

CALIFORNIA COUNCIL FOR INTERNATIONAL TRADE

The California Council for International Trade is a non-profit, nonpartisan group of hundreds of California firms in all industries throughout the Golden State. Our job is to educate state and federal leaders and encourage them to adopt policies that will benefit California firms in the global marketplace and to reject harmful proposals.

CCIT has been successful for over 45 years

- leading the fight for passage of NAFTA
- helping to shape California's trade programs
- fighting trade barriers and unilateral sanctions
- securing pivotal votes to normalize trade relations with China.



Panel at the CCIT Monterey Congressional Forum on Trade Policy, 2003. Left to right: Rep. George Radanovich (R-CA), David Hegwood (U.S. Department of Agriculture), Rep. Doug Ose (R-CA).

We ask you to join CCIT and add your voice in our drive to promote sound U.S. trade policy. Members range from large Fortune 500 firms to small private enterprises, government officials and students.

**To join, please visit our website at
www.ccit.net.**



California Council for International Trade

442 Post Street, Suite 800
San Francisco, CA 94102

Phone: 415-788-4127

Fax: 415-788-5356

Email: info@ccit.net

Website: www.ccit.net

Cover photos: Top - California State Capitol; Left - Representative Cal Dooley (D-CA) speaking at CCIT Monterey Congressional Forum on Trade Policy, 2003; Right - U.S. Secretary of Agriculture Ann Veneman receiving CCIT's annual Golden State Award from CCIT Director Roger Baccigaluppi, 2001; Bottom - Container ships at the Port of Los Angeles.

CALIFORNIA'S VOICE FOR GLOBAL TRADE



California Council for International Trade

CCIT enables California businesses to expand their influence in the global, national and state arenas by providing an effective voice for U.S. trade policy.

As a member, you can benefit from our broad experience and far-reaching actions.

ON A GLOBAL LEVEL, CCIT:

- Builds interaction with world leaders to promote policies and programs that support California's world trade agenda, bringing key international policymakers to the CCIT annual policy conference



Deputy Prime Minister of Barbados Mia Motley with CCIT Chairman Emeritus Jerry Levine, CCIT Reception, San Francisco, 2004

ON A NATIONAL LEVEL, CCIT:

- Takes strong, persuasive stands on federal trade issues that affect California business
- Brings Members of Congress together with CCIT members at the grassroots level - in their home districts, through an annual CCIT member visit to Washington, DC, and especially at the highly-acclaimed yearly CCIT Monterey Congressional Forum on Trade Policy
- Forms a strong alliance with the National Foreign Trade Council as CCIT's partner in our nation's capital to promote a clear, consistent message about California's needs on global trade issues
- Helps policymakers and our members understand clearly how trade impacts our lives, through CCIT's weekly e-publication, *Trade Matters*

For over 45 years, the California Council for International Trade has been a forceful advocate for sound trade policy that supports the global objectives of California business.

ON A STATE LEVEL, CCIT:

- Provides the voice for sound policy in the new federal-state trade promotion partnership
- Leads the fight to defeat legislative proposals harmful to California's world business leadership position
- Conducts an annual Sacramento Day for CCIT members to work with state officials for the development of sound trade programs
- Recognizes thoughtful leaders in government and business who help move California forward in the global economy
- Strengthens the trade policy bridge between Sacramento and Washington to finance development of California's trade infrastructure - port, rail and highway modernization - and to ensure movement of cargo by balancing security concerns with the need for expeditious trade flows
- Educates California's high school students on the importance of the global economy to their daily lives and future career choices through a new interactive curriculum - the International Economic Summit™ - conducted by CCIT's educational foundation, the California Trade Education Center



High school trade delegates representing France - Winners of the International Economic Summit held at the University of San Francisco, 2004.

THE IMPORTANCE OF GLOBAL TRADE TO CALIFORNIA

Thirty percent of California's trillion-dollar economy - more than \$300 billion - comes from exports, imports and trade-related services. This creates over 5 million high quality jobs for Californians, and that number is expected to increase rapidly.

Fifteen percent of all goods and services produced in California are exported, making its exports the largest of any state. California is often considered the world's fifth largest economy - a strategically important player in any discussion or action concerning world trade.

California's markets are worldwide. The Golden State must protect its jobs and advance its economic prospects by strengthening its position as a leader in trade.

Global trade continues to be a driving force in California's economy. Never has this been more important as our nation regains its economic footing. California must have a strong, clear voice in the development of U.S. trade policy.

Many voices object to world trade. Some of them are in key policy positions where their actions can seriously damage the hopes and opportunities of those who benefit from

economic expansion - including employees, customers, suppliers, manufacturers, businesses, agriculture, truck drivers, dock workers, and service personnel. Many of the objections are shortsighted and would be destructive to our economy if they become law.

We need a strong voice to clearly explain the importance of world trade for California and to demonstrate the widespread benefits that well-designed trade policies can have in the advancement of environmental and human rights concerns. Soundly conceived and implemented trade laws can address these problems in ways that help developing economies improve their living standards.



California Council for International Trade