



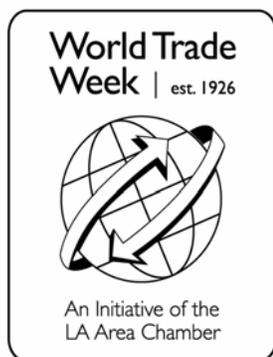
Los Angeles Area  
Chamber of Commerce

**FOR IMMEDIATE RELEASE**  
December 21, 2005

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## **L.A. AREA CHAMBER ANNOUNCES 80<sup>TH</sup> ANNUAL WORLD TRADE WEEK**

***Led by chair Carlos Valderrama, Carlsmith Ball, LLP  
'Globalization: Our Growth, Our Future' to kick off with breakfast event on May 3  
featuring keynote Erik Peterson, Center for Strategic International Studies***



LOS ANGELES – The Los Angeles Area Chamber of Commerce and a coalition of businesses and community organizations will kick off the 80th annual World Trade Week at a breakfast on May 3, 2006, at the Omni Los Angeles Hotel. Carlos Valderrama, director of Latin American Operations for Carlsmith Ball LLP, chairs the committee for World Trade Week 2006, a series of events held each spring to highlight the importance of international trade to the Southern California region. This year's theme, "Globalization: Our Growth, Our Future," will emphasize and educate World Trade Week attendees on globalization and its impact in the L.A. region and throughout the world.

"Our region is the hub for international trade between the United States and the most populous areas of the world--three billion people in China, India and Indonesia alone, and nearly 600 million people in Latin America," said Valderrama. "Greater Los Angeles is the trade and logistics capital of the U.S., and our ports will double in volume in the next 10 years. That means half a million more jobs just from new trade flows. It is critical that our community understands the benefits, challenges and opportunities from trade, and World Trade Week has filled that role for 80 years."

Valderrama and World Trade Week Vice Chair Mark Mayers, senior vice president and manager, international, City National Bank have announced the kickoff breakfast's keynote speaker: Erik Peterson, senior vice president of the Center for Strategic and International Studies and director of the Global Strategy Institute. Peterson, a national expert in international trade and finance and international business strategy and global strategic planning, is also director of the Seven Revolutions Initiative, a broad-based effort to identify and analyze the driving forces of change in seven distinct geographical regions out to the year 2025 and beyond.

The breakfast marks the beginning of a month of seminars, conferences, and other international trade related events held in Southern California under the World Trade Week banner. Awards for Export Achievement, Special Recognition, and Service to World

-more-

## **World Trade Week 2006 – cont'd**

Traders will be presented at this year's kick-off ceremony to recognize outstanding achievement in international trade. Previous award winners include Formulated Sciences, Hirsch Pipe & Supply and Wells Fargo HSBC Trade Bank.

Underscoring trade's significance to the regional economy, World Trade Week now attracts more than 15,000 people attending more than 30 events throughout the month of May, making it the most extensive and unique program of its kind in the country. With Los Angeles area ports handling 43 percent of the nation's imported goods, Valderrama said that world Trade Week is essential to addressing Los Angeles' goods movement infrastructure needs.

"Friends in government at all levels – local, state and federal – can use World Trade Week to take a fresh look at the importance of trade for jobs, economic vitality and a healthy tax base," he said. "Lack of proper investment in programs and infrastructure, failure to address congestion or impractical regulatory plans will jeopardize our region's economic future."

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*The Los Angeles Area Chamber of Commerce represents the interests of business in L.A. County. Founded in 1888, the Chamber promotes a prosperous economy and quality of life in the Los Angeles region. For more information visit [www.lachamber.org](http://www.lachamber.org).*