



#### TRADE CONNECT

Port Assistance for "New to Export " Businesses

**AAPA** 

**Maritime Economic Development Seminar** 

Portland
July 13, 2011



# Purpose of Trade Connect

- Market diversification for local business
- Employment creation
- Developing additional trade through U.S. West Coast gateway ports



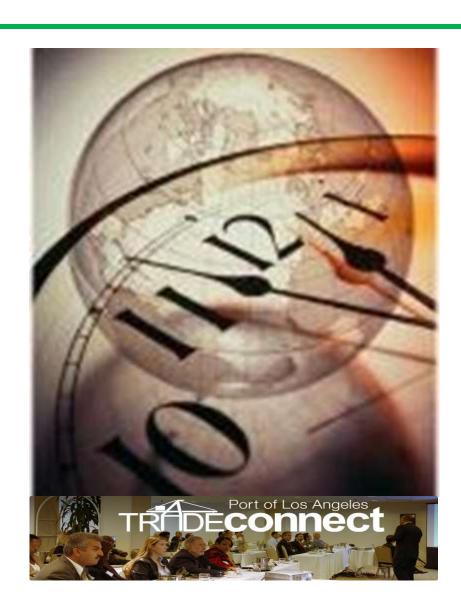






### **Export Business Fears**

- How do I get paid ?
- How do I find reliable customers?
- Which country should I start with ?
- Is someone going to steal my ideas?
- I don't have enough staff to do the documentation!





## The Basic Program

#### 5 "How To Keys":

- Locating Markets
- Finding Finance
- Doing Documentation
- Arranging Logistics
- Educating Staff





## **Expert Presenters**

- U.S. Department of Commerce
- U.S. EXIM Bank & the SBA (Export Assistance)
- Freight Forwarders Association
- Port & Airport
- CITD (Community College)







#### **Outreach to Business**

#### **Partners for Outreach to Business:**

- Local Chambers of Commerce
- Ethnic Chambers of Commerce
- Municipal, County & State Economic Development Departments
- Municipal, County, State & Federal Elected Officials



# Specialized Commodities Programs

#### **Examples:**

- Green Exports (Partner: U.S. EXIM Bank)
- Port Tech (Partners: HAIC & Dept. of Commerce)
- Fashion & Apparel (Partners: CFA & Department of Commerce)
- Food and Ag Products





# **Emerging Market Programs**

#### **Examples:**

- Asia (Partnering with Asia Business Assoc.)
- India (Partnering with the U.S. Dept. of Commerce & Indus Professionals Assoc.)
- Japan (Partnering with Japan America Society, JBA and JETRO)
- Korea (Partnering with Korea Overseas Trade Organization)
- Hong Kong (Partnering with Hong Kong Trade Development Council)





#### **Advanced Assistance**

 Cooperation with other agencies on matchmaking for local businesses on both inwards
 & outwards trade missions  Use of overseas reps. to assist when there are substantial potential export cargo movements  Assistance with export logistics and referral to appropriate agencies and professional service provider associations

Trade Missions



Port Overseas Representatives



**Counseling** 





# **Examples of Export Advantages Provided by Local Ports & Airports**

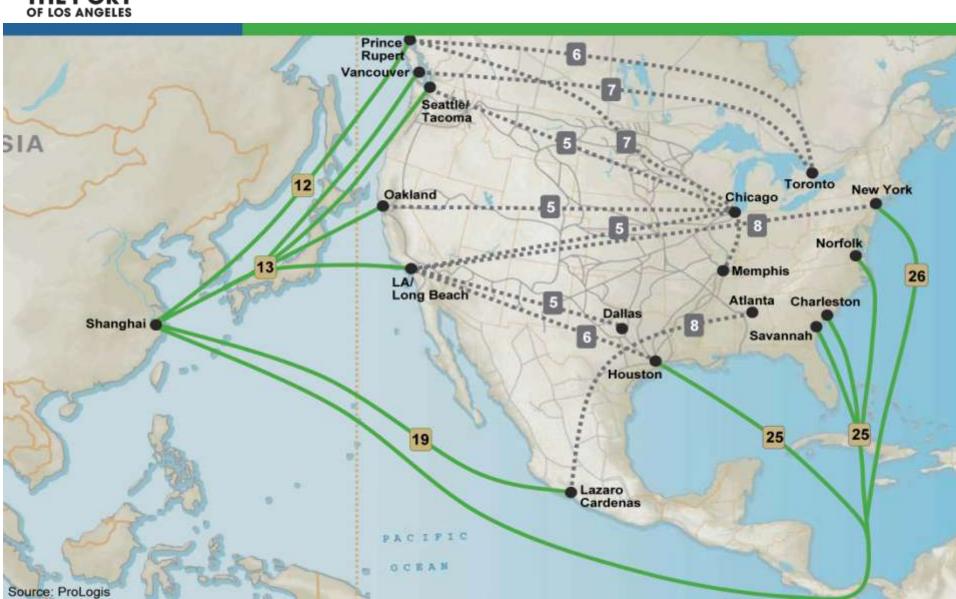


# Advantages of the Southern California Gateway for International Trade

- The Number # 1 U.S. Customs District Gateway
- Huge & Diverse Local Consumer Market
- Low Transport Cost to Port & Airport
- Proximity of Airport & Ports
- Widest variety of Destination Ports
- Intense Price Competition
- Equipment Availability
- Unrivalled Rail & Intermodal Capabilities
- 1000 Cargo Flights Per Day



# **Competitive Service Times**





#### **Success Stories**

- An exporter of animal feed from California to Indonesia was introduced to a buyer from Vietnam, which is one of our fastest growing markets now that we have direct services from the Port of Los Angeles
- A local manufacturer of clean powered container yard equipment was introduced to buyers from Hong Kong on an "inwards trade mission" to Los Angeles 13



#### **Success Stories**

- Assisted Pacific Partners in sourcing of U.S. french fries for export to a Japanese restaurant chain (via refrigerated containers) through the Port of Los Angeles
- One World Traders was recently connected to U.S. sources of used construction equipment; this will be exported for mining projects in Peru