

# Pacific South Network Newsletter

Serving California, Nevada, and Hawaii-Guam

August 2014

## Calendar of Events:

**August 6-7**

[BIS Seminar](#)

**August 6-9**

[Africa Global Economic & Development Summit](#)

**August 7-8**

[Asia Development Bank Forum](#)

**August 8**

[Vintner's Wine Export Symposium](#)

**August 13**

[Global Access for Small Business Forum](#)

**August 13**

[Take Your Small Business Global](#)

**August 13-15**

[California Hispanic Chamber of Commerce Annual Convention](#)

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**October 7 - Dec 9**

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**October 19-23**

[Secretarial Trade Mission to Asia](#)

August Greetings!

We are in the midst of summer with a lot of great events taking place this week and in the next month or so. We have another Discover Conference coming up in September in Detroit, "Discover Global Markets Free Trade Agreement (FTA) Countries"

<http://www.export.gov/michigan/discoverglobalmarkets/> so we hope you will check out his Discover series event.

We will officially finish our Fiscal Year 2014 on September 30<sup>th</sup> so if you have any export successes that you would like to share with us before that deadline please do so now!

We are also beginning to emphasize the "stories" behind your export successes. If you would like your story to be published on our local websites or simply shared with our leadership in Commerce and/or Congress, please let us know.

Don't hesitate to contact us if you need to tap into our industry expertise, domestic or international trade events, market research, trade advocacy or have any questions on our Select USA initiative to attract foreign investment.

Enjoy the rest of the summer!

Regards,

*Richard*

Richard Swanson  
Pacific South Network Director  
U.S. Commercial Service  
U.S. Department of Commerce

# U.S. Commercial Service Events

## **Export Control Regulations Seminar 2014** • August 6-7

**Location:**

Sheraton Gateway Los Angeles Hotel  
6101 West Century Boulevard  
Los Angeles, CA 90045

**Cost:** \$450 per person. Includes breakfasts, coffee breaks, lunch, & conference materials.

**To Register:** <http://cs.decsocal.org/BISEAR14.html>

This program is led by the Bureau of Industry and Security (BIS)'s professional counseling staff and provides an in-depth examination of the Export Administration Regulations (EAR). The program will focus on what items and activities are subject to the EAR; how to determine the export licensing requirements for your item; how to determine your export control classification number (ECCN); when you can export or reexport without applying for a license; export clearance procedures and record keeping requirements; Export Management Compliance Program (EMCP) concepts; & real life examples that apply this information.



**BIS EXPORT REGULATIONS COURSE**

## **African Global Economic & Development Summit (AGED)** • August 6-9

**Location:**

University of Southern California (USC)  
3620 McClintock Avenue, Hedco Auditorium - Mudd Building  
Los Angeles, CA 90089

**Register at:** <http://bit.ly/AfricanSummit>

**For more information:** <http://bit.ly/AGEDinfo>

**Contact:** Mary Flowers [info@GGDGNow.com](mailto:info@GGDGNow.com) or 909 396-5141



Africa is home to 54 nations and over 1 billion consumers. Africa is host to six of the top ten fastest growing economies in the world. These high growth countries are experiencing GDP's above 6% annum, some as high as 9%. Almost all goods are imported in Africa.

**WHAT TO EXPECT FROM AGED SUMMIT 2014:**

- AGED is your one-stop regional shop: Meet multiple African businesses & high-level government contacts.
- African market intelligence and economic data is extrapolated, shared and actionable partnerships and multi-party business agreements are structured for execution.
- More than 60% of the attendees are coming from African states or the African Diaspora from around the globe.

## **How to do Business with the Asian Development Bank Forum** • August 7, 2014

**Location:**

LA Area Chamber of Commerce  
350 S. Bixel St.  
Los Angeles, CA 90017



**Cost:** \$50.00: On-line registration only; Seating will be limited

**To Register:** <https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=4Q7M>

The U.S. Commercial Service is offering an educational/networking forum for consultants, manufacturers, suppliers and project developers interested in business opportunities resulting from ADB lending activities (22 billion annually from 2011 – 2013) and meet with ADB experts and procurement specialists who will discuss how to track these opportunities and how ADB contracts are implemented. Reference websites: [www.adb.org](http://www.adb.org) or <http://export.gov/adb>

## U.S. Commercial Service Events

### **Vintner's Wine Export Symposium** • August 8, 2014

**Location:**

Santa Ynez Valley Marriott  
555 McMurray Road  
Buellton, CA



**Networking, Wine Tasting, & Light Lunch Location:**

6200 Foxen Canyon Rd  
Los Olivos, CA 93441

**Time:** 9:00AM – 12:00PM

**To Register:** <https://vintnersexport.eventbrite.com>

Program Highlight: Export Opportunities in Japan & Hong Kong. Panel topics include best practices in wine export, common finance & legal issues, wine education, available resources, and logistics related to wine exportation.

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### **Meet 1-1 with U.S. Commercial Service Desk Officer for Saudi Arabia & Bahrain** • August 13-14

**Locations:**

**West Los Angeles – Wednesday, August 13<sup>th</sup>**

11500 Olympic Blvd, Suite 601  
Los Angeles, CA 90064

**Irvine – Thursday, August 14<sup>th</sup>**

2302 Martin St. Suite 315  
Irvine, CA 92612



**For more information, contact:** <http://export.gov/california/irvine/events/tdy/index.asp>

Mr. Steve Garrett will cover: Why Saudi Arabia is an important commercial market for U.S. exporters; Sectorial opportunities in defense, healthcare, oil & gas, petrochemicals, power, renewable energy, transportation, and water; Infrastructure opportunities: construction, architecture, project management; and doing business in Saudi Arabia

During the one-on-one consultations you will have the opportunity to get specific answers pertaining to your business. You will be able to: Learn about your company's sales potential in Saudi Arabia & Bahrain; assess challenges in the marketplace; and find out how the U.S. Commercial Service can help you identify new business partners.

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### **Hawaii Export Seminars** • August 18-22

**Locations:**

North Shore, Kapolei, Kailua, & Hawaii Kai

**For more information, contact:**

John Holman at 808-522-8041 or via email at [John.Holman@trade.gov](mailto:John.Holman@trade.gov)  
Tatyana Aguirre at 949-660-1410 or via email at [Tatyana.Aguirre@trade.gov](mailto:Tatyana.Aguirre@trade.gov)



Our Honolulu Export Assistance Center has partnered with local chambers of commerce to bring you a series of export seminars in Hawaii. Come learn how to expand your business internationally! Topics include an overview of the export process, selling domestically vs. internationally, export readiness, market research tools, export logistics and documentation, and much more!

## U.S. Commercial Service Events

### **Secretary of Commerce Penny Pritzker to Lead Trade Mission to Asia** • October 19-23

**Locations:**

Tokyo, Japan & Seoul, South Korea

**Application Deadline:** August 22, 2014

**Participation Fees:**

- \$12,000 per large company
- \$9,500 for SMEs (500 employees or less)
- \$3,500 for an additional company rep



**For more information, contact:**

The Office of Business Liaison, U.S. Dept. Commerce- [BusinessLiaison@dec.gov](mailto:BusinessLiaison@dec.gov) / 202-487-1360

Application can be downloaded at [www.export.gov/JapanSouthKoreaMission2014](http://www.export.gov/JapanSouthKoreaMission2014)

Join Secretary Pritzker in leading a Healthcare and Energy Business Development Mission to Japan and South Korea from October 19-23, 2014. This business development mission will promote U.S. exports to Asia by helping U.S. companies launch or increase their business in the healthcare and energy sectors. This mission is a follow-up to President Obama's visit in April and will highlight the commercial aspects of the Asia Rebalance.

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### **EXPORTECH™ - An Acceleration System for Achieving Profitable Growth** • Oct. 7, Nov. 11, & Dec 9

**Location:** Claremont, CA

# EXPORTECH

**Cost:** Less than \$1200/session\* – Must attend all 3 \*You may qualify for offset funding (if firm qualifies for state funding)

**Registration link:** <http://www.cmtc.com/ExporTech>

**For more information:** Elizabeth Glynn at 310-984-0728 or [eglynn@cmtc.com](mailto:eglynn@cmtc.com)

ExporTech is a comprehensive program designed for manufacturers to expand their market. The program brings together all of the elements to assist manufacturers in developing export plans that include assistance with logistics, distribution, country selection, fees, regulations, best products to export and much more.

Quotes from participating company: ***“The EXPORTECH Program was an amazing and invaluable experience which we feel confident will help our company grow exponentially in the international markets.”*** - Form-X, Inc. Orange, CA

Success Stories – [http://www.cmtc.com/cmtc\\_manufacturing\\_video\\_gallery/increasing-sales-using-exporting/](http://www.cmtc.com/cmtc_manufacturing_video_gallery/increasing-sales-using-exporting/)

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## PARTNER EVENTS

### **Irvine Global Markets Webinar Series: Around the World of Online Shopping** • August 13

**Location:** (from your computer)

**Time:** 2:00-3:00pm

**Link to Register:** [www.irvineglobalmarkets.com](http://www.irvineglobalmarkets.com)



Join John Lopez & Shenique Route, UPS International Account Managers, for a discussion on what online shoppers from around the world really want and what factors drive a positive customer experience. Topics include:

- What factors drive a positive customer experience?
- What factors lead to shopping cart abandonment?
- What do online shoppers from around the world want?

## PARTNER EVENTS

### **Global Access for Small Business Forum** • August 13

**Location:** Ontario City Hall, 303 East "B" Street, Ontario, CA 91764

**Time:** 8:30am - noon

**Cost:** Free

**Registration link:** <http://www.exim.gov/gasb>



Vice Chair of Export-Import Bank, Congresswoman Gloria Negrete McLeod (CA-35), Congressman Mark Takano (CA-41) and Congresswoman Judy Chu (CA-27) invite you to "Learn How to Increase Your Company's International Sales."

### **SBA- Free Webinar: Take Your Small Business Global** • August 13

**Location:** *(from your computer)*

**Time:** 12pm- 1pm EDT

**Register:** RSVP to Danielle Wilsey at [Danielle.Wilsey@sba.gov](mailto:Danielle.Wilsey@sba.gov)



With almost 300,000 small businesses currently exporting - and responsible for a third of last year's record \$2.2 trillion in U.S. exports - now is an ideal time to use the SBA's export loan programs to increase your small business sales and profits, reduce dependence on the domestic market, and stabilize seasonal fluctuations.

**With-U.S. Small Business Administration Director of International Trade Finance, Dennis R. Chrisbaum**

Learn: How to reduce your risk of nonpayment when selling overseas—four international methods of payments explained and compared and how to finance your export development activities, working capital needs, and business expansion plans —using SBA and Export-Import Bank export financing programs.

### **2014 Annual Convention, California Hispanic Chamber of Commerce** • August 13-15

**Location:**

Hyatt Regency Orange County

11999 Harbor Blvd.

Garden Grove, CA 92840



**CALIFORNIA  
HISPANIC  
CHAMBERS OF COMMERCE**

**For more information visit:** <http://lalcc.org/california-hispanic-chambers-of-commerce-2014-annual-convention-august-13-15-2014-garden-grove-ca/>

International Day – August 13: Overview of the best opportunities for cross border trade, foreign direct investment, importing and exporting.

Cross Border Trade Matters: Opportunities, Logistics, International Law and Accounting. This session invites you to listen to experts talk about some of the best opportunities for cross border trade, foreign direct investment, importing and exporting. Other topics to be addressed include trade matters as they relate to logistics, international law & accounting.

### **International American Business Expo** • September 23

**Location:** Hotel Irvine (Jamboree Center)

**Time:** 11:00am- 6:00 pm

**For more information:** [www.IABExpo.com](http://www.IABExpo.com)



The IAB Expo is a unique meeting of multicultural and international businesses that come together in Southern California for sales, marketing, and networking. IAB Expo 2014 is the largest International American expo in Southern California, with more than 150 exhibitors and 3,000+ attendees.

## PARTNER EVENTS

### **Global Growth – Compete, Win, and Grow Your Business Through Exporting** • September 23

**Location:**

2323 N. Broadway  
Santa Ana, CA 92706

**Time:** 1:30pm-4:30pm

**Cost:** \$15

**To Register:** <http://tinyurl.com/OCPanel14>

*Light refreshments will be served after the event! Parking included with registration*



Global growth can be both daunting and rewarding: Learn best practices on how to discover new and existing markets for your product or service; the steps to take and the mistakes to avoid in selling internationally; from peers about how they started exporting. Panelists include Angel Sanchez Jr., *Phenix Technology*, Michael Chaghouri, *31 Thirteen Studio*, Sharie and Clarence Hendricks, *Laguna Candles*. In addition to the panel discussions, we will have a resource area with experts ready to address: Export Finance and Payment Options, Export Shipping, and Export Controls/Compliance.

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### **VITA Global Networking Breakfast** • September 24

**Location:**

5121 Van Nuys Blvd., BFG Boardroom 2nd Floor  
Sherman Oaks, CA 91403

**For more information:** [dwinters@economicalliance.org](mailto:dwinters@economicalliance.org)

**Time:** 7:30AM Networking Breakfast\*; 8:00AM Program \**Breakfast Generously Sponsored by Daar & Newman Law Firm*

**Topics Include:** Dispute Resolution in International Transactions (Beverly Hills Bar Assoc.), The Nuts and Bolts of International Arbitration and Litigation (State Bar of CA), Avoiding Cross-Cultural Mishaps When Dealing With Foreign Clients, (L.A. County Bar Assoc.), Dispute Resolution in China – Related Business (State Bar of CA), Structuring International Transactions (State Bar of CA), & Overview on How Foreign Judicial Systems Work (State Bar of CA).

THE VALLEY  
INTERNATIONAL  
TRADE  
ASSOCIATION



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### **OC Business Expo** • September 30

**Location:**

Irvine Marriott Grand Ballroom  
18000 Von Karman Avenue  
Irvine, CA

**Time:** 4pm-8pm

**Cost:** FREE

**To Register:** [www.uscexpo.com](http://www.uscexpo.com)



The Annual OC Business Expo, hosted by USC, is open to the public to participate and exhibit. Hundreds of people will attend to network, promote their businesses and connect with fellow professionals. This collaborative effort extends throughout Orange County to further our local business community and encourage business growth and connections. We are inviting you to attend to the Biggest OC Networking Event of the Year! If you want to exhibit, please take advantage of the Early Bird Registration opportunity, as booths sell out quickly. We look forward to seeing you at this exciting event!

## INDUSTRY EVENTS

### **The Beauty Industry Market Access Program (BIMA) – CITD Long Beach** • Oct 9<sup>th</sup> –Dec 4<sup>th</sup>

**Location:**

4901 E. Carson St.  
Long Beach, CA, 90808

**Time:** 9:00AM-5:00PM

**Cost:** \$1,299 per company; \$400 per additional employee

**For more information:** <http://start.smallbizla.org/downloads/BIMA-Flyer-Summer-Fall-2014.pdf>



**Long Beach**

**Fall Session:** Courses start at 9:00 am and end at 5:00 pm.

Course 1: October 9<sup>th</sup>

Course 2: November 6<sup>th</sup>

Course 4: December 4<sup>th</sup>

Course 2: October 23<sup>rd</sup>

Course 3: November 20<sup>th</sup>

The Beauty Industry Market Access Program (BIMA) is an all-inclusive education program to guide Health and Beauty Manufacturers and Distributors develop the fundamental skills to grow their company through export sales. The BIMA program will provide participants with relevant industry and market intelligence, as well as branding strategies essential for developing a strong strategic growth plan to expand their beauty brand overseas.

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