

ALERT

CALIFORNIA CHAMBER OF COMMERCE

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Chamber Joins Governor on Trade Mission to Japan

The California Chamber of Commerce participated in Governor Arnold Schwarzenegger's trade and tourism mission to Japan earlier this month.

The November 10-13 visit was the Governor's first trade mission to promote California's business climate, to encourage travel and tourism, and to market California-grown products. The Governor and delegation accompanying him met with business and government leaders and participated in events to promote California.

The California business delegation included:

- Chamber President Allan Zaremberg;
- John Koeberer, 2004 Chamber chair and owner/chief executive officer of the California Parks Companies;
- Thomas McKernan, Chamber Board member and president and chief

executive officer of the Automobile Club of Southern California;

- John Kautz, Chamber Board member and chairman of Kautz Ironstone Vineyards; and
- Susanne Stirling, Chamber vice president of international affairs.

Delegation members also included representatives from other Chamber member companies.

"The California Chamber of Commerce was pleased to be part of this delegation going abroad to advance business relations between California and Japan," said Zaremberg. "With California's economy on the road to recovery, it is essential to keep up good trade relations with all our foreign trading partners."

Export-supported jobs account for more than 10 percent of California's

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California Chamber Announces New E-Commerce Website

The new e-commerce website for the California Chamber of Commerce is now up and running, making it easier for business customers to purchase the California-specific labor law products best suited for their needs.

Easy Navigation

The new graphic design of the site makes it easy for users to navigate the site quickly and easily to get the compliance products required by law, or what they need for their human resources department to function more efficiently.

"The Chamber is excited about the launch of the new store site," said Jan Bell, Chamber senior vice president of sales, marketing and product development. "It was designed to help California businesses more easily fulfill their labor law compliance requirements and needs."

In addition, new tools are available to help businesses locate the right products. Users are able to browse Chamber products by topic or perform a search from any page on the site.

Interactive Tools

- **Product Comparison Chart:** This new chart makes it easy to view all Chamber key products on the same page, and determine the best fit for each business's needs.

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From left are California Chamber of Commerce President Allan Zaremberg; Debbie Howard, president of the American Chamber of Commerce in Japan; Chamber Chair John Koeberer and Susanne Stirling, Chamber vice president of international affairs. Howard hosted lunch for the business delegation that traveled to Japan on the Governor's trade and tourism mission.

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total private sector employment — about one in 10 jobs.

In addition, Japan is the number one source for foreign direct investment in California. Japanese companies operating in California employ an estimated 143,000 California residents.

Timely Mission

The trade mission was timely in attracting more Japanese business and tourism to California because the Japanese economy is emerging from a long recession.

Japan is the state's second largest trading partner after Mexico. In 2003, Japan consumed \$11.7 billion of California exports.

Japanese tourism to California has dropped in recent years, however. In 2003, California received 590,000 visitors from Japan who generated \$668 million in travel-related expenditures, a 50 percent drop in Japanese travel since the mid- to late 1990s.

As the largest agricultural producer and exporter in the United States, California supplies the world with more than \$27 billion in products every year.

Japan is California's third largest agricultural export market and its recovering economy puts it in a position to become an even friendlier market for California products.

Trade Mission Events

The trade mission to Japan focused on promoting the multitude of business opportunities California has to offer in industries ranging from agriculture to manufacturing. Events in Tokyo highlighted California's many tourist attractions and California products to encourage Japanese travelers to visit the state, as well as entice Japanese consumers to buy more California foods and produce. Those events included:

- a "Taste of California" reception for Japanese tour operators and media featuring "California Grown" ingredients and California wines;
- a reception at the residence of U.S. Ambassador Howard Baker honoring more than two dozen Japanese companies that employ more than 48,000 Californians combined; and
- a "California Festival" rally



During the Governor's trade mission, the California Jobs and Economic Growth Commission, in cooperation with the California Tourism Commission and the California Grown campaign sponsored Tokyo billboards such as this one promoting California travel, investment and/or agricultural products.

A crowd estimated at 2,000 watches Governor Arnold Schwarzenegger present a free trip to California to the winner of a drawing during the "California Festival" promoting California tourism and agriculture. The video screen behind the Governor displays one of the California promotional billboards put up around Tokyo during the Governor's trade mission to Japan.



Ko Ueno, managing director, Japan, for the California Travel and Tourism Commission, prepares to lead Cassandra Pye, the Governor's deputy chief of staff for external affairs, and a delegation of business and agricultural exporters to view the world-famous fish and produce market in Tokyo, including California products waiting to be distributed to the Japanese market.

promoting California tourism and agriculture.

Chamber Policy

The California Chamber, in keeping with long-standing policy, enthusiastically supports free trade worldwide, expansion of international trade and investment, fair and equitable market

access for California products abroad and elimination of disincentives that impede the international competitiveness of California business.

More information on California's trading partners is available on the Chamber's International Resources page at www.calchamber.com/international.
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