



Los Angeles Area  
Chamber of Commerce

**FOR IMMEDIATE RELEASE**

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**L.A. AREA CHAMBER, MAYOR VILLARAIGOSA HIGHLIGHT THE IMPACT OF GLOBALIZATION ON THE L.A. REGION AT 81<sup>ST</sup> ANNUAL WORLD TRADE WEEK AWARDS BREAKFAST**

***Remarks kick-off month of festivities focused on "Globalization and Beyond" Including Trade Mission to Mexico to Promote Business and Foreign Investment***

**WHAT:** The Los Angeles Area Chamber of Commerce and Mayor Antonio Villaraigosa kick-off the 81<sup>st</sup> annual World Trade Week in front of 500 Southern California world trade leaders at the Awards Breakfast. This year's World Trade Week, themed "Globalization and Beyond," will focus on the impact of globalization on the L.A. region and includes a trade mission to Mexico. The Mexico trade mission will bring together the L.A. Area Chamber leadership and Mayor Villaraigosa with Mexican officials to promote trade and encourage investment in Los Angeles. This year's complete calendar of World Trade Week events is available at: <http://www.worldtradeweek.com/Default.aspx?tabid=27>

**WHEN:** May 1, 2007  
7:30 a.m. Registration and networking  
8 a.m. Scholarship presentation to high school and college students  
8:30 - 10 a.m. Breakfast program and awards presentation

- o **L.A. Mayor Antonio Villaraigosa** with his outlook on world trade's significance to L.A. and announcement of his trade mission to Mexico with the L.A. Area Chamber
- o Host **Larry Carroll**, KFWB News 980
- o Keynote by **Howard Shatz**, economist, RAND Corporation and adjunct fellow, Public Policy Institute of California
- o Presentation of **2007 World Trade Week Awards**

**WHERE:** Sheraton Los Angeles Downtown Hotel, 711 South Hope St.  
Los Angeles, California 90012

**WHO:**

- **Los Angeles Mayor Antonio Villaraigosa**
- 2007 World Trade Week Chair **Mark Mayers**, City National Bank
- Los Angeles Chamber of Commerce leadership
- More than 500 international business leaders, including elected officials and diplomatic corps

**WHY:** With 16 million containers passing through the ports of L.A. and Long Beach last year and 500,000 jobs created by international trade in L.A. County, world trade is Southern California's economic engine. World Trade Week brings Southern California's international trade community together to

- reward excellence in trade companies and services,
- present scholarships to students pursuing careers in world trade, and
- promote a series of more than 20 trade events throughout Southern California.

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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).*