



Trade Connect Workshop—August 4, 2011



Councilman Cardenas gave an excellent introduction and talked personally about his own private business experience.

(Picture on Left) Councilmember Tony Cardenas of Council District 6 giving the keynote introduction at the Trade Connect Program on August 4th, 2011.

Power of Networking

POLA's Trade Development team in cooperation with the Valley International Trade Association, the Valley Economic Alliance (POLA is a member) hosted a Trade Connect export workshop at the Anheuser - Busch Brewery in Van Nuys. Anheuser - Busch kindly offered their conference facility as a service to local community businesses. The event was oversubscribed.

Trade Connect is designed to increase exports and create jobs by assisting local small to medium size businesses ship internationally. The basic Trade Connect program has speakers from U.S. Department of Commerce, Small Business Administration (Export Finance Service), U.S. Export Import Bank, the California Center for International Trade Development and the Los Angeles Custom Brokers Association. The speakers discussed key topics such as identifying overseas markets, obtaining trade finance and insurance, international documentation and air & ocean logistics.

General Summary:

- * Registered Attendee's: 70 companies/individuals with 15 additional walk-ins.
- * Keynote introduction by LA District 6 Councilman Tony Cardenas. Councilman Cardenas gave an excellent introduction and talked personally about his own private business experience and requested that a Trade Connect be held in the East Valley.
- * Mr. Luis Cayo, General Manager of Anheuser - Busch also welcomed attendees to their conference facility and introduced Councilman Cardenas.

Trade Connect Workshop—August 4, 2011

“Had it not been for export sales, our company would have been severely damaged by domestic business cycles and financial meltdown.”

Each of the presenters had to stay for some time afterwards to help the attendees with specific questions about international finance, shipping and documentation. All the presenters from different agencies felt the event was particularly productive. A survey was distributed afterwards to assist with follow – up through assessment of individual needs.

A success story was given by Mr. Robert Kulesh, Vice President Sales & Marketing, Matthews Studio Equipment, Inc. in Burbank. They are a 41 year old manufacturer of industry specialized hardware and lighting control devices for the motion picture and television production industries, and they employ about 80 people here in Burbank. They started with an international sales program 14 years ago. Asia was their first target market and after a successful five year program they also expanded to Europe and now they have started a Latin American initiative. With clients now in over 75 countries, in 2010 they received The President’s Award for Excellence in Export.

Had it not been for their export

sales, which now account for 43% of total sales, their company would have been severely damaged by domestic business cycles in their particular sector as well as by the recent international financial meltdown.

Summary of Presentations:

- * Port Services by Jim MacLellan, Director of Trade Development, Port of Los Angeles
- * Airport Services by Joyce Sloss, Director, Business & Job Resources Center, Los Angeles World Airports
- * Finding & Expanding Overseas Markets by Julie Anne Hennessy, Director, US Department of Commerce, West Los Angeles
- * Financing & Insuring Overseas Sales by Martin Selander, US Small Business Administration, Export Assistance Center
- * Export Documentation & Logistics by Vincent Iacopella, President, L.A. Customs Brokers & Freight Forwarders Association
- * Export Readiness Education & Counseling by Maurice Kogon, Director, (California) Center for International Trade Development



Mr. Robert Kulesh relating his story.



70 Registered Attendees and 15 walk-ins



Jim MacLellan, Trade Development



Julie Anne Hennessy, Overseas Markets



Registration