

## CalChamber Forum: Asia-Pacific, Exports, Economic Development

The vital role international trade plays in California's economic recovery was discussed by two trade officials from the Obama administration during an international forum this week presented by the California Chamber of Commerce Council for International Trade.

The more than 100 forum attendees also were introduced to the executive director of the newly created Governor's Office of Economic Development (GoED).

### Asia Pacific

Demetrios Marantis, deputy U.S. trade representative Asia and Africa Division, Office of the U.S. Trade Representative, discussed Asia Pacific Economic Cooperation (APEC) issues and the U.S.-hosted APEC meetings scheduled for 2011.

California is expected to have an opportunity to host one or more of the key APEC meetings leading up to the heads-of-state meeting and CEO summit in Honolulu.

The California APEC 2011 Organizing Committee (CaAPEC) is a coalition of business, government and international

organizations working to ensure that key meetings take place in California and that U.S. objectives reflect good policy for the Golden State. California is more dependent on Asia-Pacific business than any other U.S. state.

Collectively, the 21 economies of APEC, which touch the Pacific Ocean, represent a large consumer market—nearly half the world's population, nearly half of all world trade and more than \$19 trillion in economic output.

More information is available at [www.calchamber.com/APEC](http://www.calchamber.com/APEC).

### National Export Initiative

Suresh Kumar, assistant secretary for trade promotion, director-general of U.S. and Foreign Commercial Service, U.S. Department of Commerce, discussed President Barack Obama's National Export Initiative.

The initiative directs the government to continue its efforts to remove barriers that prevent U.S. companies from getting open and fair access to foreign markets—including combating unfair tariff and non-tariff barriers and addressing prac-

tices that blatantly harm U.S. companies.

Kumar explained that the administration will pursue trade agreements that are balanced, ambitious and improve market access for U.S. workers, firms, farmers and ranchers.

More information is available at [www.export.gov](http://www.export.gov).

### GoED

Those who want to do business in California must interact with the state in many ways, such as establishing, registering and maintaining their businesses, obtaining permits and licenses, reporting required information and paying taxes. The state also has more than 100 individual economic development programs and services available to businesses.

Joel Ayala, executive director of GoED, explained that experienced staff will guide businesses through the various state requirements and help them gain access to state resources.

GoED can be contacted toll-free at 877-345-GoED (877-345-4633) or at [www.business.ca.gov](http://www.business.ca.gov).

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Ambassador Demetrios Marantis, deputy U.S. trade representative (at podium), gives an overview of Asia Pacific Economic Cooperation (APEC) issues at the May 17 International Forum presented by the CalChamber Council for International Trade, chaired by Susan Corrales-Dias (second from right). Other speakers were Joel Ayala (left), executive director of the newly created Governor's Office of Economic Development (GoED); and Suresh Kumar, assistant secretary for trade promotion, U.S. Department of Commerce, who spoke on the President's National Export Initiative.