Council, which is working to improve and streamline the region's export services network and bring L.A.'s superior goods and services to the world.
- The Office of Economic and Business Policy works to bring L.A.'s world-class companies and products to global markets, and to attract the world's most innovative companies to L.A. The Office of Protocol liaisons with the Los Angeles Consular Corps and partners with local agencies to offer hospitality to foreign dignitaries and showcase L.A.
- The Office of Homeland Security and Public Safety regularly meets with law enforcement representatives and elected officials from around the world to create long-term partnerships and share information.
- Since 2007, the Office of Gang Reduction and Youth Development has been an international leader in anti-gang measures, and recently traveled to Guatemala to provide guidance.
- Under the mayor's leadership, the City is undertaking billions of dollars in improvements to L.A.'s key trade and transportation infrastructure – including the construction of the new Tom Bradley International Terminal at the Los Angeles International Airport and building new capacity at the Port of Los Angeles. With his leadership on Measure R, the mayor has also been integral in the development of a world-class public transit system for L.A.
- The Office of Education works to improve educational opportunities so that L.A.'s future workforce is more globally fluent. It recently forged a partnership with the Department of State to send students from L.A. high schools to China for six weeks as part of the department's 100,000 strong initiative.
- Since 2006, the mayor has been on the Executive Steering Committee of the C40 Large Cities Climate Group – a group of the 40 largest cities in the world working to address the issues of climate change at a local/regional level.



# World Trade Week Events Calendar

## May 2012

### May 1

#### **Foreign Trade Association Presents: "U.S. – Korea Free Trade Agreement"**

8 – 11:30 a.m.  
REEF RESTAURANT  
880 Harbor Scenic Dr.  
Long Beach, CA 90802  
**Contact:** info@foreigntradeassociation.com

### May 2

#### **African Trade Reception**

5:30 – 8 p.m.  
FLIGHT PATH MUSEUM  
6661 W. Imperial Highway  
Los Angeles, CA 90045  
**Contact:** hthomas@ivcla.org

#### **Embracing U.S. – Middle East/North Africa (MENA) Global Trade Alliances**

9 a.m. – 5 p.m.  
LOS ANGELES AREA CHAMBER OF COMMERCE  
Bank of America Rooms A, B, & C  
350 S. Bixel St.  
Los Angeles, CA 90017  
**Contact:** jgray@nusacc.org

### May 3

#### **Going Global – Expanding Opportunities in Canada**

10 a.m. – noon  
HILTON SAN DIEGO BAYFRONT  
9240 Firestone Blvd, Downey, CA 90241  
**Contact:** dgathers@gathersstrategies.com

### May 3-5

#### **2012 Asian Business Summit-19th Annual Inland Empire World Trade Conference**

ONTARIO AIRPORT HILTON HOTEL  
700 North Haven Ave.  
Ontario, CA 91764-4902  
**Contact:** fred.latuperissa@trade.gov

### May 4

#### **86th Annual World Trade Week Kickoff Breakfast**

8:30 – 10 a.m.  
OMNI LOS ANGELES HOTEL  
251 S. Olive St.  
Los Angeles, CA 90012  
**Contact:** JGonzalez@lachamber.com

### May 5

#### **20th Annual 'Day of the Races'**

10:30 a.m. – 4:30 p.m.  
HOLLYWOOD PARK  
1050 S. Prairie Ave.  
Inglewood, CA 90301  
**Contact:** elizmglynn@gmail.com

### May 8

#### **International Women in Business: Transition, Money & Financial Management**

6:30 – 10 p.m.  
GOETHE INSTITUTE  
5750 Wilshire Blvd.  
Los Angeles, CA 90036  
**Contact:** d.szalontai@gaba-network.org

### May 8-10

#### **Stadia Design and Technology Expo 2012**

10 a.m. – 5 p.m.  
LOS ANGELES CONVENTION CENTER  
1201 S. Figueroa St.  
Los Angeles, CA 90015  
**Contact:** samuelgee@ukipme.com

### May 9

#### **Executive Briefing – California Green Trade Mission to Brazil**

8 – 10 a.m.  
LOS ANGELES AREA CHAMBER OF COMMERCE  
350 S. Bixel St.  
Los Angeles, CA 90017  
**Contact:** terri.batch@trade.gov

### May 9-11

#### **IFT Energy 2012**

ESPACIO RIESCO  
Av. El Salto 5000  
Santiago, Chile 02 8580666  
**Contact:** info@kallman.com or 201.251.2600

### May 15

#### **Global Logistics Forum & Maritime Day Breakfast**

8 a.m. – 2 p.m.  
HILTON SAN DIEGO BAYFRONT  
1 Park Boulevard  
San Diego, CA 92101  
**Contact:** mconfer@wtcsd.org

#### **Opportunities Arising from EU and EBRD Funded Projects**

8:30 – 10:45 a.m.  
LOS ANGELES AREA CHAMBER OF COMMERCE  
350 S. Bixel St.  
Los Angeles, CA 90017  
**Contact:** julianne.hennessy@trade.gov

# World Trade Week Events Calendar May 2012



## May 16

### International Trade Outlook

8 a.m. – 10:30 p.m.

HYATT REGENCY LONG BEACH

200 S. Pine Ave.

Long Beach, CA 90802

**Contact:** marilyn.mcpoland@laedc.org

## May 17

### 6th Annual US - Japan Green Conference

3 – 7 p.m.

MIYAKO HYBRID HOTEL

21381 S. Western Ave.

Torrance, CA 90501

**Contact :** info@jas-socal.org

### Afghanistan Opportunities for U.S. Businesses

8:30 a.m. – 5 p.m.

LOS ANGELES AREA CHAMBER OF COMMERCE

350 S. Bixel St.

Los Angeles, CA 90017

**Contact:** julianne.hennessy@trade.gov

### MexPort

8863 Siempre Viva Rd.

San Diego, CA 92154

**Contact:** mexport@otaymesa.org

## May 19

### Free Public Boat Tours

10 a.m. – 3 p.m.

PORTS O' CALL VILLAGE,

BERTH 75-79, SAN PEDRO

Bannings Landing, 100 E. Water St.

Wilmington

**Contact:** www.portoflosangeles.org

or (800) 831-PORT

## May 22

### The 86th Annual World Trade Week & International Trade Delegates Luncheon and Trade Fair

11 a.m. – 1:30 p.m.

THE WESTIN BONAVENTURE

404 S. Figueroa St.

Los Angeles, CA 90071

**Contact:** info@foreigntradeassociation.com

## May 30

### UPS International Symposium: "Advance Your International Expansion"

9:15 a.m. – noon

THE GRAMMY MUSEUM

800 W. Olympic Blvd.

Los Angeles, CA 90015

**Contact:** bblewis@ups.com

For a full listing of events in May, visit [worldtradeweek.com](http://worldtradeweek.com)

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