

Developing New Exporters

AAPA

Maritime Economic Development Workshop

February 20, 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 50 % empty !*

What are Export Advantages for the Southern California Cargo Gateway ?

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

Other Cargo Gateway Advantages

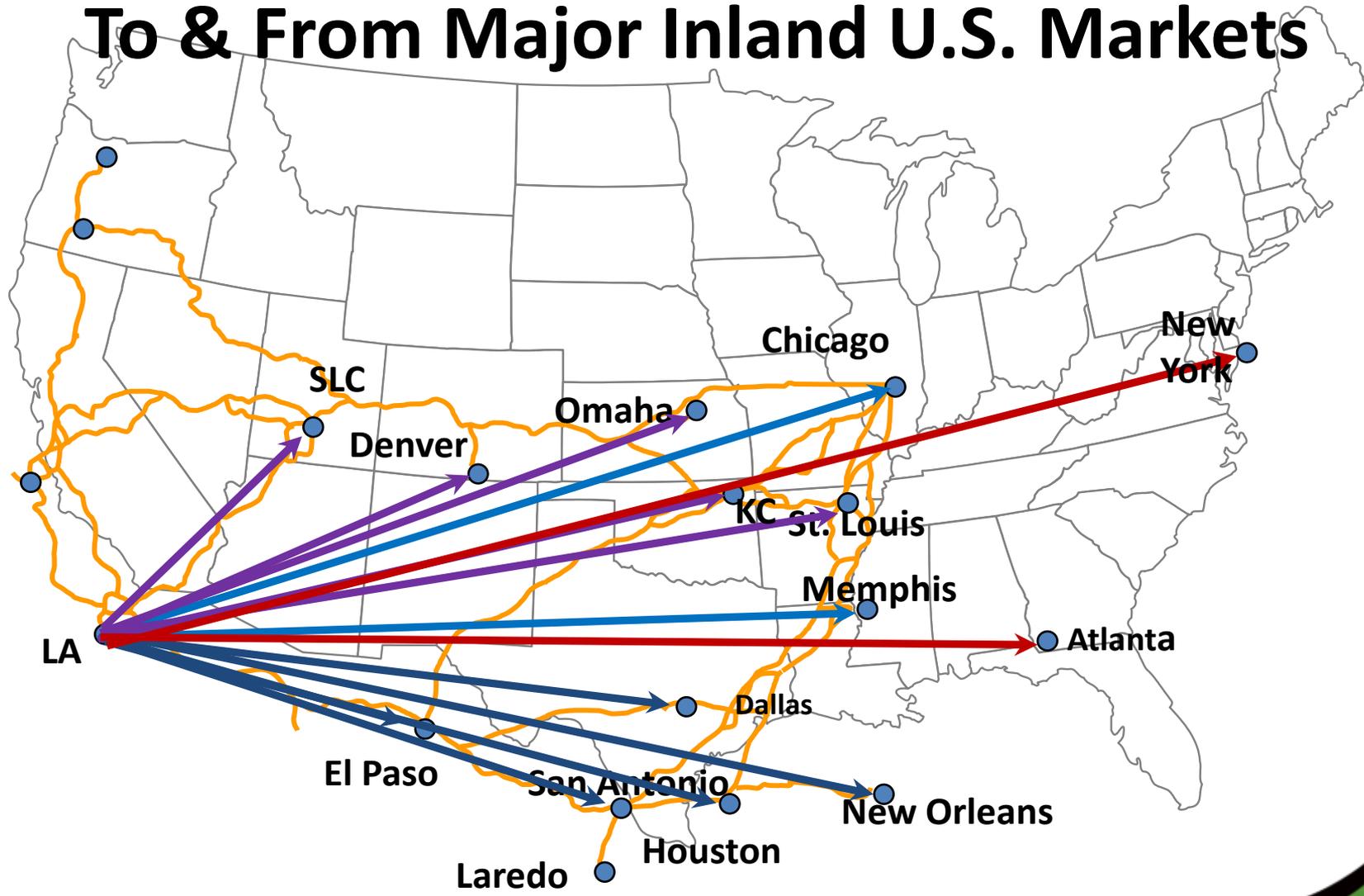
- ✓ Most numerous & frequent sailings to & from Asia, + 80 Sailings per Week to the Pacific Rim
- ✓ Greatest number of Origin & Destination Ports of Call
- ✓ 13 Container Shipping Lines
- ✓ Equipment Availability
- ✓ Greatest number of logistics & distribution centers in the U.S. (1.2 billion sq. ft. 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**

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
 Tuesday, April 3, 2012
 1:30 p.m. – 5:00 p.m.
 Irvine 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 Council

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

Free Export Workshop
 Friday, March 30, 2012
 10:30 a.m. – 2:00 p.m.
 Riverside Public Library
 3681 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:
 ✓ How to Export
 ✓ Identify Markets
 ✓ Financing & Insuring Overseas Sales
 ✓ Documentation & Logistics
 ✓ Sea and Air Cargo Services



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: <https://csuci.wufoo.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 portoflosangeles.org/business/trade.asp

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!

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



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 collage features several promotional materials for the 2013 Export Workshop Series. The central flyer, titled 'The 2013 Export Workshop Series starts May 1, 2013 with 8am-12:00pm', lists the following schedule:

Workshop Series	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

Other visible materials include a flyer for 'The 2013 Export Workshop Series' dated August 15, 2013, and a flyer for 'Crowell and Moring' with a date list: August 15, August 29, September 12, September 26, October 10, October 24, November 7, November 21. Logos for SBA, SBDC, and The Valley Economic Alliance are also present.



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)



Trade Shows Commodity & Product Specific



Japan America Society of Southern California and Port of Los Angeles
in coordination with
Consulate General of Japan to Los Angeles
Japan Business Association of Southern California
Japan External Trade Organization - Los Angeles
Port of Long Beach
room

**Second Annual
U.S.-JAPAN
GREEN CONFERENCE**

BENJAMIN S. COLLINGSWOOD
Market Development Manager
SANFYO Energy Services

THE PORT OF LOS ANGELES

Port of Los Angeles
TRIDEconnect
California Agricultural Export Training Program coming to your area

Going Global?

Classes starts March 8, 2012

REGISTRATION FOR 2012 Now Open! Registration Deadline: Feb. 24, 2012
Visit: www.trideconnect.org/2012

Contact: julian@portoflosangeles.org or call (310) 732-7766 to learn more

CALAGX
EXPORT TRAINING FOR CALIFORNIA AGRICULTURE

Although fruits, nuts, vegetables and other specialty crop products grown in California are highly regarded and in high demand by people around the world, surprisingly few California farms, processors and food exporters export their products. Why? Well, many don't know how to export. Others are sure that exporting is too difficult and should be left to "experts". Others believe that they lack in the domestic US market, are inefficient, and are not seeking market opportunities. Other react like to export, but don't know how to take the first steps.

It is a common goal among the California agricultural community to increase the export of our products. The TRIDEconnect program is the only program you will have the knowledge, skills and (most importantly) the resources to successfully export your products.

The 4-hour sessions will teach you:

- How to determine your specialty crop's export potential
- How to find markets
- How to find agents
- How to find buyers
- How to find distributors
- How to find exporters
- How to find buyers
- How to find distributors
- How to find exporters



3rd Annual Hong Kong Food Expo

AUGUST 16-20, 2012 • HONG KONG, SAR
Hong Kong Convention and Exhibition Center
1 Expo Drive, Wan Chai, Hong Kong

Join the Port of Los Angeles (POLA) and Los Angeles World Airport (LAWA) at the leading Asian market food expo. Take advantage of the California STEP program with value-added assistance!

EXCLUSIVE CALIFORNIA OFFER

- 400 Square Feet (24 Square Meters) x 2-Tier High Custom Built California Pavilion including 12 counters (one for each company), a counter, storage and a complete seating room, carpet, table, chairs, chairs, electrical and more than...
- On-site export assistance and take advantage of the Country of Origin Marketing Effect:
- Participation in the California STEP Pavilion - State level
- On-site support - staff from the California CTD and Port of Los Angeles will be on-site to provide assistance as needed
- Airfare hotel rate discount available through HKTDC

ADDITIONAL OPPORTUNITIES

- Business-matching meeting arranged by HKTDC (\$100 extra per company)
- Trade request, marketing materials prepared by HKTDC for U.S. companies to meet foreign buyers (ticket price TBD)
- Side-by-side options to showcase including travel and food (\$20 extra per participant)

REGISTER NOW

Funded in part through a grant award with the SBA

SBA California STEP
Exporting made easier for California Small Businesses

Los Angeles World Airports

CONNECT WITH US

For additional information, simply contact:
Beverly M. Adams, Deputy Director
California Center for International Trade Development located by El Cerrito College
31430 Rowdus Blvd., Hayward CA
Phone: (510) 875-3125
Email: bmadams@california.sba.gov

MAGIC

August 2011

IV. Major & Emerging Market Programs

Examples:

- Vietnam
 - Indonesia
 - Singapore
 - Malaysia
 - Philippines
- & West Coast of
Central & South
America



Presidential E Star Award 2013

