



Trade Connect Program Plan for 2017
in cooperation with the Mayor's Office of International Trade

- **Trade Connect 101** **January 20** **Westside**
This will be a special 7 hour program (in cooperation with State of California Board of Equalization) and will have approx. 8 breakout sessions for specialized subjects.
- **TradeX** **February 2** **San Pedro**
This program is similar to TED programs. It is a 15 minute presentation by individual companies on their innovative products, with focused commentary from a panel of export experts on how to best globalize their product.
- **Market Forum** **March 2** **LA Central Library**
This program will focus on business and trade opportunities between Southern California and the countries of the Pacific Alliance, which includes Mexico, Colombia, Peru and Chile.
- **Trade Connect 101** **April 13** **LA (TBA)**
This will be the standard 3 hour introductory program focused on the basic export essentials of how to identify overseas markets, how to plan logistics & documentation and how to arrange trade finance & insurance.
- **Why Export ?** **April 18** **LA Law Library**
This is a one hour introductory program on exporting as part of the LA Law Library's business resources program.
- **Beyond the Numbers** **May 9** **LAX**
This is the bi – annual program at which the LA Trade numbers publication is released (as well as at WTW in May) and during which a presentation is made on current sea and air cargo trends in both products and markets.
- **TradeX** **June 15** **San Fernando Valley**
This program is similar to TED programs. It is a 15 minute presentation by individual companies on their innovative products, with focused commentary from a panel of export experts on how to best globalize their product. This is the second year we have presented this program hosted by the San Fernando Economic Alliance.

- **Trade Connect 101** **July 20** **LA (TBA)**

This will be the standard 3 hour introductory program focused on the basic export essentials of how to identify overseas markets, how to plan logistics & documentation and how to arrange trade finance & insurance.

- **Export University** **Downtown LA**

- **Why Export** **July 27**
- **Finding Markets** **Aug. 10**
- **Export Planning** **Aug. 24**
- **Logistics/Docs.** **Aug. 24**
- **Legal Aspects** **Sept. 7**
- **Cultural Aspects** **Sept. 21**
- **Trade Finance** **Oct. 5**
- **INCOTERMS** **Oct. 19**
- **Presentations** **Nov. 2**

This series is a bi – weekly 3 hour in – depth focus session on key areas, with subject matter experts from government agencies and professional associations.

- **Trade Connect 101** **Nov. 14** **LA (TBA)**

This will be the standard 3 hour introductory program focused on the basic export essentials of how to identify overseas markets, how to plan logistics & documentation and how to arrange trade finance & insurance.

- **Why Export ?** **Nov. 21** **LA Law Library**

This is a one hour introductory program on exporting as part of the LA Law Library's business resources program.

- **Export University** **Dec. 7**
Roundtable

This annual program brings together Export University graduates to share their experiences and compete for three awards for excellence in export development.