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
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
- Use of overseas reps. to assist when there are substantial potential export cargo movements
- Assistance with export logistics and referral to appropriate agencies and professional service provider associations
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
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