The Purpose of Trade Connect

- Educate companies
- Market diversification for businesses
- Employment creation
- Develop additional trade through the Southern California trade gateway
Issues Around Exporting?

- 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!
How Trade Connect Works

• I. The Basic Trade Connect Program (101)
• II. Trade Connect (Intermediate) (201 & 301)
• III. Specialized Commodities Programs (501)
• IV. Emerging Market Program (401)
• V. Advanced Assistance
I. The Basic Trade Connect Program

5 “How To Keys”:
• Locating Markets
• Finding Finance
• Doing Documentation
• Arranging Logistics
• Educating Staff
How does Trade Connect Works

**Find Host**
- Local Chambers of Commerce
- Ethnic Chambers of Commerce
- Municipal Economic Development Departments
- Municipal, County, State & Federal Elected Officials

**Arrange Meeting Logistics**
- Date
- Time
- Venue

**Call Panel**
- U.S. Department of Commerce
- U.S. EXIM Bank & the SBA (Export Assistance)
- Freight Forwarders Association
- Port & Airport
- CITD
- Municipal/State government representatives

**Trade Connect Event**
- Registration
- Port facilitate Panel
- Panel Make Presentations
- Q & A
- Evaluation/Survey
- Networking

**Prepare Outreach Collateral**
- Prepare Event Announcement
- Program/Workshop Content
- Outreach
  - Trade Associations
  - Media outreach outlets
  - Chambers
Expert Resources

- U.S. Department of Commerce
- U.S. EXIM Bank & the SBA (Export Assistance Office)
- Freight Forwarders Association
- Port & Airport
- CITD College

[Image of various logos and a presentation slide]
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
BASIC TRADE CONNECT PROGRAM

EVENTS

Free Export Workshop
Tuesday, April 30, 2012
1:30 p.m. – 3:00 p.m.
Stevenson Public Library
3201 West 6th Avenue
Hermosa Beach, CA 90254

Ex peri en c e:
Trade Development, Port of Los Angeles
U.S. Small Business Administration
Center for International Trade Development
California Manufactur ing Technology Council

Learn about services now available!

Free Export Workshop
Friday, March 30, 2012
10:30 a.m. – 12:30 p.m.
Stevenson Public Library
3201 West 6th Avenue
Hermosa Beach, CA 90254

Ex peri en c e:
Trade Development, Port of Los Angeles
U.S. Small Business Administration
Center for International Trade Development
California Manufacturing Technology Council

Learn about services now available!

Free Export Workshop
Wednesday, May 23, 2012
1:30 p.m. – 3:30 p.m.
California State University, Dominguez Hills
Center for International Trade Development

Ex peri en c e:
Trade Development, Port of Los Angeles
U.S. Small Business Administration
Center for International Trade Development
California Manufacturing Technology Council

Learn about services now available!

Free Export Workshop
July 18, 2012
1:30 p.m. – 5:00 p.m.
Redondo Beach Performing Arts Center
1026 Manhattan Beach Boulevard, Redondo Beach CA 90278

Ex peri en c e:
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
April 18, 2012
1:30 p.m. to 5:00 p.m.
Embassy Suites – On the River
191 East Lomita Boulevard, Long Beach, CA 90802

Ex peri en c e:
Trade Development, Port of Los Angeles
U.S. Department of Commerce
U.S. Small Business Administration
Center for International Trade Development

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Center for International Trade Development

Learn about services now available!
II. Trade Connect (Intermediate - 201/301)

Examples:

- Trade Finance & Insurance
- Protection of Intellectual Property
- Risk Mitigation Techniques
- Cultural & Business Customs in different countries
III. Specialized Products and Commodities Programs

Examples:

• Green Exports (Partner: U.S. EXIM Bank)
• Marine Tech (Partners: HAIC & Dept. of Commerce)
• Fashion & Apparel (Partners: CFA & Department of Commerce)
• Food and Ag Products (Partner: CalAgX – Specialty Crops CITD Fresno & USDA)
Trade Related Events:
Product or Commodity Specific
IV. Major & Emerging Market Programs

South East Asia:
• Vietnam
• Indonesia
• Singapore
• Malaysia
• Philippines

Latin America West Coast:
• Central America
• South America
Examples of Emerging Market Programs:
• Asia (Partner: Asia Business Association)
• India (Partners: US Dept. of Commerce, & Indus Professionals Association)
• Japan (Partners: Japan America Society, Japan Business Association & JETRO)
• Korea (Partner: KOTRA)
• Hong Kong (Partner: HKTDC)
V. Advanced Assistance

- Cooperation with other agencies on matchmaking for local businesses on trade missions & trade shows
- Use of overseas reps. to assist when there are substantial export cargo opportunities
- Assistance with export logistics and referral to appropriate agencies and professional service provider associations

<table>
<thead>
<tr>
<th>Trade Missions &amp; Trade Shows</th>
<th>Port Overseas Representatives</th>
<th>Counseling</th>
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</thead>
</table>

Port of Los Angeles
TRADEconnect