Highlights of 2014

Trade Development Division and Trade Connect held and participated in over 145 engagements, including 45 Trade Connect 101 – 601 programs. These primarily included export programs, bilateral trade programs and arrangements for international business delegations. Two roundtables were also arranged for local chambers and economic development agencies, with a view to attracting international companies involved in trade to the harbor area. There was also participation in trade education forums, as local colleges become more focused on developing trade and logistics curricula, in light of new Federal legislation passed this year to encourage more focused workforce training.

Cooperation with Organizations

Trade coordination activities continued with other government agencies, professional associations and academic institutions. A key coordinating role is carried out through the Los Angeles Regional Export Council which is our regional Metropolitan Export Initiative program formed by the Brookings Institute.

Additionally, during 2014 we continued to improve our close working relationships with the following organizations:

AWARDS

On April 8th Trade Connect received two awards from the global business education organization NASBITE International (National Association of Small Business International Trade Educators), at the 27th Annual NASBITE International Conference held in Memphis, Tennessee.
“The best way to predict your future is to create it.”

- Peter Drucker

In addition to our long term working relationship with all U.S. Department of Commerce staff in Southern California on Trade Connect, a special program was held with their ports and maritime practices group.

Cooperation continued with U.S. SBA, SBDC, U.S. MBDA, U.S. EXIM Bank, U.S. OPIC, U.S. TDA, U.S. Trade Representative and with Select USA. The Executive Director of Select USA was briefed at the Port on December 18th.

The District Export Council of Southern California, appointed by the U.S. Secretary of Commerce, continued as an active partner and sponsor of Export University and all Trade Connect programs.

- **Federal**

- **Municipal**

Mayor’s Office of Economic Development:

We have cooperated this year on numerous programs with staff of the Mayor’s Office of Economic Development including specialists on small business, fashion and aerospace. This is in addition to our cooperation with the staff of the Mayor’s Office of International Trade.

To support small businesses by providing added opportunities to navigate doing business with Los Angeles City Departments, Trade Connect partnered with the Mayor’s Office of Business and Economic Development and presented two signature events on Doing Business with the Airport, Department of Water and Power and the Port of Los Angeles. These well attended events provided exclusive access to local and regional industry suppliers. It provided an opportunity to learn the guidelines at each Proprietary Department and cultivate relationships necessary to become bid savvy.

- **State**

Cooperation increased with GO-Biz (Governor’s Office of Business and Economic Development) through their activation of our regional iHub (see note below).

On September 9th GO-Biz designated a Working Group in Southern California to carry out an MOU signed by Governor Jerry Brown with the Ministry of Commerce of China (MOFCOM). This MOU involves seven Chinese provinces and California with the goal of expanding trade and investment cooperation. Trade Development is a member of the SoCal Working Group through LARExC (MEI).

Cooperation with the State Centers for International Trade Development continued in Santa Clarita, Antelope Valley and Orange County.

- **County**

Trade Development increased cooperation with the Economic Development Agency of LA County (LAEDC) with its first Trade Connect Webinar as well as an active role in the LAEDC’s aerospace jobs defense council.

- **Minority Business Development Agency**:

Active strategic partnership continued with both the MBDA of LA City and USC.

- **Chambers**

Close cooperation with LA Area Chamber of Commerce continued with sponsorship of the monthly Global Initiatives Program and active participation in the World Trade Committee of which Commissioner Anthony Pirozzi will become future Chair.

Renewed cooperation with the San Fernando Valley Economic Alliance, which comprises numerous chambers and business organizations in the SFV.

**ACCREDITATIONS**

In addition to the existing NEI (National Customs Brokers & Forwarders Association of America, Inc.) which offers formal structure to continuing education and industry certification, Trade Connect seminars also received accreditation in 2014 by:

- NASBITE Certified Global Business Professional

These credentials provide a benchmark for competence in global commerce. The CGBP designation demonstrates an individual’s ability to conduct global business in the areas of global business management, global marketing, supply chain management and trade finance.
Renewed cooperation with San Gabriel Valley Economic Partnership which represents chambers through the SGV.

Cooperation with municipally based chambers throughout Southern California.

- Economic Development Agencies
  Cooperation with numerous regional economic development agencies in the 5 County region.

- Professional Associations
  The LA Customs Brokers and Freight Forwarders Association is a very active partner, participating in virtually all Trade Connect programs.

Dr. Sohn is Vice Chairman of the multinational retailer Forever 21 and was a commissioner at the Port of Los Angeles.

In the legal sector, the LA Law Library, LA County Bar Association and State Bar of California have also strongly increased their participation and support in 2014.

BizFed represents a broad cross-section of entities including Chambers of Commerce, trade groups and economic development organizations in Southern California. Trade Connect presented on our programs to their membership this year and now participates on their International Trade Committee.

Successful Asia Trade Forum

Following two successful annual programs in the San Gabriel Valley, this year’s Asia Trade Forum was hosted by Dr. Sung Won Sohn of CSU Channel Islands Martin V. Smith School of Business and Economics. (Dr. Sohn is Vice Chairman of the multinational retailer Forever 21 and was a commissioner at the Port of Los Angeles. Dr. Sohn was Executive Vice President and Chief Economic Officer of Wells Fargo Banks and senior economist on the President’s Council of Economic Advisors in The White House.)

On June 13, 2014, eight high level consular and trade experts representing Malaysia, Indonesia, Cambodia, South Korea, the Philippines, Hong Kong and Taiwan provided interesting updates about their economy, demographics and market opportunities for American businesses. As a result, “Trading Up With Asia” was a featured article in the December 2014 edition of the Port of Los Angeles Latitude. For a full view of the article, please visit:


It’s a good time for California businesses to look into Market Opportunities in Asia
Ethnic Chambers and Associations

Hong Kong

Cooperation with Hong Kong Economic and Trade Office of San Francisco, the Hong Kong Association of Southern California in presenting “Hong Kong – Your Access to China and Asia” with Hong Kong Commissioner to the United States, Clement C.M. Leung, JP, as keynote speaker on February 12, 2014 at the Crowne Plaza in San Pedro.

Gulf States

For the first time in LA a trade conference was held on April 9th focused on the Arab Gulf States, in cooperation with the National US Arab Chamber of Commerce. This conference incorporated a Trade Connect panel. This event was held at the Intercontinental Hotel in Century City and was fully subscribed. Trade Commissioners and senior officials represented each Gulf State, including many from Washington, D.C. attended and made presentations on their economies and pro business policies. Trade between the LA Customs District and the Gulf States has been growing rapidly.

India

Vibrant Gujarat Summit. Cooperation with SABAN (South Asian Business Alliance Network) to meet business delegation and B2B matching of manufacturing technologies, oil & gas, pharma & bio-tech, medical devices, food processing, renewable energy and port and maritime industries on August 26, 2014 at the Los Angeles Area Chamber of Commerce.

Philippines

Cooperation with the Filipino American Chamber of Commerce, Orange County (FACOC) and the Irvine Chamber of Commerce in presenting “Asia’s Next Economic Tiger – The Philippines on November 12, 2014 at the Irvine Chamber of Commerce.

Asian Business Association

Cooperation with the Asian Business Association of Orange County’s annual PROCON conference on September 25th. Trade Development and Contracts and Purchasing Divisions shared a table at this major event held at the Disney Hotel in Anaheim.
Regional Manufacturing Communities Partnership (IMCP) Wins Federal Designation

Trade Development, on behalf of the Port, participated in the working group with USC Center for Economic Development and the Mayor’s Office of Economic Development on the U.S. Department of Commerce initiative to revitalize regional manufacturing through public-private partnerships and coordinated federal funding. On May 28th Secretary of Commerce Penny Pritzker announced our working group’s proposal was one of 12 communities officially designated part of the Investing in Manufacturing Communities Partnership (IMCP) initiative. A key goal is to increase international trade and exports through a revitalized manufacturing sector; our role is to assist companies by connecting them to export resources.

Trade Commissioner Networking Group

Trade Development has always worked closely with all Trade Commissioners in our region and, in particular with the Trade Commissioners Networking Group of the LA Area Chamber of Commerce. They actively participate as presenters and exhibitors at our Trade Connect regional market forums, i.e., Latin America and Asia forums.

PortTech Los Angeles

Our cooperation with PortTech continued in 2014 with capacity attendance at the Trade Connect workshop held in San Pedro for their network of companies and entrepreneurs. An advanced workshop is planned for 2015.

Expansion of Export University

There have been several positive developments during 2014, including an expanded 12 – part Export University at the LA Law Library in Downtown LA. The Law Library as well as the LA County Bar Association and the California State Bar contributed to 3 of the 12 program segments.

First Time Export University Video Program

The Trade Development website has been re – designed and updated with inclusion of the important addition of a multi - part video of the advanced export program. Each segment is approximately 25 minutes. A directory enables viewers to focus in on particular subjects in which they have interest. These videos are available at our website: www.LATradeConnect.org

Aerospace Sector Programs

The first of two special focus export seminars for suppliers to the aerospace industry was held on February 27th at the College of the Canyons in Santa Clarita. The second program for Aerospace suppliers was held at the Flight Path Museum at LAX Airport on June 17th with the support of numerous agencies and Council District 11. Trade Development, on behalf of the Port, is also a partner member of the LAEDC’s aerospace jobs defense council. By value, this sector is the largest export from the LA Customs District.

Garment & Fashion Sector Program and Trade Show

In addition to a special focus program held on August 26th at the USC Galen Center, we have participated in the quarterly advisory board meetings of the California Fashion Association. Our role has been to both advise on current port issues and specifically to support export programs. A key program we have supported has been the “Designed in LA” initiative in cooperation with the Mayor’s Office of Economic Development. During February we participated with a booth at the Made in U.S.A. Pavilion at the MAGIC Trade Show which was visited by Kelli Bernard, Deputy Mayor of Economic Development, when she attended as a keynote speaker.
Export Development

Following is a chronology of activities and engagements:

January 7th presented “International Trade: Mechanics of Export” at the International Bankers Association of California (City Club).

January 10th participated in the Manufacturing Communities collaborative held by the Mayor’s Office of Economic Development as part of application for Federal IMCP grant. The Port is a contributing partner of this collaborative to assist manufacturers with exporting (City Hall).

January 15th participated in the LAEDC Aerospace Defense Council which advocates on behalf of the aerospace sector. The Port is a partner in this collaborative to assist this sector with exporting (Downtown LA).

January 22nd held Trade Connect introductory export workshop in cooperation with LA Council District 9 (LA Trade Tech Community College). Attendees: 84

January 28th presentation to the Board of BizFed on Trade Connect program and initiatives (Metropolitan Water District, Downtown LA).

February 4th conducted trade and economic development Harbor Area Roundtable at Banning Landing focused on reviewing resources for the attraction of trade – related FDI to harbor industrial and commercial areas. Attendees: 27

February 17-21, participated in the annual Magic Trade Show for the garment and fashion industry in Las Vegas.

February 20th presentation to American Association of Port Authorities Maritime Economic Development Workshop on “Opportunities and Realities for Attracting New Exporters and Exports” (Hilton Hotel, San Diego)

February 27th held Trade Connect export workshop for Aerospace Suppliers in cooperation with SBDC, CITD and Center for Applied Competitive Technologies (College of the Canyons). Attendees: 41

March 5th presented on Port of Los Angeles shipping services at the “International Trade” Conference held by Riverside County Office of Foreign Trade (Riverside).

March 6th held Export University advanced export workshop (1) “International Business Culture” at LA Law Library. Attendees: 33

March 13th held Trade Connect introductory export workshop in cooperation with Antelope Valley Economic Development Agency, SBDC, South Valley WorkSource, Antelope
Valley Board of Trade, City of Palmdale, City of Lancaster (Palmdale). Attendees: 25

March 20th held Export University advanced export workshop (2) “Is Exporting for Me?” at LA Law Library.

April 3rd held Export University advanced export workshop (3) “Internet Export Marketing” at LA Law Library. Attendees: 28

April 15th held Trade Connect introductory export workshop in cooperation with the Industry Manufacturers Council and Industry Chamber of Commerce, City of Industry. Attendees: 42

April 17th held Export University advanced export workshop (4) “Finding & Entering New Markets” at LA Law Library. Attendees: 29

April 30th co – sponsored the 2014 West Coast Manufacturing Conference (Biltmore Hotel, LA)

April 30th participated in export trade panel co – sponsored by District Export Council of Southern California and U.S. Export Assistance Center. Attendees: 36

May 8th held Export University advanced export workshop (5) “Export Sales Techniques / Port & Airport Services” at LA Law Library. Attendees: 29

May 15th co – sponsored “How to do Business with the Port, the Airport & How to Participate in LA International Trade Education Programs” with Mayor’s Office of Economic Development, POLA Contracts and Purchasing Division, LAWA, BusinessSource, CD 11 and CD 15 at City Hall. Attendees: 101

May 21st held Export University advanced export workshop (MCLE) “International Trade Research & Resources” at LA Law Library. Attendees: 22

May 22nd held Export University advanced export workshop (6) “Incoterms” at LA Law Library. Attendees: 25

June 3-4 co – sponsored “Discover Global Markets (Europe) held by the U.S. Department of Commerce and the District Export Council of Southern California, held at Hyatt Regency, LA. Attendees: 256

June 3rd presented on “Growing Exports and Promoting Economic Development” panel at the American Association of Port Authorities Commissioners Seminar at Seattle, Washington.

June 5th held Export University advanced export workshop (7) on Export Trade Finance and Insurance. Attendees: 23

June 11th presented at “Nagoya Trade Fair Briefing” in cooperation with California Manufacturers and Technology Consulting and LA Area Chamber of Commerce.

June 18th held Export University advanced export workshop “International Trade Research Resources” at LA Law Library. Attendees: 21

June 17th held Trade Connect “Export Workshop for Aerospace Suppliers” at LAWA’s Flight Path Museum. Supporting sponsors included Centers for Applied Competitive Technologies (CACT) and California Manufacturing

How to do Business with the Airport and the Port & How to Participate in LA International Trade Education Programs

Thursday
May 15, 2014
Los Angeles City Hall
200 North Spring Street
Tom Bradley Tower

PROGRAM

8:00 am
Information Tables
9:00 am - 9:20 am
Opening Remarks - Elected Officials & Special Invitees
9:20 am-9:40 am
How to Get Certified
9:40 am - 10:00 am
LA Trade Education Programs
10:00 am - 10:15 am How to do Business with the Port of Los Angeles
10:15 am - 10:30 am How to do Business with Los Angeles World Airports
10:30 am - 11:00 am
Q & A – Networking
and Technology Consulting (CMTC). Attendees: 44

June 18th held Export University (MCLE) Seminar: International Sales Contracts, Commercial Invoices and Other Documents. Attendees: 19

June 19th held Export University advanced export workshop (8) “Legal Do’s & Don’ts in Exporting” at LA Law Library. Attendees: 30

June 19th co-sponsored “Globalization: Impacts & Benefits for Central Coast Firms” with California Centers for International Trade Development and the District Export Council of Southern California at Santa Maria.

June 20th presented on current Port conditions and ILWU – PMA contract negotiations at the District Export Council of Southern California Plenary Meeting.

June 26th held introductory Trade Connect export workshop in cooperation with PortTech LA at San Pedro. Attendees: 51

July 10th held Export University advanced export workshop(9) “Export Logistics & Shipping Documents” at LA Law Library. Attendees: 30

July 23-24, 2014 Hosted International Trade Administration representatives from U.S. Embassies and Consulates in cooperation with the US Department of Commerce. This conference was focused on international marketing of U.S. maritime and port services. Attendees: 27

July 24th held Export University advanced export workshop (10) “Export Plan Development” at LA Law Library. Attendees: 35

August 5th provided port and trade briefing to Mr. Chris Eisenhower of the U.S. Trade Representative Office.

August 12th co-sponsored and presented at “Learning How to Grow Your Business by Exporting” hosted by The Riverside County Manufacturers and Exporters Association – South West Chapter and the City of Murrieta at Murrieta City Council Chambers.

August 20th held RoundTable for “Attracting International Investment to the Harbor Industrial Areas” in cooperation with Jan Perry, General Manager, Economic & Workforce Development Department and local chambers and economic development agencies at LA Harbor College. Attendees: 30


September 10th participated in “Los Angeles – South Korea: Globalizing Trade Between Leading Economies” hosted by the Mayor’s Office at City Hall.

September 17th participated with table top at the PortTechLA Exhibit Hall


September 20, 2014 conducted joint export trade panel with Hong Kong Trade development Council and also with table top (in cooperation with the Contracts & Purchasing Division) at the Exhibit Hall. Attendees: 125

September 22nd jointly with Government Affairs Division, met with State of California iBank in Sacramento to discuss expansion of export finance services to small businesses.

September 23rd held “Global Growth – Compete, Win and Grow Your Business through Exporting” in cooperation with the California SBDC of Orange County at Santa Ana. Presentations included three export success stories and export resource tables with experts on export finance, shipping and regulatory compliance. Attendees: 57
September 24th held “Special Export Inspection Briefing” dealing with current export holds occurring at LA Customs District, in cooperation with LA Customs Brokers & Freight Forwarders Association and Harbor City/Harbor Gateway Chamber of Commerce at Harbor City. Attendees: 22

September 26th participated in the ABAOC PROCON annual Sourcing and Trade Event with table top (in cooperation with Contracts & Purchasing Division) at the Exhibit Hall. Attendees: 183

October 3rd gave presentation at “Exporting Seminar” hosted by the City of Lake Forest, the Lake Forest Chamber of Commerce and SBA at Lake Forest City Hall. Attendees: 115

October 16th co–sponsored and presented at the “3rd Annual West Coast Trade & Export Finance Conference” held by the Global Trade Review (UK) at the Omni Hotel, LA.

October 21st held “Exporting for your Company: A Trade Connect Webinar” in cooperation with the LAEDC, the U.S. Department of Commerce and the LA Customs Brokers & Freight Forwarders Association.

October 23rd held “Export Seminar: Take Your Small Business Further” in cooperation with the Office of Congresswoman Grace F. Napolitano, the University of La Verne and the San Gabriel Valley Economic Partnership. Attendees: 151

October 30th held Trade Connect export workshop in cooperation with the Office of Congressman Ed Royce, Chair of the House Foreign Relations Committee at the Kellogg Conference Center, Pomona. Attendees: 50

November 7th co–sponsored “Learn How to Increase Your Company’s International Sales” with Fred P. Hochberg, Chairman & President of the U.S. Export Import Bank, the Minority Business Development Agency and the Mayor’s Office. Attendees: 187

Global growth can be both daunting and rewarding. On September 23, 2014, a panel of small business owners sharing best practices on how to discover new and existing markets of product or service, the steps to take and the mistakes to avoid in selling internationally.

**Laguna Candles** was founded in 2003 when founder (Sharie Hendricks) wanted a cleaner burning candle for her home. After many months of research she found “Soy” and decided to offer a collection of clean burning, Eco-friendly, scented, soy wax candles.

**Phenix Technology** is an industry recognized manufacturer of high quality professional fire helmets built to industry standards. Phenix fire helmets are used by thousands of firefighters in the United States and worldwide.

**31thirteen Studio** is a multi-disciplinary creative design group specifically created to partner with owners and developers of entertainment oriented projects of all kinds; theme parks, resorts, restaurants, and retail facilities. With assistance from Trade Connect, they expanded into the Middle East.
The phenomenon of e-commerce and globalization provides opportunities for small and medium sized businesses to launch new marketing outlets for products and services. The internet offers much promise to U.S. firms interested in a new vehicle for exporting.

November 14th held Trade Connect export workshop on “Internet Export Marketing” in cooperation with the Institute for Global Economic Research and the Martin V. Smith School of Business & Economics CSU Channel Islands. Attendees: 42

November 18th co-sponsored “How to do Business with the Airport, the Port & the DWP and How to Participate in LA International Trade Education Programs” with Mayor’s Office of Economic Development, POLA Contracts and Purchasing Division, LAWA, DWP, Business Source and CD 12 at CSU Northridge. Attendees: 321

November 20th held Trade Connect export workshop “Market Research Tools for Export Success” at LA Law Library. Attendees: 25

November 21st presented at “Global Trade & Logistics(Course) Launch” hosted by Los Angeles Harbor College, Los Angeles Southwest College and ITEP in Wilmington.

November 25th hosted quarterly Inland SoCal iHub Meeting and arranged harbor tour, trade briefing and sequential meetings with Hong Kong Trade Development Council and Japan External Trade Organization.

December 2nd presented at “Connecting Women to Power: International & Domestic Trade Conference” hosted by Jerome E. Horton, Chair, California State Board of Equalization at Oxnard Convention Center.


December 4th attended District Export Council meeting with Holly Vineyard, Deputy Assistant Secretary for Asia, U.S. Department of Commerce, International Trade Administration. Attendance: 12

December 4th presented to the Trade Commissioners Networking Group of the LA Area Chamber of Commerce on Trade Connect programs and briefing on trade situation at POLA and the Southern California trade gateway.

December 8th presented “Internet Export Marketing” program in cooperation with the Mayor’s Office of Economic Development at the Tom Bradley Tower at the Los Angeles City Hall. Attendees: 124

December 11th held special Trade Connect export workshop “Business Planning for Export Success” at LA Law Library. Attendees: 13

December 12th moderated trade panel at annual Korean – Latino Partnership 2014 Conference held at LA Live. Attendance: 386

January 10th met with officials of the Mexican Consulate and the Mayor’s Office of International Trade to discuss trade initiatives to be proposed as part of the Mayor’s Trade Mission to Mexico (Mexican Consulate).

January 14th participated in Women in International Trade (WIT-LA) “State of the Port” Conference (Crowne Plaza Hotel –San Pedro)
January 17th attended Japan Business Association VIP New Year Reception at Torrance Marriott Hotel.

January 20th conducted Port tour and trade briefing for China Auto Dealers Association delegation attending the Auto Dealers Conference in New Orleans. Attendees: 40

January 23rd attended meeting of the Brazil-California Chamber at Luxe Hotel, Beverly Hills.

January 27th presented on trade development initiatives to annual LA Consular Corps event “How to do Business in LA County” panel sponsored by the LAEDC and LA County Office of Protocol (Downtown LA). Attendees: 165.

January 28th presentation on Food Products and Beverage trade through the LA Customs District to meeting of the Young Presidents” Organization (Beverley Wilshire Hotel).

January 30th presented on Trade Connect to the Executive Infrastructure Club, sponsored by UK Trade & Investment (Port of Los Angeles).

February 7th presentation at USC Marshall School on trade through the Port of Los Angeles (USC).

February 12th arranged trade event “Hong Kong: Your Access to China & Asia” with Hon. Clement C.M. Leung, JP, Hong Kong Commissioner to the U.S. as keynote speaker (Crowne Plaza Hotel, San Pedro). Attendee: 73

February 13th attended Japan America Society Symposium on the economy at Intercontinental Hotel, Los Angeles. Attendees: 145

February 23rd attended meeting of Guangzhou Sister City Association. Attendance: 125

February 25th arranged trade briefing and harbor tour for Cerritos Chamber of Commerce (San Pedro).

March 17th participated in international trade and investment event sponsored by the Hong Kong and Shanghai Bank (Downtown LA).

March 19th participated in LAEDC World Trade Committee meeting (Downtown LA).

March 19th participated in LAEDC “LA Jobs Defense Council” which is focused on assisting aerospace and defense related manufacturers in our region. Our participation is focused on assisting with export programs.

April 3-5, attended National Association of Small Business International Trade Educators (NASBITE) Conference in Memphis, TN to receive two Educator’s Awards for 2014 on behalf of POLA’s Trade Connect programs.

April 4th presented on export programs for small business at business forum held by State Senator Carol Liu, held at Pasadena City College. Attendees: 28.

April 7-8 attended the Asian Pacific Business Outlook (APBO) Conference at USC

April 7th participated in the Indonesia Economic Forum at the Indonesia Consulate attendance: 75

April 9th presented on export programs to the Purchasing Managers Association quarterly meeting held at Granada Hills. Attendees: 72.

April 9th co-sponsored “Learn How to Grow Your Business with the Arab World” conference with the National U.S. – Arab Chamber of Commerce and the Cooperation Council for the Arab States of the Gulf (Intercontinental Hotel, Century City). Attendees: 142

April 16th presented briefing on export programs for small business to Congressman Adam Schiff, CD 28, and his District Director at Burbank, through referral from POLA Government Affairs.

April 16th attended the Hong Kong Association meeting at Holiday Inn, Torrance. Attendance: 135

April 22nd hosted director from Port of Marseille, France for port tour and
U.S. EXPORTS TO ARAB WORLD
GREW 7.51 PERCENT IN 2013 & Set All-Time Record of $70.8 Billion

UNITED ARAB EMIRATES: In 2013, the United Arab Emirates was the top U.S. export partner in the Arab world, importing $24.607 billion in goods from the United States, a 9.03 percent increase over 2012. The top three import sectors were Transportation Equipment ($9.38 billion), Computer & Electronic Products ($3.9 billion), and Non-Electrical Machinery ($1.88 billion).

SAUDI ARABIA was the second largest market for U.S. goods, importing $18.988 billion in 2013, a 4.8 percent increase since 2012. Top import sectors included Transportation Equipment ($8.06 billion), Non-Electrical Machinery ($3.11 billion), and Computer & Electronic Products ($1.28 billion).

QATAR retained its position as the fourth largest Arab market for U.S. goods, with imports totaling over $4.96 billion in 2013, a 38.6 percent increase over 2012. The top three sectors were Transportation Equipment ($8.06 billion), Miscellaneous Manufactured Commodities ($3.32 billion), and Non-Electrical Machinery ($335.8 million).

KUWAIT retained its position in the “Top Five Arab Markets” for 2013, despite a 3.31 percent decrease in goods imports from the USA. With total imports from the U.S. reaching $2.594 billion in 2013, Kuwait’s top three import sectors included Transportation Equipment ($1.22 billion), Non-Electrical Machinery ($283.15 million), and Food & Kindred Products ($185.9 million).

Full data for each of the 22 Arab countries and each of the 50 U.S. states will be available on the NUSACC website very soon. To review preliminary data, click here to see a ranking of the 22 countries of the Arab world by sales volumes, by percentage of change from 2012 to 2013, and alphabetized by country.

Bilateral Trade Development Events & International Business Delegations (cont.)

trade briefing.
April 25th attended Philippine Bar Association meeting in Downtown LA.
April 27th participated in meeting with Chairman of the Indonesian Investment Coordinating Board at Hyatt Regency Hotel, Century City. Attendance: 15
April 28th participated in Indonesian Trade Event held at Hyatt Regency Hotel, Downtown LA. Attendees: 62
April 29th participated in Colombian Trade Event held at City Club, Downtown LA.
May 5th participated in “Trade Opportunities with The Pacific Alliance” hosted by Mayor’s Office of Economic Development, International Trade Division at City Hall. Attendance: 75
May 8th participated in trade event sponsored by Hong Kong Trade Development Council at Monterey Park. Attendees: 95
May 27th participated in trade event at Argentine Consulate, LA.
June 5th attended LAEDC Trade Outlook at Westin, Long Beach. Attendance: 250
June 9th hosted Penang Port Commissioner and provided trade briefing in San Pedro.
June 10th hosted visit by Business Alliance For Secure Commerce (BASC) delegation from Colombia and provided harbor tour and trade briefing in San Pedro.
June 12th co-sponsored “Asia – Pacific Economic Integration Forum” with JETRO, Mayor’s Office, USC Marshall School of Business, Japan America Society, VeredExchange, Asia Society and LA Area Chamber of Commerce at Biltmore Hotel. Attendees: 185
June 13th held Asia Trade Forum in cooperation with the Martin V. Smith School of Business & Economics at CSU Channel Islands. Presenters included Consul Generals and Trade Commissioners from Korea, Indonesia, Hong Kong, Philippines, Malaysia, Thailand, Taiwan and Cambodia. Attendees: 114
June 17th attended Japan America Society Annual Meeting in Downtown LA.
June 20th attended briefing for trade delegation from Catalonia, Spain. Attendees: 10
June 23rd attended annual reception hosted by Consul General of Japan.
June 25th participated in Minority Business Development Agency Awards at City Club, LA. Attendance: 155
July 1st participated in trade briefing with Trade Commissioner for Mexico (Pro – Mexico) at Consulate General of Mexico, LA.
July 9th hosted briefing for Commercial Counselor of China in LA, Mr. Haiyan Liu and Vice President of Hong Kong and Shanghai Bank, Mr. Jeffery J. Yu (San Pedro).
July 24th presented trade briefing to British Trade and Investment business delegation. Attendees 8
July 28th presented trade briefing to Vietnam Chamber of Commerce and Comerica Bank at Holiday Inn, Torrance.
July 31st participated in presentation on the Panama (Colon) Free Trade Zone for the Mayor’s Office of International Trade at City Hall.
August 1st attended meeting with Swiss Consul General. Attendance: 75
August 7th participated in Sister Cities of Los Angeles annual event to recognize 50 year anniversaries for Nagoya, Japan and Eilat, Israel.
August 8th co-sponsored and arranged export trade panel at the “African Global Economic and Development summit” held at USC.
August 8th gave POLA presentation to delegation of China Customs officials delegation led by Deputy Director of General Administration. Attendees: 13
August 8th participated in business reception held by the Consulate and Trade Commission of Thailand, at Beverly Hills Country Club. Attendees: 155

August 11th participated in the Japan America Society Economic Review at Miyako Hybrid Hotel, Torrance. Attendees: 53

August 20th held RoundTable on attracting international business to harbor region in cooperation with the Economic and Workforce Development Department, City of Los Angeles, held at LA Harbor College. Attendees 26

August 21st hosted harbor tour and trade briefing for delegation from Chinese Customs Authority. Attendees: 11

August 26th co – sponsored “Vibrant Gujarat, India Summit” with South Asian Business Alliance Network (SABAN) and BizFed.

August 28th arranged briefing for the Trade Commissioner and Consul General of Cambodia.

September 9th hosted port tour and briefing for Nippon Express group. Attendance: 17

September 9th participated in “15th Annual Asian Small Business Expo” at Marriott Hotel, Anaheim. Attendees: 275

September 9th participated in “35th Anniversary of U.S. – China Relations” at LA Chamber of Commerce.

September 18th participated in China – Hong Kong Joint Investment Trade Mission held at Westin Bonaventure Hotel, LA.

September 19th arranged harbor tour and co – hosted quarterly meeting of the China Enterprise Council in cooperation with Hong Kong and Shanghai Bank at DoubleTree Hotel, San Pedro.

September 20th arranged export trade panel at Asian Small Business Expo held in Alhambra.

September 25th participated in Asian Business Association of Orange County Annual PROCON Conference in cooperation with Contracts and Purchasing Division at Disneyland Hotel, Anaheim.

September 26th participated in Trade Mission (Innovation & Entrepreneurship Delegation) briefing by the U.S. – U.A.E. Business Council and the Embassy of the United Arab Emirates in cooperation with LA Area Chamber of Commerce. Attendees:

September 29th attended briefing by Consul General of South Africa in Downtown LA.


October 9th presented trade briefing to President of Zambian Chamber of Commerce.

October 29th participated in meeting with Chinese Chamber of Commerce (Machinery Sector) and Chinese Commercial Counselor at LA Chamber.

November 6th participated in trade briefing to business delegation led by Prime Minister of Macedonia. Attendees: 55

November 12th co – sponsored and presented at “Asia’s Next Economic Tiger - The Philippines” in cooperation with the Irvine Chamber of Commerce & the Filipino-American Chamber of Commerce of Orange County. Attendees: 47.

November 14th participated in panel on trade with Vietnam in cooperation with Consul General of Vietnam and Saigon New Port. The Port of Saigon is Sister Port with POLA.

November 19th co – sponsored Global Initiatives Program of the LA Chamber addressed by Ambassador Elena Kounalakis, Chair of the Governor’s Trade Advisory Council, held at LA Chamber.

November 19th hosted delegation on SME trade development from Serbia. Attendees: 5

November 20th attended Orange County Business Council International Trade Forum at Hyatt Hotel, Irvine.

December 4th attended Cal-Asian Trade Conference organized by Cal-Asian Chamber of Commerce. Attendance: 110

December 10th provided Port and trade briefing to Chinese delegation including Secretary General, Ministry of Shipping and Transport. Attendees: 16

December 17th participated in trade briefing by Malaysian Trade Commissioner hosted by the Malaysian Consulate General.

December 18th attended Los Angeles Business Journal, California Fashion Association Awards event in Santa Monica.
Trade Connect 2014 Score Card

A record number of companies participated in 2014. The following chart shows the progress in outreach since 2007.

Trade Connect Video Seminar 301 Series Videos

Trade Connect 301 is an educational program for companies and entrepreneurs designed to support business planning, decision making and preparation of an effective business process for starting or expanding exports to additional markets. This program varies from 8 to 12 three hour sessions and covers subjects related to export readiness including sales techniques, matchmaking, legal do's and don'ts, finding and entering foreign markets, trade finance, international business cultures and more. The program provides presentations by subject matter experts, sources for research and references to a wide range of public and professional support services. Trade Connect has partnered with the U.S. Department of Commerce and the District Export Council of Southern California to present this program under the banner of Export University.

In addition to Trade Connect’s Export University “Legal Do's and Don’ts” Session being conducted by the LA County Bar Association International Legal Committee, two of the 2014 sessions of Export University are accredited for MCLE Credits (Minimum Continuing Legal Education) by the State Bar of California.

During the second half of 2014, the Export University series was edited and placed on the Trade Connect website. This now enables businesses and entrepreneurs to directly access each Export University. The 8 segments were edited into 32 segments of approximately 25 minutes each. Viewers can view the entire series or particular segments according to their areas of special interest. PowerPoint slides have also been incorporated to facilitate communication of key points and the videos can be paused to help with note-taking and the study process.

By making this series accessible to the business community as a public service, the Trade Development Division has been able to focus on increasing the number of programs that are dedicated on specific market areas (Countries or regions), products and in depth skill sets (research tools, internet export marketing, legal/compliance issues etc.). As a result numbers of engagements have decreased in 2014. While advanced and specialized seminars usually attract a smaller number, indirect contacts have increased through the internet and we are working on IT tools to capture data on companies who utilize the video series, in order to invite them to the specialized programs.

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This illustration is intended to show the progression of programs to assist exporters, commencing with the introductory 101 program. The goal is to move interested companies up the steps of the pyramid to participate in additional specialized courses, with a view to their being prepared to participate in trade shows and international export trade missions.

### TRADE CONNECT PROGRAM ILLUSTRATION

There are several exciting events planned for 2015, including the return of the 10 or 12-part Export University Series at the LA Law Library in Downtown LA, Starting March 4, 2015 to July 23, 2015.

In partnership with the Los Angeles County Bar Association we are also pleased to present four quarterly full day workshops on Legal and Business Strategies for Exporting. These events will highlight two legal topics and will feature two countries of interest. Our presenters will include experienced international trade attorneys, export professionals and country trade representatives. The luncheon program will include a keynote speaker and the workshop will be followed by a networking session for the participants and speakers.

Also in the works are two signature follow-up programs featuring the Asia Trade Forum and Trade Opportunities with Latin America.
President’s “E Star” Award for Export Service

Trade Connect program received the nation’s highest honor for promoting American export trade, the 2013 President’s “E Star” Award for Export Service.

Trade Connect is approved by NCBFAA and NASBITE to provide continuing education and industry certification.

We are on the web:

www.LAtradeconnect.org