“How to do Business in the Pacific Rim”

Event Report

December 4, 2014
Los Angeles Chamber of Commerce
EVENT SUMMARY

Event Name: How to do Business in the Pacific Rim  
Event Organizer/Host: California Asian Pacific Chamber of Commerce  
Event Date: Thursday, December 4, 2014  
Event Location: Los Angeles Chamber of Commerce, Bank of America Room  
Event Address: 350 S. Bixel Street, Los Angeles, CA 90017

Number of Attendees: 131  
Number of Invitations Delivered: 54,895  
Audience representation: included (but not limited to) California's international trade development, manufacturing, and food-processing industries, educators, small business owners, elected officials, international diplomatic and trade representatives, and Chambers of Commerce, etc.

EVENT OVERVIEW

The California Asian Pacific Chamber of Commerce (Cal Asian Chamber) hosted its third annual international trade conference at the Los Angeles Chamber of Commerce, Thursday, December 4th, 2014. From our initial feedback, it appears that the attendees valued the knowledge shared by panelists helping them secure actionable business intelligence on market opportunities in addition to those necessary business referrals and relationships during the event. As the most globally-connected state in the country, we are committed to helping California companies grow their overseas commercial networks. Should you want any personal introductions to other panelists or speakers, please contact the Cal Asian Chamber.

Opening the conference and presenting the goals of President Obama’s newly updated National Export Strategy during the Keynote address was Deputy Assistance Secretary for Asia, Ms. Holly Vineyard from the U.S. Department of Commerce, International Trade Administration in Washington, D.C.. In providing a recap of the newly updated export strategy, it’s success and tools that California food products exporters could utilize, Ms. Vineyard talked about the use of data in being nimble to capitalize and understanding changing market opportunities. A perfect segue for the next keynote speaker, Mr. Chuck Marshall of Dun & Bradstreet whose presentation provided the participants with an overview of how D & B databases and search queries are used in accurately defining the economic outlook for target markets, refining distributors or sales searches and verifying the credit worthiness of potential customer transaction when exporting product abroad. Furthermore, Ron invited event attendees and Cal Asian members to call him and schedule a training or attend a workshop on how to get the most out of and use a D & B license and “big data” as a competitive advantage when exporting products abroad.

As the nation’s lead exporting state, California is well positioned both physically and demographically to capture a greater share of these nations growing middle-classes disposable incomes and their evolving consumer tastes! This point was reinforced as several of the 24 private sector panelists (Seth Wilen from American Trading Intl., Gordon Robertson, Sun World, John Aguero, ELVIE Intl. Corp., and Daniel Moznett, Grower Direct) all discussed the opportunities and challenges these markets presented.
The assembled participants (131 registered) received and participated in discussions on how to use governmental and non-governmental trade promotion, market research, and export finance services available to California exporters. Country specific panel moderators included: Greg Moore, U.S. Export-Import Bank of the United States Jeff Williamson with the California Centers for International Development and Robert Tse, with U.S. Department of Agriculture, Rural Development, with the help of their subject matter panelists explored the role these services play in helping their firms or clients export. Foreign national commercial experts added depth and understanding by discussing their role in facilitating and promoting these bi-lateral commercial relationships. From Mr. Moses Song, with the Korean Trade-Investment Promotion Agency and Ms. Sachiko Yoshimura with the Japanese External Trade Organization in Los Angeles, to Mr. Liu Haiyan, Economic and Commercial Counselor from the Chinese Consulate in Los Angeles, all provided keen insight and actionable market intelligence for the participants. Mr. Haiyan ended the event with the high-note of urging one of the participants to send their visa application to him so he could “fast-track” the process.

“The event was well organized and the format was excellent as you heard from government officials to business professionals sharing their insights and knowledge about doing business in the respective countries,” said Anthony Molina, Vice President of Sales and Marketing for Safety Systems Technology, Inc., who attended the event.

Participants, like Molina, learned how to position their business for greater access to market share in South Korea, Japan and China, through engagement with subject matter experts from private sector, non-governmental organizations, foreign national and domestic governmental international trade promotion agencies. With this type of participant feedback, CalAsian plans to provide a similar format with subject matter experts including logistics experts for next year’s conference. Cal Asian want’s to thank the U.S. Department of Commerce, International Trade Administration for their generous support of the China Direct trade promotion program. We also value and appreciate our corporate events sponsors: California Bank and Trust, Union Bank, Euler Hermes, Sun World, and the American Pistachio Growers for contributing to the success of this year’s How to do Business in the Pacific Rim conference and Cal Asian’s international trade and foreign direct investment programs!
EVENT SCHEDULE

9:30AM-10:00AM  REGISTRATION AND NETWORKING

10:00AM-10:10AM  WELCOME

10:10AM-11:00AM  KEYNOTE ADDRESSES  
Holly Vineyard, Deputy Assistant Secretary for Asia, International Trade Administration, U.S. Department of Commerce  
Chuck Marshall, Vice President of Sales, Dun and Bradstreet  
Ron Stam, Sales & Marketing Solutions Consultant, Dun and Bradstreet

11:10AM-12:10PM  PANEL: HOW TO DO BUSINESS IN SOUTH KOREA  
Moderator: Gregory Moore, Regional Director Export-Import Bank of the United States  
Panelists:  
a. Moses Song, Senior Economist, Korean Trade-Investment Promotion Agency (KOTRA) representative  
b. Holly Vineyard, Deputy Assistant Secretary for Asia, International Trade Administration, U.S. Department of Commerce  
c. Pellson Lau, Regional Manager, Export Solutions Group, Office of International Trade, U.S. Small Business Administration  
d. Seth Merrick Wilen, President, American Trading International, Inc.  
e. Sean Cho, Vice President, Tao Networks  
f. Winston Chu, Vice President of Sales, Euler Hermes  
g. Chris Lee, Senior Vice President, U.S. Foods International, Inc.

12:40PM - 1:55PM  PANEL: HOW TO DO BUSINESS IN JAPAN  
Moderator: Jeff Williamson, Director, Centers for International Trade Development & Director, California State Trade and Export Promotion  
Panelists:  
a. Sachiko Yoshimura, Chief Executive Director, Japanese External Trade Organization - Los Angeles (JETRO-LA)  
b. Holly Vineyard, Deputy Assistant Secretary for Asia, International Trade Administration, U.S. Department of Commerce  
c. Gregory Moore, Regional Director Export-Import Bank of the United States  
d. Ivan J. Borja, Branch Manager, California Bank & Trust  
e. Winston Chu, Vice President of Sales, Euler Hermes  
f. Gordon Robertson, Senior Vice President of Sales and Marketing, Sun World  
g. John Aguero, Executive Vice President, ELVIE International Corporation

12:45PM-1:55PM  PANEL: HOW TO DO BUSINESS IN CHINA  
Moderator: Robert Tse, Community Planning and Development Specialist, Foreign Agricultural Services, U.S. Department of Agriculture  
Panelists:  
a. Liu Haiyan, Economic and Commercial Counselor, Peoples Republic of China Consulate, Los Angeles  
b. Terri Batch, Senior International Trade Specialist, Team Leader, Global China Team, International Trade Administration, U.S. Department of Commerce  
c. Jeff Williamson, Director, Centers for International Trade Development & Director, California State Trade and Export Promotion  
d. Winston Chu, Vice President of Sales, Euler Hermes  
e. Gordon Hinkle, Vice President, California Center  
f. Daniel Moznett, Director of Marketing, Grower Direct Marketing, LLC
“How to do Business in the Pacific Rim
December 4, 2014 – Los Angeles, California”

WELCOME

The event began with a welcome address from Julian Canete, Director of Public Policy and Strategic Relationships at Cal Asian. Mr. Canete set the tone of the conference by stressing the roles of small- and medium-sized California businesses - specifically food and beverage industries - in the international marketplace. He concluded his welcome by explicitly stating the goal of the conference: “The net result is for you to come away with actionable business intelligence for helping your firm be successful in selling into and satisfying the aspirational demand of the Pacific Rim middle-class consumer.”

“You’re here today to gain new insight into these business opportunities, uncover and access vital support programs and services, or just make valuable connections.”

- Julian Canete, Cal Asian Director of Public Policy and Strategic Relations

KEYNOTE

Our first keynote was delivered by Holly Vineyard, Deputy Assistant Secretary for Asia from the International Trade Administration of the U.S. Department of Commerce. Ms. Vineyard recently accompanied Secretary Penny Pritzker to Japan and South Korea. Secretary Pritzker’s messages were amplified through Ms. Vineyard’s participation on the Japan and South Korea panels.

Following DAS Vineyard’s address, Ron Stam from Dun & Bradstreet delivered our second keynote. Mr. Stam spoke to the competitive advantage that D&B’s “big data” provides small to medium sized exporters and invited event participants and Cal Asian members to call him and schedule training workshops on how to get most out of a D&B license.

PANELS

Three panel discussions were held to explore various topics regarding business engagement in the Pacific Rim, specifically in South Korea, Japan, and China. The 24 panelists consisted of subject matter experts from the private sector, non-governmental organizations, and foreign national in addition to domestic government international trade promotion agencies. These experts mutually spoke to the benefits of fostering stronger bi-lateral commercial ties between California added-value food products producers and Pacific Rim markets. Participants were briefed on how to use governmental and non-governmental trade promotion, market research, and export finance services available to California exporters. Foreign national commercial experts added depth and understanding by discussing their role in facilitating and promoting these bi-lateral commercial relationships. Our attendees gained valuable insight from our panel participants and we hope that they were well-equipped to begin developing business plans to jumpstart their operations internationally.
EVENT EVALUATION

Successes:

- Very positive turn-out, reached (if not exceeded) room capacity
- Well-qualified panelists who provided insightful advice, in-depth knowledge and useful insider tips for exporting
- Valuable networking and business development opportunities
- Provided useful literature and marketing materials for interested exporters

Future Considerations:

- Foster further audience engagement with speakers by the promoting the following:
  - More time for speakers to engage with audience after panel discussions
  - More opportunities to engage in Question and Answer session from floor
- Further explore policy recommendation to enhance international trade in California
- Include further elements focusing on transportation logistics, alternative trade finance, and cultural aspects of international trade
- Avoid hosting an event right after Thanksgiving holiday

MOVING FORWARD

The Cal Asian Chamber is the largest statewide ethnic chamber of commerce in California bringing together California exporters of all sizes (MNCs, mid-cap, and SMEs). Our specific international trade focus is on increasing California export volumes through the use of targeted market research, specific industry and product events, inbound/outbound buyer missions and matchmaking opportunities, trade credit and export finance tools, along with creative trade promotion activities that are all designed to enhance the visibility and opportunity for California firms to secure international sales!

As a result of “How to do Business in the Pacific Rim,” the Chamber is coordinating policy support and trade promotion activities with the following projects:

- The Marine Highway Initiative, which aims to provide a viable marine highway service between regional ports in South and Northern California for improved goods movement;
- Recognition of IC-DISC (Interest-Charge Domestic International Sales Corporation), a Federal export tax incentive for small and medium manufacturers that alleviates cost burdens of exporting;
- Establishment of a Fresno District Export Council, to enhance planning and coordination of regional export activities for their communities and regional economy.

At Cal Asian we strive to educate the public on topics related to international commerce and encourage you to join us, becoming a Cal Asian Chamber member today by visiting our website. We look forward to meeting you at one of our upcoming events or seeing you on one of the international trade and leadership missions next year!
Mark your calendars for our upcoming events in 2015!

Mark your calendars for the following dates! Registration opens in January 2015. Messages will be sent with links to register.

**April 2015**
**International Trade and Export Finance Workshop**
*Northern California (Location TBC)*
U.S. Small Business Administration

**May 12-22, 2015**
**South Korea/Japan Trade and Leadership Mission**
*Seoul, South Korea and Tokyo, Japan*
- **May 12-15, 2015**
  Seoul Food and Hotel 2015 Trade Show
- **May 20 - 22, 2015**
  International Food Ingredients and Additives Expo - Tokyo, Japan
- United Nations University - Tokyo

**SUMMER 2015**
**Cultural Diplomacy Seminar**
*Monterey, California (TBC)*
Monterey Institute of International Studies

**August 10-22, 2015**
**California-China Trade and Leadership Mission**
*Hong Kong, Guangzhou, Shanghai, and Beijing, China*
- **August 13-17, 2015**
  HKTDC 26th Hong Kong Food Expo
- Taischen-Fresno Sister City
- Institute for Nutritional Sciences, Shanghai Institute for Biological Sciences, Chinese Academy of Sciences, Shanghai - China
- United Nations University Affiliate

**May 2015**
**California-Chongqing Annual Trade Mission**
18th Chongqing International Investment and Global Sourcing Fair and California Festival Days
*Chongqing, China*

**December 3, 2015**
**How to do Business in the Pacific Rim**
*Fresno, California*
California State University, Fresno

---

**CONTACT CAL ASIAN**

**California Asian Pacific Chamber of Commerce**
2012 H Street, Suite 101
Sacramento, California 95811
(916) 446-7883

Sam Driggers, CEcD
Director of Global Initiatives
sdriggers@calasiancc.org

David Chin
International Trade Programs Manager
dychin@calasiancc.org

Kathleen Soriano
International Trade Assistant
ksoriano@calasiancc.org

Spenser Sellens
International Trade Assistant
ssellens@calasiancc.org
ACKNOWLEDGEMENTS

The success of the event was greatly attributed to a high degree of collaborative effort. We would like to thank our sponsors and partners for their generous support for the conference.

Event Sponsor:

Gold Level Sponsor:

Silver Level Sponsor:

PARTNERS

Consulate of the Peoples Republic China in Los Angeles
JETRO - Japanese External Trade Organization
KOTRA - Korea Trade-Investment Promotion Agency
Hong Kong Trade Development Council
U.S. Department of Commerce, both the International Trade Administration and Commercial Service U.S. Department of Agriculture,
Rural Development and Foreign Agricultural Service
Export-Import Bank of the United States
U.S. Small Business Administration, Office of International Trade
California-China Office of Trade and Investment - hosted by Bay Area Council Centers for International Trade Development
American Pistachio Growers
American Trading International
California Center

California Manufacturing Technology Center
California Partnership for the San Joaquin valley
Cognitive Global Solutions
Dun & Bradstreet
ELVIE International Corporation
Grower Direct Marketing
Manex Consulting
Port of Los Angeles - Trade Connect
SunWorld
TAO Networks
USFI, Inc. an international food service distributor
ATTENDEES LIST

Afsaneh Angela Abaian, Joseph's Place
William Allen, Los Angeles County
Economic Development Corporation
Jose Alvarez, BB&J Twine
Norman Arikawa, Port of Los Angeles
Bryan Bae, Apex Logistics International Inc
Deepak Bahl, University of Southern California
Vicky Barker, The Cheesecake Factory Bakery, Inc
Terri Batch, International Trade Administration, U.S. Department of Commerce
Ivan Borja, California Bank & Trust
Thomas Burr, MUFJ Union Bank
Julian Canete, California Asian Pacific Chamber of Commerce
Edwin Cardle, Cardle & Associates
Jonathan Carp, Miracle Noodle
Jackie Chen, Apex Logistics
Sean Cho, Tao Networks
Winston Chu, Euler Hermes
Paul Chun, Euler Hermes
Bryan Cole, Kintetsu International Express
Shaun Copans, California Bank & Trust
John Corbett, Elfans
Gamal Desouki, Union Bank
Kubilay Dikyurt, California Turkish American Chamber of Commerce
Paul Duncan, Export Import Bank of the United States
Davide Eichman, Law Office of David Eichman
Keith Ensminger, Kramer Translation
Joey Fan, Union Bank
Michelle Fierro, USA Food & Produce Worldwide, Inc
Kurt Fuess, Fuess Capital
Elizabeth Glynn, California Ma
Robert Grant III, California Virgin Commodities, LLC
Robert Grant, III, ECO-Safe Systems
Zhang Guanbin, Consulate General of the People's Republic of China in LA
Liu Haiyan, Consulate General of the People's Republic of China
Ayub Hassan, SABAN
Ayub Hassann, Global Trading
Rudy Hera, Sun World International
Richard Hernandez, Los Angeles Chamber of Commerce
Bobby Hines, US Commercial Service
Gordon Hinkle, California Center
Stanley Hong, Best American Foods, Inc
Zahid Hossain, SABAN
Nora Hughes, B4 Blessing
Teresa Hung, Hong Kong Trade Development Council
Sharon Im, California Bank & Trust
Mohammed Islam, SABAN
Tej Kharbanda, Los Angeles Metropolitan Transportation Authority
David Kim, Union Bank
Junko Kitagawa, Kintetsu
Dow-Kang Kou, Red Chamber Co.
Tanya Krieger, Krieger Worldwide
Kim Kunasek, Oei Design
Donald Kurtz, City National
Pellson Lau, U.S. Small Business Administration
Carmen Lee, Hong Kong Trade Development Council
Norman Lee, Asian American Economic Development Enterprise
Michael Lee, Alibaba.com
Daniel Lew, US Commercial Service
Jun-Rong Li, Apex Logistics
Jun-Rong Li, C.H. Robinson Worldwide, Inc
Jessica Liang, Shanghai Foreign Investment
Fred Lie, Union Bank
Joey Lin, Apex Logistics
Mei Mei Liu, Elfans
Grace Maeshiro, Apex Logistics
Moniruzzaman Malek, Consulate General of Bangladesh
Lawren Markle, Los Angeles County Economic Development Corporation
Chuck Marshall, Dun & Bradstreet
Iris McCammon, Quantum Leap
Sandra Messel, Elfans
Ilse Metchek, California Fashion Association
Benny Michael, USA Food Produce
Koyett Milos, California Centers for International Trade Development
Ed Mofrad, Mofrad Financial Solutions
Anthony Molina, Safety Systems Technology, Inc.
Greg Moore, Export-Import Bank of the U.S.
Daniel Moznett, Grower Direct
Kinue Nakada, Union Bank
Rizal Oei, Oei Design
Hirotami Ogawa, California Bank & Trust
Jimmy Okoli, Viscount
Nancy Okuno, Union Bank
Yongsun Paik, Ph. D., Loyola Marymount University
Chris Parrinello, California Golden Fund
Robina Peanh, Meridian Finance Group
John Penfield, California Bank & Trust
Gary Place, U.S. Foods International, Inc.
Stella Poon, Hong Kong Trade Development Council
Jason Quin, American International Chamber of Commerce
Jenny Ro, Seizin Inc.
Glen Roberts, International Trade Administration, U.S. Department of Commerce
Gordon Robertson, Sun World
Robert Saikali, City National Bank
Gentaro Saito, Union Bank
Jerry Sanyek, Kobe Inc
Ralph Slotnick, RS Industries
Moses Song, Korea Trade-Investment Agency
Robert Sonkala, CNB
Sandy Stako,
Ron Stam, Dun & Bradstreet
Jeff Standart, XRT, Inc
Gurkan Suzer, Turkish Trade Office
George Tanaka, Union Bank
George Tastard, International Trade Administration, U.S. Department of Commerce
Cynthia Torres, Department Of Commerce
John Tri Truong, John Vision
Robert Tse, US Department of Agriculture
Ann Tsujiya, Asian American Economic Development Enterprises
Yosh Tsujiya, Asian American Economic Development Enterprises
Delia Valdivia, US Commercial Service
Edward Varela, Cognitive Global Solutions
Holly Vineyard, US Department of Commerce
Nelly Wahl, Chamoland
Daveed Waitthaka, California Exporting Group
Linda Wang, Pricewaterhouse Cooper
Seth Wilen, American Trade International
Jeff Williamson, California Centers for International Trade Development
Corey Wright, US Department of Commerce
Amy Yang, Alibaba.com
Won Yi, California Bank & Trust
Sachiko Yoshumura, Japan External Trade Organization Los Angeles
Steve Young, Union Bank
Michael Yu, Shanghai Municipal Commission of Commerce
Min Yue, Shanghai Office
Joe Zhou, International Daily News