



# Global Initiatives

The Global Initiatives Committee works to create employment opportunities throughout Southern California by increasing exports, imports and foreign investment for companies of all sizes, and for the communities in which they conduct business.



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## Increase community awareness of the benefits of foreign trade and investment

The Los Angeles region is the top international center in the United States, providing employment to more than 500,000 individuals. About 40 percent of foreign cargo destined for other states goes through the Los Angeles Customs District. Foreign firms employ about 150,000 workers and professionals. The Chamber continues to advocate for the development and access of international markets by local companies and promotes increased global trade opportunities, resulting in economic growth domestically and abroad.

## Provide business consultation and education

Local executives must be professionally trained to have the necessary international business skills to successfully negotiate sales contracts, distribution agreements and strategic alliances, protect their intellectual property and obtain payment for products sold and services rendered. It is time to enhance the traditional trade promotion strategies with pragmatic professional training that helps local companies expand their business into foreign markets, as well as create a robust domestic economy.

## Advocate for Free Trade Agreements

In 2009, the successful passage and implementation of Free Trade Agreements with South Korea and Colombia, as well as the Trade Promotion Agreement with

Panama, are top priorities. The Chamber has actively supported and advocated for the passage of previous Free Trade Agreements, and today the commercial and financial benefits justify these efforts.

## Collaborate with trade agencies to promote free and fair trade

Promote collaboration with other chambers, government entities, trade organizations, country and region specific organizations, and educational institutions to effectively work together to support the enforcement of trade agreements, protection of intellectual property and promotion of direct foreign investment and constructive dialogue at the World Trade Organization (WTO), the World Economic Forum (WEF) and the Asia Pacific Economic Cooperation (APEC). The Chamber supports current negotiations of the Anti-Counterfeiting Trade Agreement (ACTA) to strengthen protection and enforcement of Intellectual Property rights in the signatory countries.

## Improve local goods movement and logistical networks

New development projects and planning policies are important to enhance the flow of goods into and out of the region. The committee promotes green-growth at the Port of Los Angeles, the modernization of the Los Angeles International Airport and the completion of important regional transportation improvement projects to keep cargo — and our economy — moving without congestion.