

NOTES: Meeting 6/11/2012

National Export Initiative

- Shotgun approach

Direct Business to Business Management Contacts – local manufacturer 500 tons a week of waste product to bio diesel producer sell product

- Bulk Export –

New business added value fortunate to have the opportunity

Port of Long Beach and Los Angeles

- Regional approach

Awareness & Education of resources available to access for exporting trade missions

Department of Commerce

Business to Business Connections

Classes on how to take your business global

Testing your business for export readiness

Cargo is waste products and grain from the Midwest

Manufacturing in Southern California mostly to one country – Mexico, also Korea and China

Determine the value of an export market, identify marketing strategies for

Leverage with various stakeholders

Economic Development Opportunities

- SBDC

Center for International trade

Export value hand to justify

Long Beach – started program in 2009

Los Angeles – started program in 2007

Funded at about 175K – Long Beach, 500K – Los Angeles

- Incubator Program
 - Leads to the pipeline, Port – lease property and process cargo
 - Washington – Exports cherries and apples
 - Most tangible results – Los Angeles has 3 staff
- Economic Development Agencies –
 - Partnerships – local business alliances – Port Land Business Alliance (PBA)
 - Work with local Economic Development groups who help with messaging
 - Designing a large bulk export facility 800 acres/ended up with 300 acres 2 bulk/1 auto
 - Exports unknown (but not coal)
- Quantify benefits of exporting
 - Hard to sell/justify to local community for benefits of export program
 - Extend direct impact from origin to destination
 - Difficult conversation to have with local politicians
 - Added value products are emphasis that is a great selling point
 - Available resources
 - FMC study on shortage of equipment/ no empties
 - Use of foreign trade zones
 - Re-exported – goals export commercial FTZ disconnect
- Critical mass
 - Commercial service run by the Department of Commerce
 - Put people in contact with people in destination mass, state has export center
 - Research & Identify resources
 - Bulk – railroads form partnerships coal – soybeans – scrap metal