

Pacific South Network Newsletter

Serving Southern California, Nevada, and Hawaii-Guam

June 2014

Calendar of Events:

June 12

[Asia Pacific Seminar](#)

June 16

[Doing Business with Cambodia](#)

June 18

[Do's and Don'ts of Cross Cultural Communication](#)

June 18

[Export U- Int'l Sales Contracts, Invoices, Etc.](#)

June 24

[Panama Cosmetic Webinar](#)

June 25

[Foreign Trade Zones – How You Can Benefit](#)

June 25

[Creating a Business Plan](#)

July 10

[Export U – Freight & Logistics class](#)

July 10- August 21

[Beauty Industry Market Access Summer Session](#)

July 13-15

[Cosmoprof North America \(Las Vegas, NV\)](#)

July 16

[Matchmaking Opportunities for the Construction Industry](#)

July 17

[Chile Cosmetic Webinar](#)

July 24

[Export U – Export Plan](#)

Dear Exporters,

Summer is here!

[Discover Global Markets: Europe](#) was a huge success! I wanted to share a few impressive stats:

- 102 speakers
- 32 panel discussions focusing on industries, countries, and general trade topics
- 550+ one-on-one meetings with U.S. Commercial Diplomats and Commercial Specialists from our U.S. embassies and consulates across Europe, Turkey, Ukraine, and Russia
- 300+ participants

To view photos and videos of the event, visit:

<http://export.gov/california/ca/DiscoverEurope/index.asp>

To view the recorded live stream of select presentations, visit: <http://decsocal.org/>
(Provided by our Strategic Partner, MICROSOFT)



Julie Anne

Julie Anne Hennessy
Director, Los Angeles West Office
U.S. Commercial Service

U.S. Commercial Service Events

Doing Business with Cambodia • June 16th

Location:

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

Time: 8AM

Cost: No Cost

To Register: RSVP to bobby.hines@trade.gov



This event is sponsored by the U.S. Embassy in Phnom Penh. The 90 minute seminar would give you an opportunity to learn more about commercial and investment opportunities in Cambodia as well as to interact with some of the largest companies from various sectors in Cambodia

2014 Export University – Workshop Series • June 18 –July 24

Location:

LA LAW LIBRARY
301 West First Street
Los Angeles, CA

Cost: \$20 (\$35 for MCLE classes)

Time: 1:30PM-5:00PM (MCLE classes are 12:15 – 2:15PM)

To Register: <http://www.lalawlibrary.org/index.php/classes-events/export-u.html>



Export University is an educational program for new and ready to export companies presented by the District Export Council of Southern California. It is designed to support business planning, decision making, and preparation of an effective business process for adding, or expanding export activities. The schedule of classes are listed below:

- MCLE: Int'l Sales Contracts, Invoices, Etc. - June 18
- Export U: Freight & Logistics: Delivering Goods – July 10
- Legal Do's & Dont's - June 19
- Export U: Export Plan & Panel – July 24

California-Mexico Mission • July 27-30

Location:

Mexico City, Mexico



Cost: \$5,000 per person participation fee covers all delegate expenses for the 4 days in Mexico City including transportation, meals, interpreters, events and programs throughout Mexico City. The participation fee is exclusive of hotel and air travel.

To Register:

<http://www.calchamber.com/International/TradeMissions/Documents/BUSApplicationform.pdf>



This summer, Governor Edmund G. Brown Jr. will lead an historic trade and investment mission to Mexico. Along with senior members of his administration, Governor Brown will travel to Mexico City from Sunday, July 27th to Wednesday, July 30th.

Given our border relationship and long-standing historical, cultural, and economic ties, Mexico is a natural partner to further expand two-way trade and investment, and strengthen cooperation on global climate change. Delegates will visit with high ranking officials in Mexico City, tour California companies and projects in Mexico, and lead events to promote California to potential Mexican investors.

U.S. Commercial Service Events

BIS EAR Seminar 2014 • August 6-7

Location:

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

Cost: \$450 per person. Includes continental breakfasts, coffee breaks, lunch, & conference materials. The registration fee is not refundable after July 28, 2013.

To Register: <https://www.regonline.com/Register/Checkin.aspx?EventID=1552229>

This program is led by 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

How to do Business with the Asian Development Bank Forum • August 7

Location:

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



Asian Development Bank
FIGHTING POVERTY IN ASIA AND THE PACIFIC

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. A second day of individualized meetings will take place at the City Bank Building August 8th. (4th & Flower St). Sponsorship Opportunity Available: Reference websites: www.adb.org or <http://export.gov/adb>

PARTNER EVENTS

Asia-Pacific Economic Integration Seminar • June 12

Location:

The Millenium Biltmore Hotel
506 S Grand Ave.
Los Angeles, CA 90071



Time: 1:00-4:00pm (seminar); 4:00-5:00pm (networking reception)

To Register: <http://laapeic.eventbrite.com/>

Join the JETRO Los Angeles chapter and the office of Los Angeles City Mayor Eric Garcetti for this unique opportunity to expand your business and increase your knowledge of pertinent issues affecting Japan, the U.S., and other Asian economies. This seminar will feature keynote speaker Mr. Hiroyuki Ishige, Chairman of JETRO and include panel discussions with academia and a private sector overview of regional economic integration of Asian economies and Japan's role as gateway to these markets. This conference will focus on recent issues such as the Trans-Pacific Partnership (TPP) negotiations as well as the economic perspectives from major economies in Asia. will also feature speakers from companies who have successfully exported their products overseas so attendees can gain valuable information on how to access the Japanese and other Asian markets.

PARTNER EVENTS

Irvine Global Markets Webinar Series: Do's and Don'ts of Cross Cultural Communication • June 18

Location: *(from your computer)*

Time: 2:00-3:00pm

Link to Register: www.irvineglobalmarkets.com



Live from the Irvine Chamber! Hosted by Mark Matsumoto.

This webinar features presenter, Lanie Denslow from World Wise Intercultural Training & Resources. She is the author of two internationally recognized books and known for her candor and humor. Lanie has conducted workshops and special programs. Clients include the Rand Corporation, United States Department of Commerce, and the Port of Los Angeles.

Foreign Trade Zones and How Your Business Can Benefit • June 25

Location:

The Valley Economic Alliance
5121 Van Nuys Blvd. (BEG Boardroom 2nd Floor)
Sherman Oaks, CA 91403



Time: 7:30-9:00AM

Cost: \$20 members / \$25 non-members

To register: Please contact Darcy Winters: dwinters@economicalliance.org or Call: 818-379-7000 x109

Learn from the Port of Long Beach on how to take advantage of Free Trade Zones for the benefit of your business.

The Art & Science of Creating a Successful Business Plan • June 25

Location:

Rancho Santiago Community College District
2323 N. Broadway, Room 107
Santa Ana, CA 92706-1606



Time: 6:00pm-8:30pm

Cost: \$25

To Register: <http://ocsbdc.org/training/>

In this interactive workshop you will learn how to break apart the components of the business plan into manageable steps, define your business succinctly, research your competition, and target market, develop your operating and marketing plans, and start understanding your financial statements.

PARTNER EVENTS

OC Business Expo • September 30

Location:

Irvine Marriott Grand Ballroom
18000 Von Karman Avenue
Irvine, CA



USC 2014

BUSINESS EXPO

presented by  Lobel, Neue & Till, LLP

Time: 4pm-8pm

Cost: Due to the sponsors, there is no fee to attend.
Early Bird Exhibit Registration Fee \$75. Parking \$12.

To Register: 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!

This event is sponsored by the USC Alumni Association, USC Alumni Club of O.C. Beach Cities, LOBEL, NEUE & TILL, LLP, McGladrey, openorbit, Black Diamond Ventures, Digital Media Center, Traver, Smart Money Solutions, Inc. Rancho Santiago Community College District, QuikPay, Vital Link, American West Bank, Dr Jay's, Microsoft for SMB, & Green Thumb.

INDUSTRY EVENTS

"A Practical Guide to Selling Cosmetics Overseas" in FTA countries • June 24 & July 22

Speakers include U.S. Commercial Service in-country specialists to discuss markets, distribution channels, pricing, trends and more. Regulatory specialists will explain the registration process. Impact of the Free Trade Agreements will be outlined.



- [Panama June 24, 2014](#)
- [Chile July 22, 2014](#)

The Beauty Industry Market Access Program (BIMA) - CITD Long Beach • June 26 – August 21

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

Course 1: June 26th

Course 2: July 10th

Course 4: August 7th

Course 3: July 24th

Course 5: August 21st

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.

INDUSTRY EVENTS

Cosmoprof North America • July 13-15, 2014

Location:

Mandalay Bay Convention Center
Las Vegas, NV



COSMOPROF
NORTH AMERICA LAS VEGAS
July 13-15th, 2014

Cost: FREE; Companies that wish to participate must register in advance.

To Register: <http://export.gov/california/ca/beauty/events/cosmoproflasvegas2014/index.asp>

Registration deadline is June 30, 2014

In cooperation with the Cosmoprof North America show organizers, we are happy to offer these complimentary programs to U.S. exhibitors!

Sign up to request counseling meetings with U.S. Commercial Service Beauty and Personal Care Industry Specialists as well as meetings with International Buyers/Distributors from various countries (*upon buyers' request*). Meetings with Industry Specialists are available on a first-come, first-served basis and meeting slots fill up quickly.

Questions? Please contact:

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Matchmaking Opportunities for the Construction Industry! • July 16

Location:

Rancho Santiago Community College District
2323 N. Broadway, Room 107
Santa Ana, CA 92706-1606



Time: 8:30 a.m. -12:30 p.m.

Cost: \$25

To Register: <http://ocsbdc.org/training/>

At the sound of the bell, the conference room swirls with movement as entrepreneurs in power suits scurry to find their next assigned table. There, potential buyers and large Prime Contractors wait to hear their pitch. Those seasoned companies with strong communication skills and well honed "elevator pitches" gain the attention of buyers and take their 1st step in getting a government or corporate contract! **DON'T MISS THIS OPPORTUNITY – LEARN HOW TO PREPARE FOR MATCHMAKING AND THEN MEET LIVE BUYERS WITH REAL OPPORTUNITIES!**