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#iamayor

THE MAYOR'S EXPORT PROGRAM

THE CASE FOR EXPORTING

95% of the World's consumers live outside of the United States, but only 1% of all US companies export and only 15% of all US manufacturers export.

In Los Angeles we have some of the best companies in the world with unparalleled access to global markets, with the nation's largest port and top origin and destination airport.

Our City's companies should be exporting more than they are, but learning how to do so can be time consuming and expensive.

WORKSHOPS TO GUIDE YOU, WHEREVER YOU ARE

The Mayor's international trade team will offer concierge service to companies to provide them the resources available throughout Los Angeles to assist exporters.

Some of these resources include:



OUR GOAL
IS TO MAKE
THE ROAD TO EXPORTING
EASIER
TO NAVIGATE.

SHOULD I EXPORT?

You may be asking yourself if you're ready to export – **TradeConnect**, in partnership with the Port of Los Angeles, will help new-to-export businesses answer this question by covering the fundamentals of exporting, including costs, risks and next steps.

HOW DO I EXPORT?

You know you're ready, but you need a plan. Let **ExportTech** help you develop a plan, and we'll help you execute it. **ExportTech** is the only national program where each company develops an export plan that is vetted by a panel of experts upon completion.

WHERE DO I GO NEXT?

Most companies only export to 1 or 2 countries. Join the Mayor's team on trade tours abroad – we'll take you overseas and help you find your ideal markets for expansion.

THE RESULT FOR COMPANIES WILL BE INCREASED
SALES, AND AN IMPROVED BOTTOM LINE.



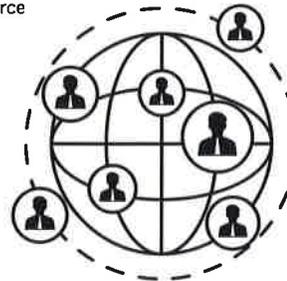
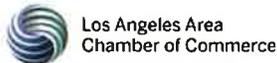
OUTREACH & EDUCATE COMPANIES TO EXPORT

We'll support LA-based companies in key industries to encourage them to enter global markets.



IDENTIFY GLOBAL MARKETS

Through our work with global and local partners, we'll help our companies find global markets for their goods.



CONDUCT TRADE TOURS

The Mayor's office will take LA companies on trade tours to introduce them to foreign buyers and opportunities. 6-12 tours to markets around the world are being planned for 2017. Typical trips will last 5 days and include:

- ONE-ON-ONE BUSINESS MEETINGS
- NETWORKING RECEPTIONS
- BUSINESS MATCHMAKING EVENTS
- 2-3 CITIES PER TRIP
- INDUSTRY SPECIFIC ITINERARIES



CONTACT US

Learning to Export does not have to be daunting.
Start the journey by contacting the
Mayor's Office of International Trade.

Deputy Director David Reich
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213.978.0331

Deputy Director Felipe Cusnir
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