



Los Angeles Area  
Chamber of Commerce

# Global Initiatives Committee Agenda

**Wednesday, March 18**

9 a.m. Registration & Networking

9:30 – 10:30 a.m. Program

Board Room  
350 S. Bixel Street  
Los Angeles, CA 90017

**Chair**

Kaylynn Kim

Allen Matkins Leck Gamble Mallory & Natsis LLP

**AGENDA**

- |      |                                      |   |
|------|--------------------------------------|---|
| I.   | Welcome Remarks                      | Kaylynn Kim<br>Chair, Global Committee<br>Allen Matkins |
| II.  | Co-Chair Presentations               |   |
|      | World Trade Fair                     | Norman Arikawa<br>Port of Los Angeles                   |
|      | Americas' Trade Conference           | Carlos Valderrama<br>L.A. Area Chamber                  |
|      | Trade Commissioners Networking Group | Vanessa Pereda<br>Boeing Co.                            |
|      | Global Education Strategies          | Elizabeth Glynn<br>UCLA Extension                       |
|      | Global Policy Issues                 | Brian Peck<br>USC                                       |
| III. | Questions & Answers                  | Kaylynn Kim   |
|      | Adjourn                              |   |



## **LOS ANGELES AREA CHAMBER OF COMMERCE L.A.: GLOBAL INITIATIVES**

### **LOS ANGELES -- WORLD TRADE FAIR**

A key global initiative of the Los Angeles Chamber of Commerce (Chamber) is to establish a permanent World Trade Fair for the Sister Cities of Los Angeles. This concept of an international trade fair was first raised in the context of the ongoing Sister City Trade promotions programs by Mr. Norman Arikawa as Chair of the Sister City Trade Conference in conversation with potential event sponsors.

Research indicates that no such World Trade Fair for any Sister City Program exists in the United States, and Los Angeles is the logical location. For the following key reasons:

1. The premier strategic international gateway location for the nation's sea and air freight
2. The unparalleled multi-cultural diversity of the City
3. The number of foreign consulates and trade offices which approach 100 in number

The Los Angeles Sister City Program will be used as a means to initiate the project, however, the ultimate goal is to have all countries participating.

As the nation's premier gateway to Asia and Latin America, Los Angeles is the largest Customs District in the United States with almost \$ 350 Billion in trade in 2007. Los Angeles is poised to take advantage of its strategic location and the international composition of its citizens. As proven in Guangzhou (Canton) and other parts of the world, regularly scheduled trade fairs provide a platform to showcase products, technologies and services, with unlimited networking opportunities.

The World Trade Fair will provide a platform for selling and buying products and services and joint venturing in various commercial, industrial and manufacturing sectors. For example; green technology, biotech, software, electronics and other prominent sectors can be showcased. The financial benefits of bringing world trade to the doorstep of Los Angeles based companies are enormous.

In addition, the benefit to the Los Angeles Convention Center, hotels, sports and entertainment complex presents an unparalleled opportunity of guaranteeing long term success, as well as bringing international prominence to the City of Los Angeles in the new world of global trade.

### **LOS ANGELES SISTER CITY PROGRAM**

The Sister City Program of the City of Los Angeles is a nonprofit organization that creates and strengthens relationships between Los Angeles and her 24 sister cities around the world.

This program has experienced a significant step forward with the implementation of an annual conference in Los Angeles to develop trade relationships between the Sister Cities in order to increase reciprocal business activities. This annual event has been well received, and the three conferences held to date have grown in importance every year. Additionally, foreign diplomats and trade commissioners from the Sister City countries have been supportive and have contributed valuable presentations at these events. The most recent conference was held at the Chamber with the support and encouragement of Councilmember Tom LaBonge.

The successful organization and implementation of a World Trade Fair in Los Angeles will lead to commercial exchanges with the goal of increasing long term inwards investment and employment opportunities.

## **CREATING JOBS THROUGH EXPORTS – MARKET OPPORTUNITIES IN THE AMERICAS**

The L.A. Area Chamber of Commerce, the UCLA Anderson School of Management and the UCLA Center for International Business Education & Research will host senior commercial officers based in 13 U.S. embassies in Latin America on May 27-28 to increase awareness and encourage Southern California manufacturing firms to more aggressively participate in the exporting opportunities in the Americas, primarily Latin America. One-to-one meetings will be arranged for businesses based on specific opportunities and objectives in the region through the U.S. Commercial Service.

## **TRADE COMMISSIONERS NETWORKING GROUP**

The City of Los Angeles has one of the largest concentrations of foreign trade commissioners in the United States. These diplomats proudly represent their countries, and are key players in the economic development of the region. This is a crucial role primarily because these professionals are constantly promoting exports, imports and investments, thus creating employment. The trade commissioners are facing many challenges including financial limitations and resources in attempting to develop programs to cover large territorial responsibilities. As far as the research shows – no chamber of commerce or trade organization in Los Angeles has ever developed a formal working relationship with these professionals.

In the summer of 2008, Paola Bellusci, Jaime Lorenzo, Dirk Verlee and Eligio Serna, Trade Commissioners of Italy, Spain, Belgium and Mexico, respectively founded the *Trade Commissioners Networking Group (TCNG)* during an informal lunch in Los Angeles. Their vision - - to include other trade commissioners in a networking group to leverage resources, contacts, and experiences with the intent of assisting each other achieve professional goals and objectives. This vision and purpose was shared with the Los Angeles Area Chamber of Commerce.

Today, the Chamber is most grateful to have the unique opportunity of working with the TCNG in developing synergies and action plans to make sure that the objectives of these four visionary global leaders becomes a reality. As such, the Chamber proposes a partnership with the TCNG by providing the infrastructure and the venue needed where members could develop their own strategies and programs as they perform their responsibilities.

## **PROPOSAL**

The Chamber surveyed trade commissioners and economic consuls in the Los Angeles area to gain an understanding of roles and responsibilities, industry focuses, challenges and successes. With this knowledge, the Chamber is committed to establishing a favorable partnership with members of TCNG to enhance productivity and knowledge in conducting business in the region.

## **GLOBAL TRADE EDUCATION STRATEGIES**

The Los Angeles Area Chamber of Commerce proposes a series of practical international trade and investment seminars for small and medium enterprises (SME's) in each Los Angeles City Council district. The objective of the briefings is to educate L.A. businesses on export opportunities to key international markets and provide resources and information to assist them in overcoming obstacles to international expansion. The promotion of trade opportunities for Los

Angeles SME's will contribute to job creation and economic growth of the Southern California region.

The trade briefing program will accomplish the following goals:

- Train owners and managers of SME's
- Increase California and U.S. exports
- Create more local jobs
- Deliver tangible results

## PROGRAM

The Chamber aims to conduct 15 trade briefings for SME's, one in every Los Angeles City Council district, providing training, information and the tools necessary for SME's to export and operate successfully internationally. The Chamber works closely with all L.A. City Council members and the mayor. The Chamber would like to coordinate, with each council member, the development of a calendar for the series over a 12 month period.

## MEASURES OF SUCCESS

The Chamber will create a process that ensures the goals of the program are achieved. The Chamber will:

- Conduct pre-surveys to evaluate the export potential of attending companies
- Conduct post briefing surveys to determine the value of the content of the briefings and ensure quality programming
- Follow-up with trade ready companies to ensure they are connected to existing services and programs
- Provide support to select export-ready companies through the process of entering foreign markets
- Monitor the export programs of these companies on an annual basis to determine the economic impact of their export growth
- Highlight success stories in Chamber materials, including newsletters and Web site, local media.