



PORT OF LOS ANGELES' TRADE CONNECT PROGRAM GOES BEYOND THE NUMBERS

The Port of Los Angeles' Trade Connect program hosted [Beyond The Numbers](#) at the Crown Plaza Hotel in San Pedro on November 2, 2016, offering a comprehensive update on air and sea cargo trends through America's leading trade Gateway.

The popular [Trade Numbers](#) statistical publication has been a part of the annual World Trade Week program for the past 10 years, sponsored by the [Port of Los Angeles](#), [Los Angeles World Airports](#) and the [Los Angeles Chamber of Commerce](#).

[Trade Numbers](#) defines the dollar value of air and sea cargo moving through local ports and airports in Southern California. This publication also highlights the yearly ranking of major trading partners as well as the key products moving through the Customs District.

The event shares updates on these vital trade statistics with the local business community, and assists with global market planning, while also encouraging more regional companies to pursue exporting as part of their business planning.

Two videos which highlighted the extensive investments and progress underway at both LAX and POLA were featured during the Beyond The Numbers presentation. Discussion focusing on meeting challenges in order to ensure future growth and economic development followed the presentation, including Infrastructure Development, Operational Planning and Strategic Trends.

Speakers included Deborah Flint, Executive Director of Los Angeles World Airports and Doane Liu, Deputy Executive Director of the Port of Los Angeles. The conversation was moderated by a distinguished guest, Ambassador Mickey Kantor, the former U.S. Trade Representative and U.S. Secretary of Commerce, a senior statesman in our Los Angeles trade and business community. Commissioner Anthony Pirozzi of the LA Board of Harbor Commissioners offered a warm welcome. In addition to his executive role with the Boeing Satellite Development Center and his role on the Commission, Commissioner Pirozzi was the successful Chair of this year's World Trade Week, which had record attendance. As a native San Pedran, the Commissioner was an ideal person to warmly welcome all the guests.

Eric Eide, the Director of the MOIT then gave especially timely remarks, as he has been very hard at work on the Mayor's export trade initiative which was just launched two weeks prior to this event.

The program planned featured two guest experts:

- Ken Roberts is the President of WorldCity which publishes Trade Numbers for several key cargo gateways around the U.S. He is based in Coral Gables, Florida. Ken updated air and sea cargo trends so far this year, both nationally and regionally, as well as highlights of products being exported and imported. He also explained which nations were strongly emerging markets.
- Michael Webber, President of Webber Air Cargo, Inc. based in Austin, Texas. Michael is a respected consultant in the air cargo field and shared very interesting data about the growing strength of our air cargo market share and capacity in Southern California.

[Click here to view the Beyond The Numbers conference](#)