

*Profiles in Trade*

# CalChamber Board Member, Trade Experts Launch California Center in China



California Chamber of Commerce Board member Margaret Wong is among the partners who have launched a new facility—the *California Center*—to promote China-California trade.

Wong is president and CEO of McWong International, Inc. The Sacramento-headquartered company is a supporting partner of the California Center, along with the CalAsian Chamber of Commerce and CHIC Group.

Earlier this month, the California Center hosted a *special reception* in Sacramento to *announce the launch* of its new facility in China. A large group of business and government leaders attended the event, including Allan Zarembeg, CalChamber president and CEO, and Susanne Stirling, CalChamber vice president of international affairs.

Strategically located in the Jiading district of Shanghai, the California Center storefront offers a myriad of services to California companies looking to showcase their goods, products and services directly to Chinese consumers, buyers and wholesalers.

## Services Offered

Utilizing the California Center provides California businesses a unique opportunity to benefit from the know-how of trusted Chinese business professionals, as well as marketing and logistics experts.

The center provides door-to-door service to bring products to Chinese

buyer destinations in a seamless operation that includes: shipping, customs clearance, warehousing, sales transactions and customer services. Through the center's portal, Chinese buyers can navigate through listed California companies seamlessly and with ease.

Operated by a group of well experienced China trade experts, the California Center will help California businesses gain entry to China with minimum investment. It also will provide access to hands-on international services that include logistics, marketing, trade, investment and legal help.

The California Center strategically utilizes the Yangshan Port (in Shanghai), which is the world's largest deep-water operating port and gateway to the world's largest consumer population. Additionally, it is located in the newly established free trade zone, which provides a revolutionary new level of benefits to businesses in California.

For more information on the California Center, visit [www.CaliforniaCenter.US](http://www.CaliforniaCenter.US) or contact Gordon Hinkle, [ghinkle@californiacenter.us](mailto:ghinkle@californiacenter.us).

## California-China Trade

U.S.-China trade has risen rapidly over the past several decades. Total trade between the two nations has increased from \$4.8 billion in 1980 to slightly more than \$536 billion in 2012. Exports to China in 2012 were approximately \$110.6 billion, a steady increase from previous years.

In 2012, China continued as California's third largest export destination, with

more than \$14 billion in exports. Computer and electronic products accounted for approximately 28% of exports, totaling close to \$3.9 billion. Waste and scrap material brought in \$2.4 billion, or 17.4%, while both the machinery (except electrical) and the transportation equipment categories each accounted for approximately 10% of the total, with roughly \$1.4 billion in exports each, according to the U.S. Department of Commerce.

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*"Profiles in Trade" is a regular feature highlighting the international activities of CalChamber member companies.*



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