

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

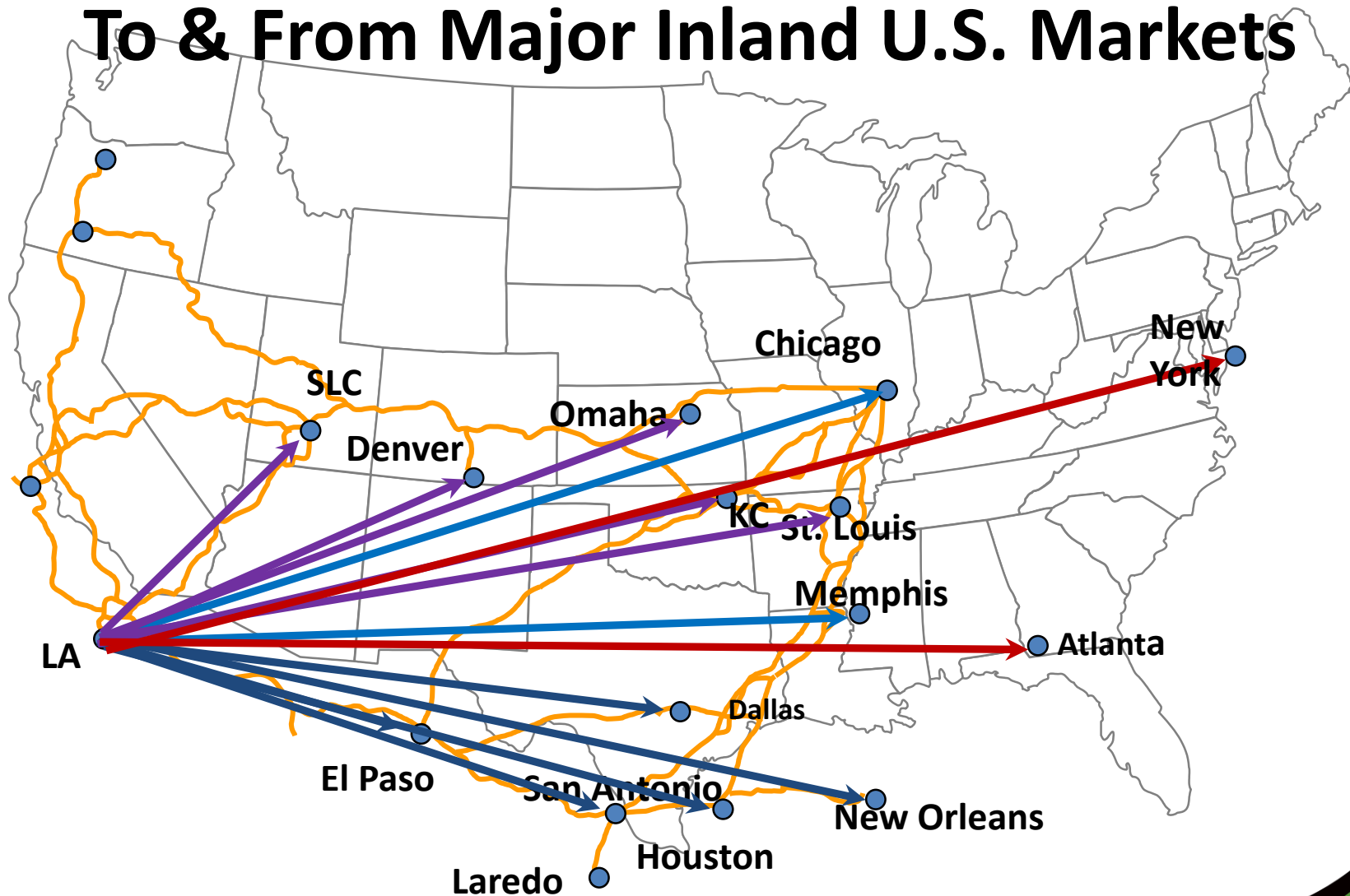
- ✓ **The Number 1 Customs District in the U.S.
(\$414 Billion in 2013)**
- ✓ **International trade is LA's largest employment sector**
- ✓ **Huge number of specialized service companies with
talented professionals with linguistic skills,
international links & multi - cultural understanding**
- ✓ **Largest 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 !

The screenshot shows the homepage of the dailybreeze.com website. The header features the site's logo and navigation links for Home, News, Sports, Business, Opinions, Entertainment, Life & Culture, and Info. A search bar is located in the top right corner, with a dropdown menu showing 'near Gardena, CA'. Below the search bar, there are buttons for 'Place an Ad', 'Classifieds', and 'Jobs'. The main content area displays a search result for 'Gardena, CA' with a sub-header 'near Gardena, CA' and a list of nearby locations: 'Address, Neighborhood, City & State, or ZIP'. Below this, there are buttons for 'events', 'movies', 'venues', and 'restaurants'. A section titled 'Free Export Workshop with Trade Connect' is visible, featuring a placeholder image with the text 'no image available' and a camera icon. The text for this section reads: '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'. To the right of the text, there are social media sharing options: 'Like', 'Tweet this', 'Invite Friends', and 'Calendar'.

Free Export Wor
Tuesday, April 3, 201
1:30 p.m. - 5:00 p.m.
Invite Chamber of Commerce
2485 McCabe Way, Irvine, CA 92
Experts from:
Trade Development, Port of Los An
U.S. Department of Commerce
U.S. Small Business Administr
Center for International Trade Devel
California Manufacturing Technology Consult
Learn about services now av
✓ How to Export
✓ Identify Markets
✓ Financing & Insuring Overseas S
✓ 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

Learn about services n



TRADECONNECT

Free Export Workshop

July 19, 2012
1:30 p.m. – 5:00 p.m.

Redondo Beach Performing Arts Center
1095 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 workshop!






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

LA
THE PORT
OF LOS ANGELES

RSVP: Jean Coronel at jcoronel@portla.org

www.portoflosangeles.gov

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.edu/Export/IFAValley>

Port of Los Angeles TRADEconnect

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)



Trade Shows Commodity & Product Specific



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

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

BENJAMIN S. COLLINWOOD
Market Development Manager
SANYO Energy (USA) Inc.

PANELISTS
"One World, Your World, Your Market!"
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 marketers export their products. Why? Well, some think that exporting is too difficult, and should be left to "experts". Others believe that their sales in the domestic US market are sufficient, and are not seeking to expand internationally. Others would like to expand internationally, but don't know how to take the first steps.

If you count yourself among the last group (or any other group!), the CALAGX training program is for you. Upon completion of the program, you will have the knowledge, skills, and (most importantly) the connections to become a successful exporter.

The 6 four hour sessions will teach you:

- ✓ Next steps to expand your specialty crop sales on a global scale
- ✓ How to Finance & Insure
- ✓ Establish contact
- ✓ Respond to international sales inquiries and trade leads
- ✓ Learn details of moving your product overseas
- ✓ Identify and resolve barriers to exporting

REGISTRATION FOR 2012 Now Open! Registration Deadline: Feb. 24, 2012
Visit: www.fresnocitd.org/calogx
Contact: icorone@portla.org or call (310) 732 7765 to learn more

EXPORT TRAINING FOR CALIFORNIA SPECIALTY CROPS
FINE WORLD - YOUR WORLD - YOUR MARKET

Los Angeles, CA 90071 WWW.300-300

**23rd 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 Airports (LAWA) at the leading Asian market food expo. Take advantage of the California STEP program with value-added assistance!

EXCLUSIVE CALIFORNIA OFFER

- 600 Square Feet (24 Square Meters) x 2-Tier High Custom Built California Pavilion including 12 counter (one for each company), a common charge and a common meeting room, carpet, table, chairs, chairs, electricity and more lots.
- Co-located your company and take advantage of the Country of Origin Marketing Effect by:
 - Participation in the California STEP Pavilion - focus detail
 - On-site support - staff from the California CITD and Port of Los Angeles will be on-site to provide assistance as needed
 - Airfare hotel rate discount available through HKTCDC

ADDITIONAL OPPORTUNITIES

- Business matching meeting arranged by HKTCDC (\$190 extra per company)
- Upon request, networking reception organized by HKTCDC for U.S. companies to meet foreign buyers (ticket price TBD)
- Table top options to Showcase including travel and food (\$20 extra per participant)

Target Industries:

- Food & Beverage Products (Meat, Poultry, Seafood, Dairy, etc.)
- Beverages (Alcoholic, Non-Alcoholic)
- Confectionery, Candy, Ice Cream, Frozen Food, Confectionery & Sweets
- Vegetables, Fruits, Nuts & Grains
- Food, Meat & Poultry, Seafood & Dairy, Snack, Sausage & Canned Meat
- Food Packaging, Labeling, Safety & Logistics, Production & Services
- Food Processing Products, Machinery & Related Services
- Government Organizations & Trade Associations

Reserve your spot early; this promotion is limited to the first 12 California small businesses!
Registration Deadline: April 30, 2012

CONNECTION POINT
Organized by Hong Kong Trade Development Council (HKTCDC)

For additional information, simply contact:
Brendan Madden, Deputy Director
California Center for International Trade Development located by El Camino College
13430 El Camino Blvd., Torrance, CA
Phone: (310) 975-1215
Email: brendanm@elcamino.edu

Funded in part through a grant award with the SBA

SBA California STEP
Exporting made easier for California Small Businesses

LA THE PORT OF LOS ANGELES
Los Angeles World Airports



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



