

# Governor's Jobs, Business Adviser Speaks on Growth, Trade at International Forum

Michael Rossi, senior adviser to the Governor for jobs and business development, spoke about the administration's trade efforts at an International Forum hosted by the California Chamber of Commerce Council for International Trade on May 21.

Forum attendees included nearly 150 industry leaders and representatives of California foreign trading partners.

Rossi discussed the state's plans to open a trade office in China, and gave an overview of the administration's efforts to help California's economic recovery.

## Reorganization

GO-Biz, the Governor's Office of Business and Economic Development, was formed to be a single point of contact at the highest level of government for large and small businesses, Rossi said.

Under the Governor's reorganization plan, a number of economic development departments were aligned to make efforts more efficient.

These departments, Rossi said, include: the infrastructure bank, travel and tourism commission, small business loan guarantee program, film commission, and small business development centers.

## China

Governor Edmund G. Brown Jr. and his administration are currently leading efforts to increase trade and foreign direct investment, Rossi said.

To promote California's economic relationship with China, Governor Brown is set to lead a delegation to Beijing and Shanghai. The administration hopes to open a California-China Trade and Investment office in Shanghai by the end of 2012.

This office will serve as a "two-way portal for California businesses to gain increased access to the Chinese market and for Chinese investors to access California development projects that would benefit from increased investment," Rossi said.

GO-Biz is working with the CalChamber, Bay Area Council and other business groups to facilitate the opening and financing of the office, he added.



Photo by Megan Wood

Michael Rossi (left), senior adviser for jobs and business development, Office of the Governor, answers questions at a May 21 forum hosted by the CalChamber Council for International Trade, chaired by Susan Corrales-Diaz (right).

## Creating Jobs

Rossi stressed that the Governor "is committed to fostering an environment where business can create jobs."

He cited Brown's veto of the CalChamber "job killer" bills in 2011 (four of five vetoed) and stated that state government spending is now down to levels under Governor Ronald Reagan.

Because of this, Rossi said, the S&P improved the state's credit rating—upgrading it from negative to positive.

"The Governor understands that California's recovery will require government to operate at its most efficient levels and match the diligence that business owners in this state exude," Rossi said. "That is why we are realigning state government, cutting spending, beginning to review burdensome regulations and increasing our global presence as an example of this focus."

Rossi indicated that the state is on a path to recovery, as California has seen steady job growth. In the last year, jobs have been added in multiple high-paying sectors, such as: business and professions, health care, trade, transportation, finance and even construction, Rossi said.

The state has added 385,900 jobs since September 2009, and more than 220,000 new jobs since Governor Brown came into office, including 181,000 new jobs since March 2011, he said. Also, the state has gotten rid of 56,000 state jobs in the last 10 years, which is more than any other state in the nation, Rossi stated. Nevertheless, Rossi added, recovery is slow.

"We were in a deep hole, and we're still in a deep hole," Rossi said. "But we are slowly climbing our way out. In order to keep this momentum, California needs to remain competitive on a global scale and continue to diversify its economy."

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(202) 482-3787.

Webinar: New INCO Terms. U.S. Department of Commerce. August 8.  
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Export Regulations Seminar. Bureau of Industry and Security, Southern California Regional District Export Council, and U.S. Commercial Service in Southern California. August 8–9, Los Angeles.

Hong Kong Food Expo. Hong Kong Trade Development Council. August 16–20, Hong Kong, China. (310) 973-3175.

CA Cleantech Company Trade Mission to China. El Camino College CITD. August 20–September 2, China. (310) 973-3161.

Green Construction Trade Mission to Brazil. Bay Area CITD. September 9–15, São Paulo and Rio de Janeiro, Brazil.