

Alert

California Chamber of Commerce

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Chamber business delegation to London discusses trade, investment, tariffs

Increased trade and investment, lowering of tariffs and non-tariff barriers, and the recent modification of California's unitary tax system were among the topics discussed during the California Chamber's recent leadership mission to London.

Chamber Chairman John V. Diepenbrock and President Kirk West led a 12-member business delegation to London on the occasion of the opening of California's second state overseas office. The delegation met with British government and business leaders, as well as officials from the American Chamber of Commerce and U.S. Embassy.

Reception

The Chamber also co-hosted a reception with U.S. Ambassador and Mrs. Charles Price to honor Governor George Deukmejian during his visit to London and to mark the opening of the new California European Trade and Investment Office. The Governor has
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Greetings. Governor and Mrs. George Deukmejian greet Robert R. Dockson, chairman of the board, CalFed Inc., at the reception co-hosted by U.S. Ambassador Charles Price (center), his wife and the California Chamber.



New California office. Gathered at the California European Trade and Investment Office in London are (from left) California Chamber President Kirk West; Susanne Stirling, Chamber director of international trade; George Rutland, president and chief executive officer, CalFed, Inc.; Robert R. Dockson, chairman of the Board, CalFed Inc.; Roger Baccigaluppi, president, California Almond Growers Exchange; Robert Monagan, chairman, California State World Trade Commission and president, California Economic Development Corporation; James R. Phillips, managing director of the trade and investment office; Isabella Kaliszczak, associate director; Chamber Chairman John V. Diepenbrock; James F. Dickason, chairman and chief executive officer, The Newhall Land & Farming Company; and Martin Gans, executive vice president, Sun World International, Inc.

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appointed James R. Phillips from the U.S. Department of Commerce as managing director and Isabella Kaliszczak of the California State World Trade Commission as associate director of the new overseas office.

Nearly 350 people, both British and American business and government leaders, attended this successful gathering April 13 at the U.S. ambassador's residence, Winfield House, in Regent Park, London.

The reception was sponsored by: ARCO, Bank of America, British Petroleum, CalFed Inc. and California Almond Growers Exchange, with the cooperation of the California Economic Development Corporation; Diepenbrock, Wulff, Plant & Hannegan; DiGiorgio Corporation; Security Pacific Merchant Bank; Stag's Leap Wine Cellars; Sun World International, Inc.; and The Newhall Land & Farming Company.

Briefings

In briefing the delegation on the California-British trade and investment situation, officials from both the U.S. Embassy and the American Chamber of Commerce stated that Californians must remember to continue to emphasize trade

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Luncheon for legislators. The California Chamber and ARCO co-hosted a luncheon to honor the California legislators present for activities in London. From left are: James F. Dickason, chairman and chief executive officer, The Newhall Land & Farming Company; Senator Robert Presley; and Robert Monagan, chairman of the California State World Trade Commission and president of the California Economic Development Corporation.



Exchanging views. At the luncheon for legislators are (from left): California Chamber President Kirk West; M.I. Bean, president and chief executive officer, British Petroleum Advanced Materials Inc.; and Senator William Campbell.



Reception. From left: Isabella Kaliszczak, associate director of the California European Trade and Investment Office, Inge Miscoll; James R. Phillips, managing director of the office; and James P. Miscoll, executive vice president, Bank of America.



Legislative guests. From left: James R. Phillips, managing director of the California European Trade and Investment Office, greets Mimi Craven; Karen Diepenbrock and California Chamber Chairman John V. Diepenbrock welcome Senator William Craven to the reception.



London gathering. Senator William Campbell and Lod Cook, chairman of the board, ARCO, exchange pleasantries with guests at the reception co-hosted by the California Chamber and U.S. Ambassador and Mrs. Charles Price.



Trade issues. At the reception are, from left: Graham Burton, British consulate general in San Francisco; John Geoghegan, secretary of the California Business, Transportation and Housing Agency; and Susanne Stirling, California Chamber director of international trade.

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and investment relations with the United Kingdom as well as the rest of Europe. There has been concern expressed by a number of our European trading partners that California is concentrating so much on the Pacific Rim as to almost ignore the traditional trading partners.

The delegation also met with representatives of the Department of Trade and Industry; Confederation of British Industries; London Chamber of Commerce and Industry; Security Pacific; and Lloyd's of London.

ARCO lunch

The California Chamber co-hosted a lunch with ARCO to honor the California state legislators present for the activities in London. These legislators included Senators William Campbell, William Craven and Robert Presley, and Assembly Member Lucy Killea. Guests included representatives from both the British and American business governments as well as the business community.

Paris

The Governor and his party went for a one-day visit to Brussels to meet with European Community officials and then concluded his trip in Paris. The California Chamber hosted a reception at the American Embassy in Paris for the Governor to meet with French and American business and government leaders. □ Staff contact: Susanne Stirling

Chamber cosponsors Pacific Rim trade seminar

The California Chamber is cosponsoring an international trade seminar on "Managing to Survive on the Pacific Rim: A Pact for Survival." The seminar is set for May 8, 9 a.m. to 3 p.m., at Long Beach City College.

Assembly Member Sam Farr, chairman of the Economic Development and New Technologies Committee, will speak on "The State's Role in Meeting the Challenge of the Pacific Rim." Jack Warne, chairman of the board of Kimber of Oregon, will close with "Is American Management Style Really Headed for Extinction?"

Breakout sessions

Breakout sessions will be offered on the following topics:

- *Fiscal Policy and Tax Incentives Facilitating International Business:* a panel discussion by representatives of Big 8 accounting firms and state legislators on public policies needed to improve California's competitive posture in the Pacific Rim.
- *Tales of Survival on the Pacific Rim:* CEOs of major firms employing a minimum of 500 persons will describe their trials and tribulations as they have undertaken to expand into the Pacific Rim.
- *Free Trade Zones and World Trade Centers:* government officials and members of World Trade Centers will describe the activities and services offered and explain how to participate.
- *Education and Training Implications*

of the Pacific Rim Experience: a panel of distinguished business leaders and community college educators will discuss the types of employee training necessary for businesses to succeed in the Pacific Rim marketplace.

Registration

Pre-registration is \$40 per person and includes refreshments, lunch and materials. For further information, contact Sharon S. Yaap, CACC, 2017 "O" Street, Sacramento, CA 95814, (916) 444-8641. Registration deadline is April 30. Late registration will be \$60 per person.