

EXHIBIT A

SCOPE OF WORK

Los Angeles Regional Export Council

Grantee agrees to timely performance of the following services and deliverables for the benefit of the City:

Continue development of strategic partnerships to promote trade and attract foreign direct investment (FDI) to the Los Angeles Region – The Los Angeles Regional Export Council (LARExC), coordinating the five County jurisdictions in the greater Los Angeles area, aims to establish a more strategic and effective regional partnership to promote trade and attract foreign direct investment (FDI) to the broader metropolitan region. This region includes the Counties of Los Angeles, Orange, Riverside, San Bernardino, and Ventura.

Trade and Foreign Direct Investment (FDI) strategies – These strategies are based upon a set of key initiatives designed to promote the attraction to the five County region of manufacturing businesses and distribution centers, as well as investors from overseas and to assist local exporters in foreign markets. LARExC will develop and manage a unified regional approach to specific markets. The geographic markets will include: Seven Provinces in China, South Korea, Japan, the Pacific Alliance (Mexico, Columbia, Peru, and Chile), ASEAN and the European Union.

There are two primary objectives:

- To promote and facilitate effective cooperation in the areas of trade and investment.
- To expand economic development through international trade with a focus on industry sectors and in cooperation with professional business associations, chambers and government trade organizations.

These strategies are intended to maximize global trade and investment opportunities based upon the following key activities:

1. Relationship with Seven Provinces in China:

LARExC is the appointed Secretariat serving the Southern California region for the Memorandum of Understanding (MOU) signed by Governor Jerry Brown and the Chinese Ministry of Commerce of China (MOFCOM). The designated bilateral business activities include introduction of products and technology, merger & acquisitions, joint ventures and government projects.

2. Trade Development activities with Key Market Areas, including Japan, Korea, Hong Kong, the Pacific Alliance (Mexico, Columbia, Peru and Chile), ASEAN (10 South East Asian Nations) and the European Union:

LARExC will promote international trade and investment with these strategic markets. Cooperation will also be carried out to promote trade with all local trade commissioners and economic consular officials.

3. Regional Trade Coordinator and Convener:

LARExC coordinates trade and investment leads for five regional Counties, along with Federal, State, and local programs, in a network designed to fill gaps in attracting trade and foreign direct investment, and to avoid losing investors to other regions.

4. Regional Trade Missions:

LARExC will continue organizing and coordinating the participation of regional firms in trade missions and the hosting of incoming foreign buyers and investors.

5. Trade Programs:

The following trade programs and initiatives are also included to achieve the stated objectives:

World Trade Week – The annual May World Trade Week Kickoff Breakfast – attracts more than 600 executives, Consul Generals, Trade Commissioners, elected officials and business leaders – and launches 30-plus trade events highlighting the economic development that global trade and investment bring to our region.

Latin American Business Conference – This international forum, presented in partnership with UCLA Anderson School of Management and the UCLA Anderson Latin American Business Association, is designed to assist regional companies (small to medium enterprise) to identify business opportunities in the region.

Roundtable Discussions – Roundtable discussions are organized with Ambassadors, Trade Ministers, and high-level officials on trade issues and opportunities throughout the year.

Business Matchmaking and Trade Missions – These include participation of small to medium sized firms in international industrial and commercial trade shows. Matchmaking meetings are arranged at these trade shows between foreign executives and our local companies.

Sea & Air Cargo Trade Briefings – These briefings connect local businesses with the services and capabilities of the Port of Los Angeles and Los Angeles World Airport.

Consular and Trade Commissioner Officials in Los Angeles – Working with over 40 Consulates General on a regular basis provides a venue for our regional companies to learn and identify trade and investment opportunities in many countries.

6. Partnership Programs:

The following partnership programs are included in the delivery of services:

California State Trade Export Assistance Promotion (STEP) program – The STEP program combines a network of state, federal, private and non-profit trade promotion organizations in California to facilitate export promotion activities, serving targeted industries, to drive exports for small businesses. STEP is funded by the U.S. Small Business Administration. LARExC directs a substantial portion of STEP assistance for trade missions.

World Bank – Promoting and showcasing many of the programs offered by the World Bank, helps Southern California companies identify and complete for new businesses in several global markets.

Pacific Rim Partners – In addition to cooperation with all regional Trade Commissioners, LARExC also works actively with a number of important trade organizations which have representation in Los Angeles. A selection of these include:

- Korean Trade and Investment Promotion Agency (KOTRA Los Angeles)
- The Japan External Trade Organization (JETRO Los Angeles)
- Hong Kong Trade Development Council (HKTDC Los Angeles)
- ProMexico (Los Angeles)
- ProChile (Los Angeles)

These strategic partners are an excellent source for identification of trade shows, trade missions and investment events.