

## LARExC Regional Trade Program Activities



### **LARExC Participates in Annual SelectUSA Summit, Washington D.C.**

The Los Angeles Regional Export Council (LARExC) and the California Governor's Office of Business and Economic Development (GO-Biz) coordinated the participation of eleven California cities and county economic development agencies in the 2016 SelectUSA Summit hosted by the U.S. Department of Commerce. For the third consecutive year, LARExC and GO-Biz are continuing to develop programs and initiatives to attract, retain and expand direct foreign investment in the counties of Los Angeles, Ventura, San Bernardino, Riverside and Orange to create regional employment. The particular focus is to attract companies who can utilize our sea and air cargo gateway as a basis for distribution, manufacturing, assembly and related operations. Over 800 business executives representing 65 countries attended the event.



### **LARExC Five County Regional Initiative**

Nearly 50 members of the Diplomatic & Commercial Officers Group participated in an economic roundtable discussion with representatives of the counties of Ventura, Riverside, San Bernardino and Los Angeles last week. Topics of discussion included economic development through collaborative bilateral trade opportunities and foreign direct investment.

Participants included consul generals of New Zealand, Germany, Turkey, Angola, Sri Lanka and Paraguay. Members also held a private briefing with Brian Peck, deputy director of California Governor's Office of Business and Economic Development immediately preceding the session.



### **Diplomats Receive Railway Tour and Port of Los Angeles Briefing**

Members of the Diplomatic & Commercial Officers Group received a private Goods Movement & Infrastructure briefing at the **Port of Los Angeles**. The session included a detailed briefing on new developments at the Port by key Port officials and a rail tour led by Pacific Harbor Line and the **Alameda Corridor**

**Transportation Authority** for an in-depth look at distribution channels in Southern California. Ambassador Vilma Martinez, president, Los Angeles Board of Harbor Commissioners and Gene Seroka, executive director, provided welcome remarks.



**LARExC and Chamber welcome the Nagoya Economic and Port Promotion Trade Mission**

LARExC joined the Port of Los Angeles in welcoming 40 senior executives representing the Nagoya Chamber of Commerce & Industry and the Nagoya Port Authority in August. In 1959, both organizations signed formal agreements with the Chamber and the Port of Los Angeles. The Sister Port and Sister Chamber relationship is unique and serves as the bridge between both regions to continue conducting more trade, cultural and investment activities. This relationship is even stronger as the City of

Nagoya maintains a Sister City relationship with Los Angeles. These long lasting commercial agreements and strong working relationships continue to provide our business community with powerful commercial links in Nagoya, Japan which is one of the major industrial regions of Japan.



**LARExC and the Chamber lead meeting with USTR Counselor on Trans-Pacific Partnership**

Private sector business executives representing various industries convened with visiting counselor for the U.S. Trade Representative (USTR) Luis Jimenez and more than 100 members of the business community to review the positive impact the Trans-Pacific Partnership (TPP) agreement will have on the U.S. and California economies.

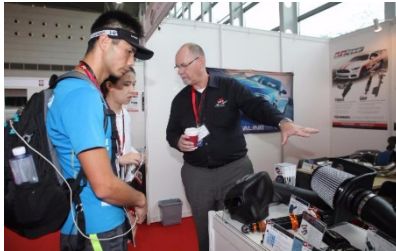
"What the creation of TPP has done across the board is create an environment that will level the playing field and cut down on red tape," noted Ken Wengrod, president of FTC Commercial Corp. Speakers also included Hon. Leon Grice, Consulate General of New Zealand; Dr. Robert A. Kleinhenz, Beacon Economics; and program moderator Vince Iacopella, Janel Group Inc.



**LARExC Five County Initiative tour Skechers Distribution Center in Riverside County**

Members of the Diplomatic & Commercial Officers Group participated in a private tour of the 820,000 square-foot Skechers Distribution Center in Moreno Valley, the largest LEED Gold certified building in

the nation. Facilitated by the Riverside County of Economic Development, the session included a lunch with Iddo Benzeevi, president and CEO of Highland Fairview, the development company that built the Skechers facility and is currently working on the proposed World Logistics Center in Moreno Valley. The session focused on the significance of the logistical importance of Riverside and Southern California. Fashion, garments and footwear represent one of the major trade sectors for the Port of Los Angeles.



### **LARExC Participates in SEMA China Automotive Show**

Four California SMEs exhibited as part of the SEMA China Trade Show and had the chance to display their wares to nearly 400 pre-vetted trade buyers and consumers. The delegation participated in networking events with trade buyers and participated in discussions with fellow American manufacturers who are seasoned exporters to get tips on best practices in identifying potential distributors, getting paid and shipping product in a cost-efficient and timely manner among other topics. California STEP program recipients reported initial export sales to China over \$400,000. The event was made possible thanks to the assistance of LARExC, the efforts of SEMA and the State Trade and Export Promotion (STEP) Grant through the California STEP Grant Initiative.

Previous STEP participating companies from California reported approximately \$8 million in export sales that are confirmed or expected to occur in 2016-2017 as a result of their participation in a trade show held in 2016.



### **LARExC organizes Mayor Garcetti's launch of the City of L.A.'s new export initiative Mayor**

Mayor Garcetti, in partnership with the Los Angeles Regional Export Council (LARExC) and Chamber, was joined by more than 180 manufacturers, exporters and service providers at the USC Galen Center last month, as he announced several new initiatives as part of his plan to boost exports from L.A. companies. These initiatives include increasing the size of his international trade team, developing a network of public and private service providers in the region to assist potential exporters and the announcement of new trade missions in 2017. Attending companies also heard from expert panelists on how exporting will improve their bottom line, and learned tools to strengthen their global market strategies. LARExC and the Chamber were invited to develop the agenda and invite speakers, recognizing their commitment to create employment through exports. The Port of Los Angeles and Los Angeles World Airports participated in this event.



### **LARExC participates in Governor's Office Trade Mission to China**

The Los Angeles Regional Export Council (LARExC) joined the Governor's Office of Business Development (GO-Biz), and the California Energy Commission for the California-China Clean Tech 26 member Trade Mission to China. This trade mission offered a unique

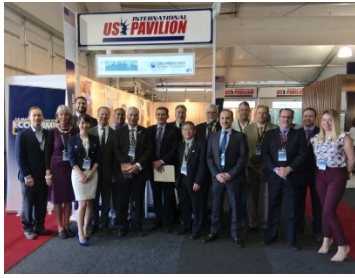
opportunity for California firms to explore business opportunities with Chinese counterparts. LARExC, as the Southern California Secretariat of the Memorandum-of-Understanding (MOU) signed by Governor Brown with the Chinese Ministry of Commerce, represented the Counties of Riverside, San Bernardino and Orange in meetings with representatives of seven Chinese provinces. The Counties of Los Angeles and Ventura were represented by their respective economic development executives. The rapid urban development, economic and industrial growth in these Chinese provinces is creating business opportunities and challenges for government and business leaders interested in maintaining a sound balance of economic prosperity and environmental standards or responsibilities. The opportunities for companies in the L.A. region develop new business relationships in China are immense. China represents the largest export market for the Port of Los Angeles.



### **LARExC co-hosts Beyond the Numbers**

The Los Angeles Regional Export Council (LARExC) joined Los Angeles World Airport (LAWA) and the Port of Los Angeles in hosting the "Beyond the Numbers" conference, which attracted over 150 regional executives interested in learning more about strategic trends in export and imports, air and sea cargo movement and

emerging markets for products. Presentations were based on the 2016 Los Angeles Trade Numbers publication released at the May 3 World Trade Week Kickoff Breakfast and the LAWA Air Cargo Study. The program included a special panel discussion moderated by Amb. Mickey Kantor, featuring Executive Director of LAWA, Deborah Flint and Deputy Executive Director of the Port of Los Angeles Doane Liu.



### **LARExC sponsors first ever California Pavilion at the Australian International Airshow**

The Los Angeles Regional Export Council (LARExC), in partnership with the U.S. Commercial Service in Los Angeles, organized the first ever California Pavilion at the Australian International Airshow. Seven small-to medium-sized aerospace and defense companies exhibited in the pavilion. The photo above includes company representatives and U.S.

Embassy staff. Civilian aircraft, engines and parts are the largest export from the L.A. Customs District and are shipped as both air and sea cargo; this export increased 24 % in 2016 to \$ 7.3 Billion.



### **LARExC, the Port of Los Angeles and City National Bank co-hosts the 2017 Latin America Business Conference**

On March 3, the UCLA Anderson School of Management, Latin American Business Association (LABA) and LARExC, Port of Los Angeles and City National Bank hosted the 2017 Latin American Business Conference. Senior experienced and influential private and public sector

leaders, across multiple industries and disciplines, provided practical overviews of the region and panel discussions that explored the relationship between Latin America and the Los Angeles region. Some of the topics included: "Latin America: A Rising Star on the Global Media and Entertainment Stage," "Innovative Strategies to Reignite the Region's Growth" and "The Region's Economic Landscape and Importance of Sustainable and Inclusive Growth." Latin America represents a growth market for both the Port of Los Angeles and Los Angeles World Airports.



### **The Port of Los Angeles and LARExC host Dubai trade briefing**

In mid-March, a Dubai trade delegation led by Fahad Al Gergawi, CEO of Dubai's Investment Development Agency, for a trade seminar on bilateral trade and investment opportunities in Dubai visited Los Angeles. The delegation included representatives of the Dubai free trade zones, Dubai

Exports, the US-UAE Business Council, Dubai Silicon Oasis Authority, the Emirates Group and diplomats representing the UAE Consulate General in Los Angeles.



### **LARExC participates in SEMA Middle East Automotive Show**

Eighteen California companies exhibited as part of the Specialty Equipment Market Association (SEMA) Middle East

Business Development Program, and had the chance to display their wares to pre-vetted trade buyers and consumers at the Custom Show Emirates. The companies also spent a day visiting automotive specialty installers, retailers and wholesalers to better understand how products get to market in the United Arab Emirates. Rounding out the program, the delegation participated in networking events with trade buyers and participated in discussions with fellow American manufacturers who are seasoned exporters to get tips on best practices in identifying potential distributors, getting paid and shipping product in a cost-efficient and timely manner among other topics. The event was made possible thanks to the efforts of LARExC, SEMA and the State Trade and Export Promotion (STEP) grant through the California STEP Grant Initiative and the Small Business Administration.



### **The Silk Road Across the Pacific Trade Symposium**

A trade symposium on "The Silk Road Across the Pacific" on April 25th, 2017 was held at the Los Angeles Area Chamber of Commerce in cooperation with U.S. News Express, LARExC and the Port of Los Angeles. The symposium featured presentations on the history of trade between China and the West Coast of North America as well as an update on China's Belt and Road Initiative.



### **Brazilian Ambassador visits LARExC and Chamber**

Amb. Sergio Silva do Amaral, Brazilian ambassador to the U.S., discussed the importance of increasing the current commercial relationship between Brazil and the L.A. region with LARExC and Chamber Board members and business leaders. Brazil is the world's ninth largest economy, and it is the L.A. region's 29th largest trading partner. This bilateral trade of exports and imports reached approximately \$1.5 billion in 2016. The consensus of the meeting was that the overall commercial exchange should be larger for the mutual benefit of Brazil and L.A. given the growth and dynamism of both economies. Commissioner Vilma Martinez, President of the Port of Los Angeles participated in this meeting.



### **LARExC and GO-Biz welcomes a major Chinese trade delegation**

The Los Angeles Regional Export Council (LARExC), in conjunction with the Governor's Office of Business and Economic development (GO-Biz), the Chinese Consulate in Los Angeles and the China Chamber of Commerce for Import and Export of Machinery and Electronic Products (CCCME), hosted on May 8<sup>th</sup> a major trade delegation of over 80 Chinese business

executives and government officials in charge of trade and investment. LARExC invited representatives of the Los Angeles, Orange, San Bernardino, San Diego, Riverside and Ventura counties to present trade and investment opportunities in each of their counties, and to discuss ways to enhance commercial exchanges with Chinese government and private sector leaders. The Port of Los Angeles was also represented. This delegation included executives from companies in clean-tech, e-commerce, infrastructure, agriculture and other sectors. This event was organized under the auspices of the California-China Trade and Investment MOU and the China Provinces-California Joint Working Group on Trade and Investment Cooperation. LARExC is the secretariat of the MOU in Southern California.



### **LARExC, the Port of Los Angeles and the Chamber receives briefing on U.S. - European Trade**

More than 60 attendees joined LARExC on May 16<sup>th</sup>, in partnership with DWF, an international law firm based in Cologne, Germany, last month as experts examined if the Transatlantic Trade and Investment Partnership (TTIP) is still a valid option to pursue. The program also provided an update on the local impact of the United Kingdom's

future departure from the European Union. Bilateral trade between the L.A. region and Europe is around \$40 billion. Speakers included the Hon. Hans Jörg Neumann, consul general, Federal Republic of Germany, the Hon. Dr. Sinisa Grgic, consul general, Republic of Croatia and 2017 representative of the European Union, Dr. Robert A. Kleinhenz, executive director of research, Beacon Economics, and Klaus M. Brisch, DWF partner and head of technology.

### **Additional Export and Trade Development Activities**

The Los Angeles Regional Export Council (LARExC) and the Port of Los Angeles developed the agenda and assisted in the actual implementation of the following events.

- ***California Business International and Domestic Trade Conference*** at the American Jewish University on January 20, 2017. This event was organized in cooperation with the California State Board of Equalization.
- ***Oman Trade Mission*** held in Los Angeles on May 9, 2017 was organized at the request of the Muscat National Development and Investment Company of Oman.
- ***Health & Beauty Export Seminar*** held at the Chamber on May 24, 2017 was coordinated at the request of the Mayor's Office of International Trade

LARExC, the Port of Los Angeles and the Chamber has been cooperating on the following programs. Regional trade partners are invited to participate and promote these events.

- **Certified Global Business Professional (CGBP) Examination Preparation Course**

This highly regarded international trade certification course is to be held at the Chamber from June 1<sup>st</sup> to June 28<sup>th</sup>. The purpose is to expand the number of Los Angeles regional business professionals with international trade and shipping skills and capabilities in both sea and air cargo sectors.

- **Regional Impact of the Renegotiation of NAFTA on June 21, 2017**

Since NAFTA was established, manufacturing and technology have rapidly evolved and rules of origin may no longer be applicable. Supply chain management has become more integrated, the logistics sector has evolved and professional services are now more important than ever in linking regional economies. This program provides an update on the potential regional trade implications of the NAFTA renegotiation:

- ~ How will the renegotiation affect the commercial and industrial interests of existing supply chains and manufacturers in North America?
- ~ What new trade and investment issues should be addressed in the negotiation?
- ~ How can California benefit from a modernized agreement?

- **Jiangsu Business Trade Delegation on July 25, 2017**

- **Vietnam Chamber of Commerce and Industry Trade Delegation on August 14, 2017**

- **Internet Export Marketing Session to be held on August 22, 2017**

- **Berlin Industrial Chamber of Commerce Trade Delegation in October 2017**

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