

# California Business in Spotlight at World's Largest Tech Trade Fair



California companies are being spotlighted this week among more than 5,000 exhibitors and the half million attendees at CeBIT, the world's largest technology trade fair for digital business solutions and information and communications technology (ICT).

California served as the first official state partner with CeBIT, which began March 3 in Hannover, Germany.

## Innovative Businesses

Many California companies, including a state delegation of 51 small and medium-sized businesses, showcased the state's innovative ICT in key industries such as green technology, entertainment, Internet-based services, TeleHealth, security, consumer electronics, digital content generation and distribution, aerospace, and research and technology.

In addition, the Germany-California ICT Summit gave the two entities the opportunity to step up collaboration and stimulate increased bilateral business.

## Governor's Visit

Governor Arnold Schwarzenegger joined the delegation and spoke at several events, including CeBIT's opening ceremony, where the audience topped 2,000. The Governor toured the CeBIT exhibition fair grounds, which showcased California companies and included 27 exhibit halls spanning more than 10 million square feet of exhibition space.

"I'm proud to have showcased our great state here..." the Governor told CeBIT attendees. "Especially in the middle of this difficult global economy, it's terrific to see so many companies from California seize this tremendous opportunity to network with organizations from across the globe, sharing their innovative technologies and pumping up their businesses."

During his two-day CeBIT exhibition promotional tour, the Governor met with various business and elected officials, including German Chancellor Angela Merkel, Lower Saxony Minister President Christian Wulff and Hannover Lord Mayor Stephan Weil. In his meeting with Chancellor Merkel, discussions focused on economic stimulus and California's desire to collaborate with other nations like Germany on climate change.

While in Hannover, the Governor also received the Transatlantic Partnership Award from the American Chamber of Commerce in Germany, the oldest bilateral trade association in Germany. The award recognizes significant contributions to the German-American relationship. The Governor was recognized for his efforts to bring attention to the climate crisis and build a stronger relationship between the United States and Europe.

For more information about CeBIT, visit [www.cebit.com](http://www.cebit.com).

## CalChamber: Avoid Midstream Rule Changes in 'Green Chemistry' Program

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state scientists and puts it back into the political arena.

### Time Needed

CalChamber Policy Advocate Jason Schmelzer told members of the Assembly Health and Assembly Environmental Safety and Toxic Materials committees to give the Department of Toxic Substances Control (DTSC) the time granted by law to develop and implement the program before enacting any legislation that could complicate the department's efforts.

Schmelzer testified on behalf of the Green Chemistry Alliance (GCA), an informal group of business associations and companies that are advocating an approach to implementation that values sound science and economic sustainability. The CalChamber is a founding member of the alliance.

"We are likely to see complaints from all sides throughout the implementation

process, and some will want to change the rules in the middle of the game," Schmelzer told the committees. "The GCA does not believe that would be a productive exercise; in fact, this would be a major step backward."

The legislation putting DTSC in charge of establishing the "green chemistry" program, AB 1879 (Feuer; D-Los Angeles) and SB 509 (Simitian; D-Palo Alto), authorizes the department to identify "chemicals of concern," study and prioritize them, and regulate certain products that contain these chemicals.

The law states that DTSC can require labels, ban the use of chemicals in specific products, require reformulation of products and more.

AB 1879 gives the DTSC until January 1, 2011 to develop the processes that will define the "green chemistry" program. It is within the Legislature's authority to provide oversight to the implementation process.

"The scope of the program being implemented by DTSC is multi-faceted and complex, so there are sure to be bumps along the way," Schmelzer said. "However, we will not know where and how it is most productive for the Legislature to make changes until the entire process has been developed, implemented and tested."

### Get Involved

DTSC has created a "wiki" website that allows stakeholders to post ideas and comments on implementation and is holding workshops all over the state.

The wiki is the first step in a regulatory process that will have a significant impact on the California business community. It is vitally important for companies to engage in this process.

The CalChamber is urging members to visit the wiki and post answers to the questions posed by DTSC. The website is at <http://cagreenchem.wikidot.com/start>.

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