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.