

“How to do Business in the Pacific Rim
December 4, 2014 – Los Angeles, California”



“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 Mozzett, Grower Direct) all discussed the opportunities and challenges these markets presented.

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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:
- Moses Song**, Senior Economist, Korean Trade-Investment Promotion Agency (KOTRA) representative
 - Holly Vineyard**, Deputy Assistance Secretary for Asia, International Trade Administration, U.S. Department of Commerce
 - Pellson Lau**, Regional Manager, Export Solutions Group, Office of International Trade, U.S. Small Business Administration
 - Seth Merrick Wilen**, President, American Trading International, Inc.
 - Sean Cho**, Vice President, Tao Networks
 - Winston Chu**, Vice President of Sales, Euler Hermes
 - 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:
- Sachiko Yoshimura**, Chief Executive Director, Japanese External Trade Organization - Los Angeles (JETRO-LA)
 - Holly Vineyard**, Deputy Assistance Secretary for Asia, International Trade Administration, U.S. Department of Commerce
 - Gregory Moore**, Regional Director Export-Import Bank of the United States
 - Ivan J. Borja**, Branch Manager, California Bank & Trust
 - Winston Chu**, Vice President of Sales, Euler Hermes
 - Gordon Robertson**, Senior Vice President of Sales and Marketing, Sun World
 - 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:
- Liu Haiyan**, Economic and Commercial Counselor, Peoples Republic of China Consulate, Los Angeles
 - Terri Batch**, Senior International Trade Specialist, Team Leader, Global China Team, International Trade Administration, U.S. Department of Commerce
 - Jeff Williamson**, Director, Centers for International Trade Development & Director, California State Trade and Export Promotion
 - Winston Chu**, Vice President of Sales, Euler Hermes
 - Gordon Hinkle**, Vice President, California Center
 - Daniel Moznnett**, Director of Marketing, Grower Direct Marketing, LLC

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

"In my mind, there's **no better place** to do all this than in **Asia** and **no better time** than right now."

- Holly Vineyard, Deputy Assistant Secretary for Asia

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.

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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

"I think exporting US foods and beverages is not an easy thing to begin with...but Korea is one of the more **receptive markets** open to US products."

- Seth Wilen, President, American Trading International, Inc.

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

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

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

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

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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.

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