

Developing New Exporters

AAPA
Maritime Economic Development Workshop
June 3rd, 2014

What is the Value of Exports through the Ports of LA, LB & LAX Airport ?

- \$ 127 Billion in 2013 (+ 4.63 %)
- This is an Export Record
- *But Imports still dominate with a total value of \$ 288 Billion !*

Why are Exports Important for Southern California ?

- We are still the largest manufacturing center in the U.S.
- But we can't rely on domestic consumption for sustainable long – term recovery
- Exports provide market diversification
- *Exports are an engine for creating employment & economic development*

Why are Exports Important for the Port of LA ?

- Container ship sizes are growing rapidly
- The most efficient / economic use of ships, containers & port equipment is with balanced loads
- *But container ships leave the Port of LA approximately 60 % empty !*

What are Export Advantages for the LA Cargo Gateway ?

- **Major Pacific Rim markets directly accessible by sea & air trade routes**
- **Extensive Rail & Road Network**
- **Competitive Transit Times**

Other LA Cargo Gateway Advantages

- ✓ Most numerous & frequent sailings to & from Asia,
+ 80 Sailings per Week to the Pacific Rim
- ✓ Greatest number of Origin & Destination Ports of Call
- ✓ 13 Container Shipping Lines
- ✓ Equipment Availability
- ✓ Greatest number of logistics & distribution centers in
the U.S. (1.2 billion sq. ft. within 80 miles of the Port)
- ✓ First Class rail links to 14 regional U.S. markets
- ✓ Foreign Trade Zone

Other LA Cargo Gateway Advantages

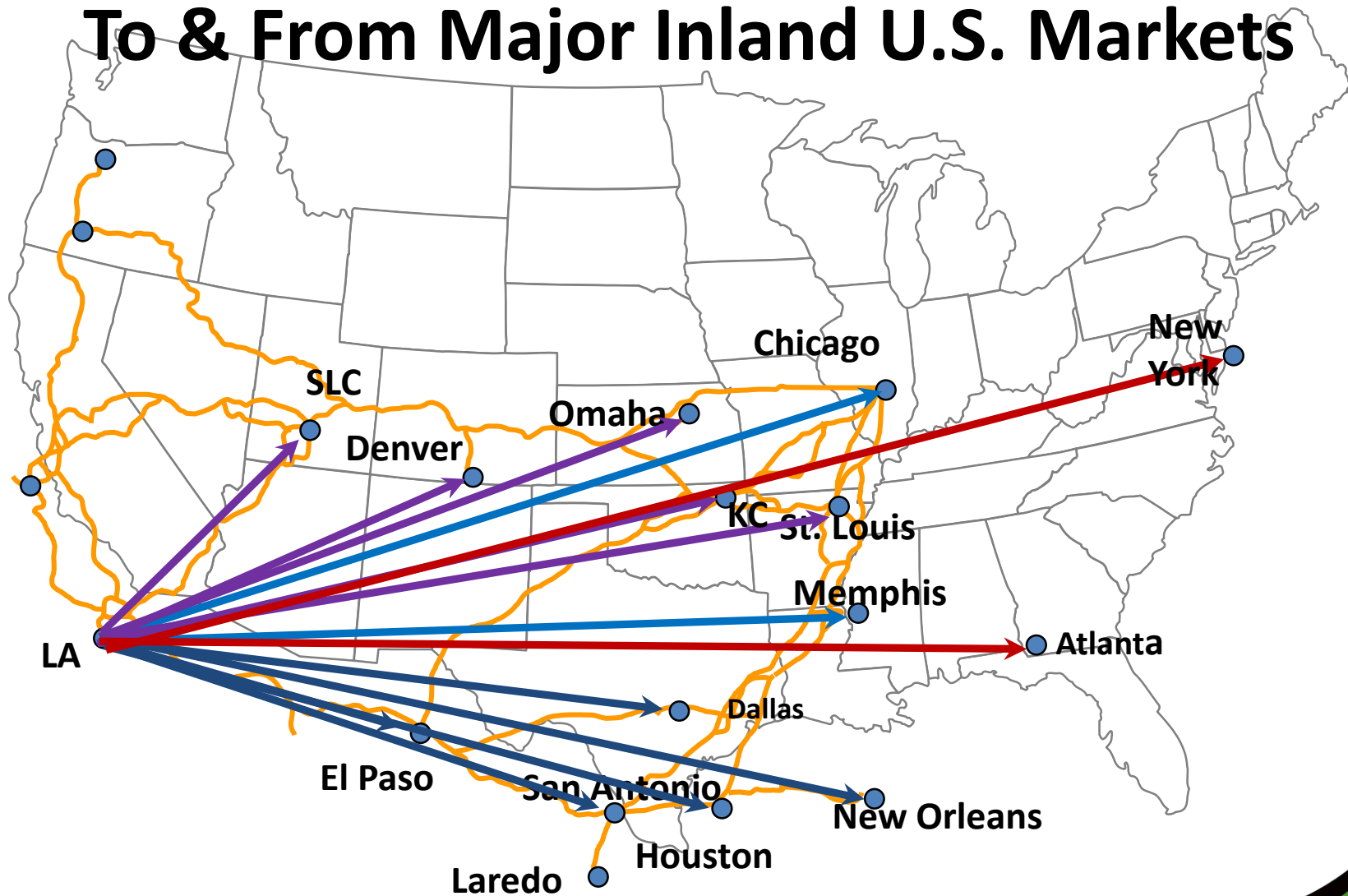
- ✓ **The Number 1 Customs District in the U.S.
(\$414 Billion in 2013)**
- ✓ **International trade is LA's largest employment sector**
- ✓ **Huge number of specialized service companies with talented professionals with linguistic skills, international links & multi - cultural understanding**
- ✓ **Largest concentration of manufacturing in the U.S.**
- ✓ **1000 flights per day at LAWA with air cargo capacity**
- ✓ **100 trains per day to & from LA/LB Ports**
- ✓ **LA/LB Ports handle 1/3rd of total U.S. global trade**

Competitive Transit Times



Extensive Rail Network

Connecting Southern California To & From Major Inland U.S. Markets



LA Customs District: Top Trading Partners

(2010 Sea & Air Cargo Value)

• China	\$144.34 billion	+ 25 %
• Japan	\$ 39.55 billion	+ 23 %
• S. Korea	\$ 21.57 billion	+ 37 %
• Taiwan	\$ 13.90 billion	+ 27 %
• Thailand	\$ 9.47 billion	+ 18 %
• Australia	\$ 7.71 billion	+ 8 %
• Singapore	\$ 7.49 billion	+ 15 %
• Vietnam	\$ 7.49 billion	+ 27 %
• Germany	\$ 7.35 billion	+ 28 %
• Malaysia	\$ 7.07 billion	+ 1 %
• Indonesia	\$ 6.75 billion	+ 24 %
• Hong Kong	\$ 6.66 billion	+ 21 %
• India	\$ 5.71 billion	+ 51 %

LA Customs District: Top Exports

(2012 Sea & Air Cargo Value: Billions of Dollars)

1. Civilian Aircraft & Parts	\$ 121	8. Steel & Iron Scrap	\$ 2.1
2. Diamonds	\$ 5.4	9. Computers	\$ 2.
3. Cotton	\$ 3.	10. Vehicle Parts	\$ 1.8
4. Motor Vehicles	\$ 3.1	11. Copper Scrap	\$ 1.4
5. Medical & Dental	\$ 2.4	12. Machinery Parts	\$ 1.3
6. Cellular Equip.	\$ 2.4	13. Almonds & Nuts	\$ 1.3
7. Computer Chips	\$ 2.3	14. Military Aircraft Parts	\$ 1.2

Emerging Strategic Advantages

- ✓ **US – Korea Free Trade Agreement benefits Southern California more than any other region in the U.S.**
- ✓ **Colombia & Panama Free Trade Agreements have created a new vertical axis of FTA's along the West Coast of the Americas from the Arctic to the Antarctic:**
 - ❖ **LA is the largest sea & air hub along that axis**
- ✓ **The Trans Pacific Partnership (TPP) FTA currently under negotiation will join 12 Pacific Rim countries with 40 % of global output**
 - ❖ **Southern California will be the largest U.S. beneficiary**
- ✓ **ASEAN (South East Asian) region has robust growth that will benefit Southern California**

What are the Export Challenges for the LA Cargo Gateway ?

- Infrastructure
- Productivity
- Cost
- *Education*

Why is Export Education Needed ?

- 85 % of California Manufacturers don NOT export
- 95 % of consumers are projected to be outside the U.S. in the coming decade
- 80 % of economic growth will be outside the U.S. in the coming decade
- Exports will be a driver for the Next Economy
- *But many local companies have several “fear factors”; what are they ?*

Why is Export Education Needed ?

Many local companies have several “fear factors”; what are they ?

- 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 staff to do the documentation !

I. BASIC TRADE CONNECT PROGRAM

Free Export Workshop with Trade Connect
Thursday, July 19 1:30p to 5:00p
at Redondo Beach Performing Arts Center, Redondo Beach, CA

With our Trade Connect program, the Port of Los Angeles can help you learn the basics of exporting from costs to risks to the steps involved. Trade Connect workshops answer your questions. Join us for a free Export Workshop.

RSVP TO: www.RedondoChamber.com

Southern California Export Exchange
a collaborative to support export initiatives

Free Export Workshop
Tuesday, April 3, 2012
1:30 p.m. – 5:00 p.m.
Inline Chamber of Commerce
2485 McCabe Way, Irvine, CA 92614

Experts from:
Trade Development, Port of Los Angeles
U.S. Department of Commerce
U.S. Small Business Administration
Center for International Trade Development
California Manufacturing Technology Consultants

Learn about services now available:
✓ How to Export
✓ Identify Markets
✓ Financing & Insuring Overseas Sales
✓ Documentation & Logistics
✓ Sea and Air Cargo Services

TRADECONNECT

Free Export Workshop
Friday, March 30, 2012
10:30 a.m. – 2:00 p.m.
Riverside Public Library
3581 Mission Inn Avenue
Riverside, CA 92501

Experts from:
Trade Development, Port of Los Angeles
U.S. Department of Commerce
U.S. Small Business Administration
Center for International Trade Development

Learn about services now available!

Free Export Workshop with Trade Connect
Thursday, July 19 1:30p to 5:00p
at Redondo Beach Performing Arts Center, Redondo Beach, CA

With our Trade Connect program, the Port of Los Angeles can help you learn the basics of exporting from costs to risks to the steps involved. Trade Connect workshops answer your questions. Join us for a free Export Workshop.

RSVP TO: www.RedondoChamber.com

TRADECONNECT

Export Workshop
Wednesday, May 23, 2012
8:30 a.m. – 12:00 p.m.
California State University Channel Islands
One University Drive
Camarillo, CA 93012

Experts from:
Trade Development, Port of Los Angeles
U.S. Department of Commerce
U.S. Small Business Administration
Center for International Trade Development
EDC-Ventura County Small Business Development Center

Learn about services now available!
✓ How to find Overseas Customers
✓ How to Finance & Insure
✓ How to Educate Staff
✓ Sea and Air Cargo Services

Free Registration – Includes Breakfast
RSVP TO: <http://csuci.wyfoo.com/forms/trade-connect-export-workshop>

Note: On-campus parking is limited. Registered guests should follow the event parking signage to the designated parking lot. Once parked, there will be signage directing you to the event location.

For more information, please e-mail TradeConnect@portla.org or visit portlosangeles.org/business/trade.asp

Logos: THE PORT OF LOS ANGELES, California State University Channel Islands, EDC, SBDC, Camarillo, Port of Hueneume, Oxnard, Simi Valley, Monterey Peninsula, Redondo Beach.

TRADECONNECT

Free Export Workshop
July 19, 2012
1:30 p.m. – 5:00 p.m.
Redondo Beach Performing Arts Center
1935 Manhattan Beach Boulevard, Redondo Beach CA 90278

Experts from:
Trade Development, Port of Los Angeles
Los Angeles World Airports
U.S. Department of Commerce
U.S. Small Business Administration
Center for International Trade Development
Export-Import Bank of the United States

Learn about services now available!
✓ How to Export
✓ Identify Markets
✓ Financing & Insuring Overseas Sales
✓ Documentation & Logistics
✓ Sea and Air Cargo Services

RSVP TO: Jean Coronel at jcoronel@portla.org
A light refreshment will be served following the event!

Logos: THE PORT OF LOS ANGELES, California State University Channel Islands, EDC, SBDC, Camarillo, Port of Hueneume, Oxnard, Simi Valley, Monterey Peninsula, Redondo Beach.

TradeConnect
MIDWEST INTERNATIONAL
EXPORT WORKSHOP
In cooperation with the Heartland Shippers Conference

April 18, 2012
1:30 p.m. to 5:00 p.m.
Embassy Suites – On the River
101 East Locust Street, Des Moines, Iowa, United States 50309

Experts to discuss services and answer your questions!
✓ How to find Overseas Customers
✓ How to Finance & Insure
✓ Documentation Services
✓ Intermodal & Logistics Planning

RSVP: Jean Coronel at jcoronel@portla.org

Logos: THE PORT OF LOS ANGELES, California State University Channel Islands, EDC, SBDC, Camarillo, Port of Hueneume, Oxnard, Simi Valley, Monterey Peninsula, Redondo Beach.

II. Trade Connect (Intermediate – 201/301)

Examples:

- Trade Finance & Insurance
- Documentation
- Protection of Intellectual Property
- Risk Mitigation Techniques
- Cultural & Business Customs in different countries

The 2013 Export Workshop Series

How to Make Money in Exporting
International Workshop Series starts
August 15, 2013
8:30 a.m. to 12:00 noon

3 Park Plaza, Suite 200, San Francisco, California 94104-8505

Crowell and Moring

Date

Topic	Date
Matchmaking	August 15
	August 29
	September 12
	September 26
	October 10
	October 24
	November 7
	November 21

Every two weeks from August 15, 2013
\$150 for all 8 classes.

<http://www.regonline.com/eu2013oc>

ITT Technical Institute - Sylmar | 12669 Encinitas Avenue, Sylmar, CA 91342

Workshop Series

Topic	Date
1. International Business Culture	May 1
2. Is Exporting for Me?	May 15
3. Finding & Entering New Export Markets/International Matchmaking	May 29
4. Internet Export Marketing	June 5
5. Export Sales Techniques and Documentation	June 19
6. Export Trade Finance & Insurance - Getting Paid	July 10
7. Legal Do's and Don'ts for Exporters	July 24
8. Freight & Logistics /Export Planning and Counseling	August 7

Eight International Trade Workshops will be presented every two weeks from May 1, 2013 through August 7, 2013. Export counseling will be offered by appointment in Session 8.

WORKSHOP FEE: Training is free of charge.

Contact: Joan Carroll at jcarroll@itt.edu or register at: <http://itt.com/Export/IFAValley>

SBA **BUSINESS & JOB RESOURCE CENTER** **Los Angeles World Airports** **DEC**

LA THE PORT **THE VALLEY ECONOMIC ALLIANCE**

Grow your business through exports!

III. Specialized Products and Commodities Programs

Examples:

- Green Exports
(Partner: U.S. EXIM Bank)
- Marine Tech (Partners: HAIC & U.S. Department of Commerce)
- Fashion & Apparel (Partners: CFA & U.S. Department of Commerce)
- Food and Ag Products (Partner: CalAgX – Specialty Crops CITD Fresno & U.S. Dept. of Agriculture)





MAGIC 
August 2011

IV. Major & Emerging Market Programs

Examples:

- Vietnam
- Indonesia
- Singapore
- Malaysia
- Philippines

& West Coast of
Central & South
America



TRADEconnect
Port of Los Angeles

It's a good time for California businesses to look into Market Opportunities in Asia

Import & Export Business Opportunities Free Workshop
Thursday, October 3, 2013
8:00 a.m. - 12:00 p.m.
Milton Hotel San Gabriel
285 West Valley Boulevard
San Gabriel

Trade Panel on Opportunities in Asia:

- Thailand
- Korea
- Philippines
- Singapore
- Hong Kong
- Taiwan
- Indonesia
- Japan
- Cambodia
- Vietnam
- Malaysia

Guest Speaker: The Honorable
Ed Chan, State Assembly Member District 49

RSVP To: Jean Carmona at jcarmona@portla.org or Register at: <http://tinyurl.com/TCAsian>

Presidential E Star Award 2013



