

FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION CONTACT:Sam Driggers (916) 446-7883
Email: sdriggers@calasiancc.org**International Trade Experts assemble in Fresno to help California Food and Beverage Manufacturers Grow Globally**

FRESNO, California – With 95 percent of all consumers living beyond U.S. borders, local companies throughout the Central Valley are exploring opportunities to grow globally. The 4th annual 2015 How to do Business in the Pacific Rim event offers business leaders in California's small to medium enterprises (SMEs) food and beverage manufacturers access to expert counsel on international strategy, Asian cross-border e-commerce sales channels, and representatives in trade finance. The conference begins at 9:30 a.m. on Thursday, December 3rd at the University Business Center at Fresno State.

Hosted by the California Asian Pacific Chamber of Commerce (CalAsian Chamber), in partnership with the Nisei Farmers League and Fresno State, Office of Community and Economic Development, the event is the only Central Valley AgPlus Food and Beverage Manufacturing Consortium conference of its kind this year.

"The distinct advantage of this year's conference for California businesses will be the connection to actual exporters who share both their successes and failures of exporting abroad," said CalAsian Chamber President and CEO Pat Fong Kushida.

The all-day event will host 37 panelists and keynote speakers with industry and trade services specific expertise across three Pacific Rim nations: South Korea, Japan, China and Hong Kong. Guest speakers include; President, Barry S. Kriebel and Vice President Tomo Naito, of International Sales with Sun Maid Growers of California, and U.S. Ambassador Darci Vetter, Chief Agricultural Negotiator, Office of the U.S. Trade Representative. Other breakout sessions and presentations include:

- TPP: Bolstering California Product Influence in Asian Pacific Markets
- Selling your brand in Asia
- Doing Business in Korea, China and Japan
- Hong Kong: A Business and Services Platform to Asia
- Global Retailing: Selling Your Product Online to Asia

For more information on CalAsian Chamber's international trade promotion activities, please contact Sam Driggers, CECD, Director of International Trade and FDI sdriggers@calasiancc.org.

CalAsian Chamber represents the interests of over 600,000 Asian and Pacific Islander (API) owned businesses throughout California. The organization advocates for policies and legislation, in addition to developing new opportunities that foster economic sustainability and growth of API businesses and the various communities they reside and serve. For more information on the CalAsian Chamber, please visit: <http://www.calasiancc.org>

For more in-depth coverage of the event please visit: <http://calasiancc.org/about-the-international-trade-department/>

Registration deadline nears for 2015 How to do Business in the Pacific Rim event. For more information and to register, please visit <http://www.calasiancc.org/event/how-to-do-business-in-the-pacific-rim/>