Dear Friends,

The Los Angeles Area Chamber of Commerce had quite a year in its global initiatives efforts. From our internationally recognized World Trade Week activities and other signature events, to the announcement of our new collaborative effort to assist local companies looking to increase international trade activity, the highlights on the following pages demonstrate that creating jobs through exports was a fundamental objective in 2011.

World Trade Week and The Americas Business Forum attracted more than 900 attendees and provided strong rates of return for participants and sponsors. Recognized in the international business community as practical, high-quality events, these flagship programs are critical components in increasing exports of local manufacturing companies and creating jobs in our region.

We also celebrated some exciting new programs and initiatives. Global Thursdays, a weekly counseling session for new-to-export companies, kicked off in September and provided local businesses the opportunity to meet with international business advisors to discuss global market entry. In the fall, we announced that the Chamber will house the Los Angeles Regional Export Council. The first of four pilot programs to partner with the Brookings Institution, the Council will develop export plans and increase local trade activity. In addition, we received a California State Trade and Export Promotion (STEP) Grant from the U.S. Small Business Administration to help increase the number of small businesses involved in exporting, and were appointed by the World Bank as a Private Sector Liaison Officer to coordinate activities for regional firms interested in conducting business in emerging markets.

The success in delivering tangible results through these programs and others is because of the involvement of strong local partners. The Chamber is grateful for the commitment and support received by the Mayor’s Office of the City of Los Angeles, Ports of Los Angeles and Long Beach, Los Angeles World Airports, USC Marshall School of Business, UCLA Anderson, The California Centers for International Trade Development, Santa Monica Small Business Development Center and many corporate donors. Thank you for your dedication and contributions in making our goal of creating jobs through exports a reality.

Sincerely,

Carlos J. Valderrama
Senior VP of Global Initiatives
GLOBAL INITIATIVES YEAR IN REVIEW

JANUARY

**Facilitated business partnerships with China**

The Chamber, in partnership with the City of Los Angeles and the Consulate General of the Republic of China, hosted nearly 160 individuals at a reception for the official trade delegation of China’s Investment Promotion Agency. Executives from State-owned and private enterprises sought business cooperation in biochemical technology, energy, food, construction and finance.

FEBRUARY

**Hosted the U.S. State Department’s top trade official**

Under Secretary Robert Hormats, the U.S. State Department’s top trade and economic affairs official, came to the Chamber to discuss the Asia-Pacific Economic Cooperation (APEC) forum—which the U.S. hosts this year—and the opportunities it provides U.S. small businesses. The Chamber is an official member of the APEC 2011 Host Committee.

MARCH

**Helped create regional jobs through The Americas Business Forum**

More than 200 local firms attended the Third Annual The Americas Business Forum, an event that helps small and medium-sized businesses in Southern California find market opportunities around the Western Hemisphere. On the second day of the forum, 13 senior commercial officers stationed in countries including Brazil, Peru, Argentina and Canada shared the latest market opportunities in their respective countries in nearly 300 one-on-one meetings with local businesses. The Americas Business Forum is one of the first programs in California to support President Barack Obama’s National Export Initiatives. It is a critical component in the Chamber’s overall goal to increase exports of local manufacturing companies and create jobs in our region.

APRIL

**Welcomed Guangzhou trade delegation**

Chamber President & CEO Gary Toebben welcomed and briefed the Guangzhou trade delegation of 80 business executives and investors seeking opportunities to expand trade and collaboration in the development of high-tech, environmental protection and green technologies with L.A. counterparts. The Guangzhou Official Trade Delegation, led by Vice Mayor Chen Mingde, celebrated the 30th anniversary of the sister city relationship between Los Angeles and Guangzhou.

MAY

**Celebrated world trade month**

More than 500 business executives and members of the diplomatic corps joined BNSF Railway Company Chair & CEO Matt Rose; L.A. Mayor Antonio Villaraigosa; and Stanley T. Olafson Honoree Dr. Richard Drobnick, University of Southern California, for the 85th Annual World Trade Week Kickoff Breakfast. This event was the start of World Trade Week, the internationally recognized Chamber initiative, which consists of more than 30 regional events celebrating world trade held each year during the month of May.

JUNE

**Co-hosted high-speed rail conference**

Nearly 300 attendees, including federal, state, local and private sector leaders, met with their counterparts from Spain to assess whether that country’s profitable high-speed rail network—the world’s second-largest after China—offers a feasible model for California. The Spanish Trade Commission and California High Speed Rail Authority, in partnership with the Chamber, hosted this conference to hear strategies for successful development of California’s high-speed rail network.

JULY

**Discussed Foreign Exchange Risk Management and Eurozone debt issues**

The Chamber received an update on the state of the current currency exchange market from Michael Hayashida, executive director of FX & Rates Risk Management, J.P. Morgan Chase Bank, N.A., as he addressed topics including the Eurozone sovereign debt issues, regulatory changes in China and how they may impact U.S. companies, the investment potential in Brazil, as well as FX risk management best practices.

Increasing exports of American products and services to global markets can help revive the fortunes of U.S. companies, spur future economic growth and create jobs here at home.

— Francisco J. Sánchez, U.S. Under Secretary of Commerce for International Trade
Supported foreign diplomats’ connection to local companies

The Trade Commissioners Networking Group is a program designed to support foreign trade commissioners’ and diplomats’ efforts to establish better commercial ties with local companies involved in global trade and investment. In August, the group received an update on the Port of Long Beach’s green policy initiative and also visited the Jet Propulsion Laboratory for a tour and presentation on their procedures for doing business internationally.

Signed partnership agreement with Korean Importers Association

Representatives from the Korea Importers Association (KOIMA), met at the Chamber for a day of one-to-one business meetings. The Chamber and KOIMA signed an agreement to share information about new and ongoing trade opportunities, investments and joint ventures. Soon after, the free trade agreements with Korea, Colombia and Panama were ratified by the U.S. Congress and signed by President Obama. The U.S.-Korea FTA will be the largest for the United States since NAFTA, and will increase U.S. exports to Korea by around $10-$11 billion according to the U.S. International Trade Commission.

Selected to lead effort to create jobs through exporting

The Chamber and L.A. Mayor Antonio Villaraigosa announced that the Chamber was selected to house the Los Angeles Regional Export Council, a collaborative effort to encourage and assist companies looking to increase international trade activity. L.A. is the first of four pilot metro areas to partner with the Brookings Institution to develop export plans this year. The Chamber also announced that it received a $320,000 California State Trade and Export Promotion (STEP) Grant from the U.S. Small Business Administration to help increase the number of small businesses that are exporting, as well as raise the value of exports for those small businesses so they can grow and create jobs.

Appointed by World Bank as a Private Sector Liaison

The Chamber has been appointed by the World Bank as a Private Sector Liaison Officer (PSLO). The Chamber joins nine PSLOs in the United States and 80 around the world. As a PSLO, the Chamber will be responsible for coordinating activities in California with various business intermediaries to provide information about the World Bank’s projects and services, and organize seminars, trade missions and matchmaking opportunities for regional firms interested in conducting business in emerging markets.

Helped businesses increase profits through exporting

This year, the Chamber and the Santa Monica College Small Business Development announced the launching of Global Thursdays, an opportunity for companies to meet with international business advisors at the Chamber to discuss potential global markets, global market entry, financing exports, compliance and regulatory matters.

We thank for their involvement in our programs this year.
Consumer spending is not going to help us in getting out of this economic downturn; exporting activity will as we create more employment.

— John Husing
Economics & Politics, Inc.

Upcoming events:

- Global Initiatives Council meetings
  Jan. 18, March 21, April 18, June 20, July 18,
  Sept. 19, Nov. 21

Visit our website for more information about upcoming events at [www.lachamber.com/events](http://www.lachamber.com/events).

Learn more about the Chamber’s Global Initiatives department at [www.lachamber.com/globalinitiatives](http://www.lachamber.com/globalinitiatives)

Contact the Global Initiatives department:

- Senior VP of Global Initiatives Carlos J. Valderrama, 213.580.7570 or cvalderrama@lachamber.com
- Global Initiatives Manager Jasmin Sakai-Gonzalez, 213.580.7569 or jgonzalez@lachamber.com