



TRADE CONNECT
Port Assistance for
“New to Export” Businesses

AAPA
Maritime Economic Development Seminar
Portland
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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

Trade Missions



- Use of overseas reps. to assist when there are substantial potential export cargo movements

Port Overseas Representatives



- Assistance with export logistics and referral to appropriate agencies and professional service provider associations

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

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