



POWERED BY  
California Community Colleges

Responding to  
COVID-19 Crisis

**Solutions  
for Business  
and Workers**



# THE NEW NORMAL IS HERE

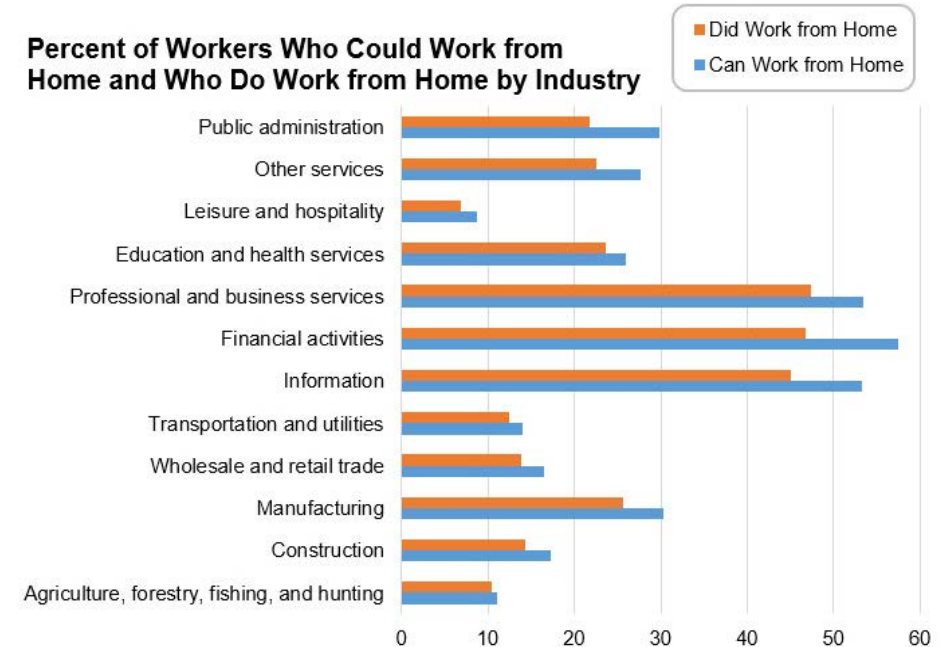
Every American should be asking where we want the nation to be when the COVID-19 pandemic is over.

**How could the emerging technologies being deployed in the current crisis propel us into a better future?**

**We should also accelerate the trend toward remote learning.** Online, there is no requirement of proximity, which allows students to get instruction...but this needs to be more equitably distributed. Struggling school districts, community colleges and career technical training institutes could benefit if network connectivity becomes more affordable and applications become accessible to a wider range of learners. Education will also be prompted to think of new ways to integrate young talent; there will be experiments in remote internships and apprenticeships. Finally, the country is long overdue for a real digital infrastructure. Government at every level should move to cloud, mobile and web-based software and start treating data as a strategic asset. It's now painfully obvious that these tools are essential for effective action. Moreover, the American people will need that infrastructure for their daily lives. If we are to build a future economy and education system based on tele-everything, we need a fully connected population and ultrafast infrastructure. The government must make a massive investment—perhaps as part of a stimulus package—to convert the nation's digital infrastructure to cloud-based platforms and link them with a 5G network. The American people are problem-solvers and innovators, and we have the opportunity today for farsighted action. If we invest strategically and mobilize our society, we can build the digital infrastructure necessary to enjoy a higher and healthier standard of living and to solve complex modern problems like today's pandemic.

— Eric Schmidt, former CEO and Executive Chairman of Google  
*Wall Street Journal* 3/27/2020

**Percent of Workers Who Could Work from Home and Who Do Work from Home by Industry**



Source: Author's calculations from American Time Use Survey table 1: Workers who could work at home, did work at home, and were paid for work at home, by selected characteristics, averages for the period 2017–18, U.S. Bureau of Labor Statistics (2019)

— Stuart Andreason  
*Workforce Currents*, March 18, 2020

# EMPOWERING SMALL BUSINESS AND ONLINE EXPORTERS



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In October 2019, the California International Trade Center officially launched to a standing-room only session at the Get Global conference in Long Beach.

The **CA International Trade Center (CITC)**, powered by California Community Colleges, is specifically designed to enhance the competitiveness of small and mid-size businesses through digital trade, including ecommerce. Led by the Global Trade Sector as part of the Economic and Workforce Development of the Community College system, the CITC initiative on behalf of trade activities is uniquely focused on growing exports through cross-border trade.

# CITC RESPONDS to SMALL BUSINESS in the COVID-19 CRISIS

- ✓ New COVID-19 business support page features unique CITC resources including articles, webinars, and COVID-19 resources from state, government and private entities
- ✓ Daily updates from trusted partners and industry insights surrounding business tactics in response to COVID-19
- ✓ New webinar series "COVID CONVERSATIONS FROM THE FIELD" sharing insights around how small business is coping and how to adapt
- ✓ Bi-weekly virtual workshops and webinars on key digital trade skill building for SMEs and incumbent workers
- ✓ Promotion and outreach through partners and social media to update businesses during the crisis and beyond



## Pressing Forward Through The Coronavirus Crisis

With the rapid global spread of coronavirus (COVID-19) in the last six weeks, there is mounting concern about the macro economy. There is widespread anticipation of a global recession as manufacturing, production and trade slows or halts completely in many parts of the world, particularly in China. It is unclear yet whether these interruptions will be temporary or more long-term.



The U.N. Conference on Trade and Development (UNCTAD) has reported that the U.S. economy and supply chain is second hardest impacted after the European Union as a result of China's manufacturing slowdown. Additionally, there are reports that Amazon is prioritizing essential and health-related items in its distribution centers to meet the most pressing needs of its customers, especially those affected directly by COVID-19. Fortunately, many shipping and delivery companies, like UPS and FedEx, are still operating on a relatively normal schedule.

## Coronavirus Resources For California Businesses

We recognize this is a worrisome time for California small business owners and their employees, whose livelihoods depend on the ability to keep moving – especially if the majority of their business is global.

The following are helpful resources for your business from state, government, and vetted private entities:





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**Online tools provide immediate solutions including:**  
Duty Tax Calculator, HS Code Harmonizer, Global eCommerce Readiness Assessment

**Immediate Assistance**  
Call our Hotline for prompt support

**Expert Access**  
Schedule a consultation with English/Spanish/Mandarin fluent trade experts

**eCommerce and Trade Events**  
Virtual workshops and content-rich webinars with Q&A

**Country Guides**  
Access to 28 country guides with detailed market intel

**CITC**  
offers  
**SMALL BUSINESS SOLUTIONS**  
through  
eCommerce  
and  
**Cross-Border Trade**



### Free Website Audit

Find out how optimized your site is using our free tool.



### Free Export Tax Calculator

Determine the values of the Duties & Taxes that you or your customers will have to pay on typical orders.



### Find a Distributor Overseas

Finding the right international distributor can equate to success and sales.



### Hire an Intern

The Global Trade Virtual Internship Program (VIP) is a virtual digital media and global marketing internship program.

# VIRTUAL EVENTS PROVIDE ONGOING SMALL BUSINESS SUPPORT



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ABOUT ▾

SERVICES

EVENTS

TOOLS ▾

RESOURCES ▾

CONTACT

## Stay Home, Sell Global



The Coronavirus is impacting businesses at home and abroad. This crisis presents businesses with an opportunity to either establish or continue to grow your online presence.

In partnership with the L.A. Mayor's Office, the Los Angeles Trade Coalition Presents a series of three online events created to help you "stay home and sell global."

### COVID Conversations From The Field: Mexico ECommerce Entry For Beauty Products

#### COVID CONVERSATIONS FROM THE FIELD

In this straight-talking conversation series, hear from in-country experts and industry leaders on how COVID is impacting consumer sentiment and behavior, supply chain, manufacturing, marketing investment, and more. Ask direct questions to capture the pulse on the ground in 45-minute conversations from the field.

**April, 2nd 2020**

Spanish Language  
9:00 AM – 9:45 PST  
11:00 AM 12:00 PM CDMX

English Language  
10:00 AM – 10:45 AM PST  
12:00 PM – 1:00 PM CDMX

#### More From CITC

#### Get Full Access

Sign up to get the latest global trade and ecommerce news, events and updates from the California International Trade Center.

• Email

First Name

By submitting this form, you are consenting to receive mail from: Long Beach City College, 4900 E. Coast Street, Long Beach, CA, 90808, US, <http://www.globaltradeworkforce.com>. You can revoke your consent to receive emails at any time by using the [SafeUnsubscribe®](#) link, found at the bottom of every email. [Emails are serviced by Constant Contact.](#)

Yes, Sign Me Up!



# 2020 CITC VIRTUAL EVENTS



**Content available in English and Spanish**

## **JANUARY**

CITC Webinar: Industry Innovation Series - Global HR for eCommerce Growth

CITC Webinar: eCommerce Basics Series - The Basics Of eCommerce

## **FEBRUARY**

CITC Webinar: Innovation Series - Taxes, Duties and Compliance for Global eCommerce

CITC Webinar: eCommerce Basics Series - Everything Amazon

## **MARCH**

CITC Webinar: Global Marketing Platforms and Partnerships

CITC Webinar: Cross Border eCommerce

## **APRIL**

COVID-19 Conversations From The Field: Oportunidades Comerciales en México Utilizando

COVID-19 Conversations From The Field: Mexico eCommerce Entry For Beauty Products

COVID-19 Conversations from the Field: Brazil

COVID-19 Conversations From The Field: Latam eCommerce Direct-To-Consumer Entry Strategies

CITC Webinar: Innovation Series - AI and Automation in Trade Online

CITC Webinar: eCommerce Basics Series - Fulfillment and Shipping Optimization

## **MAY**

Virtual Global Springboard

CITC Webinar: Industry Innovation Series - Cybersecurity for Global Trade and eCommerce

CITC Webinar: Brazil Market Entry with eCommerce

Incremental Global – Leverage Online Marketplaces And Cross Border Sales To Build

CITC Webinar: eCommerce Basics Series - Top eCommerce Markets and Top eCommerce Platforms

Asia Pacific Economic Cooperation – Women-Owned Business and Global Ecommerce Virtual Workshop Series

## **JUNE**

CITC Webinar: How Businesses Can Export More Sustainably via eCommerce

CITC Webinar: Industry Innovation Series - Website Optimization

CITC Webinar: eCommerce Basics Series - How To Handle VAT for Cross-border eCommerce

CITC Webinar: Global Marketing and Brand Building for Exporters

## **JUNE**

VIP Internship for Business and Technology Students

CITC Webinar: Industry Innovation Series - Website Optimization

## **JULY**

Global Marketing & Brand Building for Exporters

## **AUGUST**

COVID Conversations from the Field: Africa



# CITC IMPACT AND SMALL BUSINESS DEMAND

The CITC have received close to **10,000 visitors** who are reading cross-border, eCommerce focused articles, watching CITC webinars, using the suite of tools, and contacting the team of consultants for business assistance. Our unique, value-driven content and tools have been **accessed over 11,000 times** through all viable marketing channels. New market entry guides for over 28 countries now better meet the needs of exporters as we continue to publish cross-border and eCommerce focused content across multiple formats that serve small business owners in California looking to go global.

## Website Users

March 2020

Pageviews

Users

Pageviews

28,340

Users

9,770

## Sessions by Channel

Organic

Social

Direct

Sessions

586

Sessions

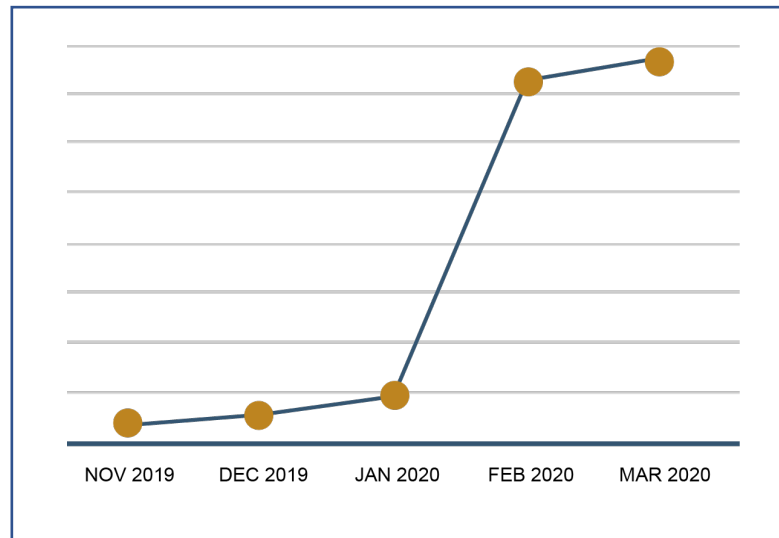
543

Sessions

10K

## Monthly Website Active Users

Year-to-date



## VIP / Work-Based Learning

Year-to-date

Technical Assistance Hours

Student led projects on behalf of SMEs

1,380

Colleges Served

VIP programs piloted at local colleges

7

Regions Served

Providing VIP to regions across the state

4

## Business Consulting

Jan-March 2020

\$62,571

OWNER INVESTMENT

\$560K  
SALES INCREASE

196

CONSULTING HOURS

CITC WEBSITE:

[www.CAinternationaltrade.org](http://www.CAinternationaltrade.org)



# SMALL BUSINESS UNDER COVID-19

COVID-19

## Business Resources



- U.S. Chamber of Commerce's Top 8 Things Small Businesses Need to do During the COVID-19 Pandemic
- SBA's Coronavirus (COVID-19) Disaster Relief Lending
- Centers for Disease Control's (CDC) guidelines for businesses and employers, preventing COVID-19 and managing self-isolation
- Force Majeure: COVID-19 and the Trade Community
- Resources to help your small business manage through uncertainty
- LA SBDC-COVID-19 Response Guide
- COVID-19 Business Resource Guide
- COVID-19 Daily Updates for Small Business
- Los Angeles Area Chamber of Commerce's COVID-19 (Coronavirus) Resource Guide
- EDC SBDC Disaster Preparedness Toolkit
- Legal Alerts on COVID-19
- COVID-19 Document Data Bank
- Government Response to COVID-19 Coronavirus
- U.S. Exim Bank COVID-19 Resources
- Small Business Toolkit for Assistance During Emergency Closure Period
- CA Gov's Coronavirus (COVID-19) in California
- California Association for Micro Enterprise Opportunity's Coronavirus Resource for Business



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[www.CAinternationaltrade.org/covid-19-business-resources](http://www.CAinternationaltrade.org/covid-19-business-resources)

# OPPORTUNITY AND OUTCOMES

# STUDENTS AND INCUMBENT WORKERS



# GLOBALVIP

VIRTUAL INTERNSHIP PROGRAM

The **CITC Global Virtual Internship Program (VIP)** is a virtual digital media and global marketing internship program that provides students with supervised experience in conducting client-orientated research and business strategy execution. During the internship, students will work collectively to scope the problem and identify gaps for their client, analyze consumer trends and behaviors, and develop ideas to address the client's needs. Students will produce interim reports throughout the internship to track progress and receive instructor feedback to develop their skill set throughout the program.

**Learning Objectives:** This internship requires students to apply technical skills they have acquired in class to analyze consumer trends, evaluate assigned client's objectives and needs to develop strategic research and ideas for their client. The specific objectives are:

- ✓ **Professional Practice in Global Trade.** Students will conduct research and analysis on consumer trends and behaviors to develop a strategic consumer analysis.
- ✓ **Client Relations and teamwork.** Students will develop the interpersonal skills through interaction with the client and their team. Students will manage teamwork and create a constructive and professional working relationship to address client's needs and discuss expectations.
- ✓ **Technological and Digital Tradecraft.** Students will strengthen their skill set and gain a better understanding of the role of digital media and marketing for businesses. Students will identify best practices in digital marketing, utilize data to create a strategic plan, and establish their personal brand through the process.

# SALES AND MARKETING MID-LEVEL SKILLS



## The Global Trade Sector

is Transforming to Meet the Requirements of Online Sales and Digital Trade

SALES AND MARKETING	TRADITIONAL SKILLS	NEW SKILLS	HYBRID SKILLS
MANAGER	Strategic Marketing ▲8% Marketing Management ▲1% Marketing Communications ▲1% Project Management ▲1% Online Marketing ▼3% Email Marketing ▼6% Advertising ▼6% Web Marketing ▼6% Event Planning ▼7% Social Media Marketing ▼7%	<ul style="list-style-type: none"> <li>Digital Tools and Digital Technology</li> <li>Analytics and Data</li> <li>Business and Management</li> <li>Design or Create</li> </ul>	<ul style="list-style-type: none"> <li>Big Data and Analytics</li> <li>Intersection of Design and Development</li> <li>Sales and Customer Service</li> <li>Emerging Digital Technologies</li> <li>Evolving Compliance and Regulatory Landscape</li> </ul>
GLOBAL	Product Marketing ▲3% Strategic Marketing ▲2% Strategy Development ▲2% Marketing Management ▲1% Market Research ▼4% Marketing Communications ▼7% Branding ▼9% Social Media Marketing ▼9% Digital Marketing ▼9% Project Management ▼10%	<ul style="list-style-type: none"> <li>Global Business and Management</li> <li>Cultural Fluency</li> <li>Remote Working</li> </ul>	<ul style="list-style-type: none"> <li>Big Data and Analytics</li> <li>Intersection of Design and Development</li> <li>Sales and Customer Service</li> <li>Emerging Digital Technologies</li> <li>Evolving Compliance and Regulatory Landscape</li> </ul>
DIGITAL	Strategic Marketing ▲6% Digital Marketing ▲4% Search Eng. Mktng (SEM) ▲4% Online Marketing ▲3% Google Analytics ▼1% Data Analysis ▼1% Email Marketing ▼2% Content Management ▼5% Web Content Mngt ▼5% Social Media Marketing ▼7%	<ul style="list-style-type: none"> <li>Remote Working</li> <li>Virtual Teams</li> <li>Digital Communication</li> <li>Social Media Strategy</li> <li>eCommerce</li> <li>Business Development</li> <li>Internet Regulation/Strategies</li> </ul>	<ul style="list-style-type: none"> <li>Big Data and Analytics</li> <li>Intersection of Design and Development</li> <li>Sales and Customer Service</li> <li>Emerging Digital Technologies</li> <li>Evolving Compliance and Regulatory Landscape</li> </ul>

# The Digital Workforce is Global

Upskill Employees and Increase Global Competency through Online Training

## THE APPEAL OF ECOMMERCE AMID COVID-19

- Train safer-at-home with remote internships for students and businesses alike to acquire talent fluent in digital skills relevant to business
- Scalable to businesses of any size
- Ready for statewide deployment



Consumers are increasing their eCommerce activity as they steer clear of hotels, restaurant dining rooms and public transit, per a PYMNTS COVID-19 Consumer Survey.

**47,000**

Minimum number of chain stores throughout the U.S. that have temporarily closed their doors.

**90**

Minimum number of non-essential nationwide retailers that have temporarily gone dark.

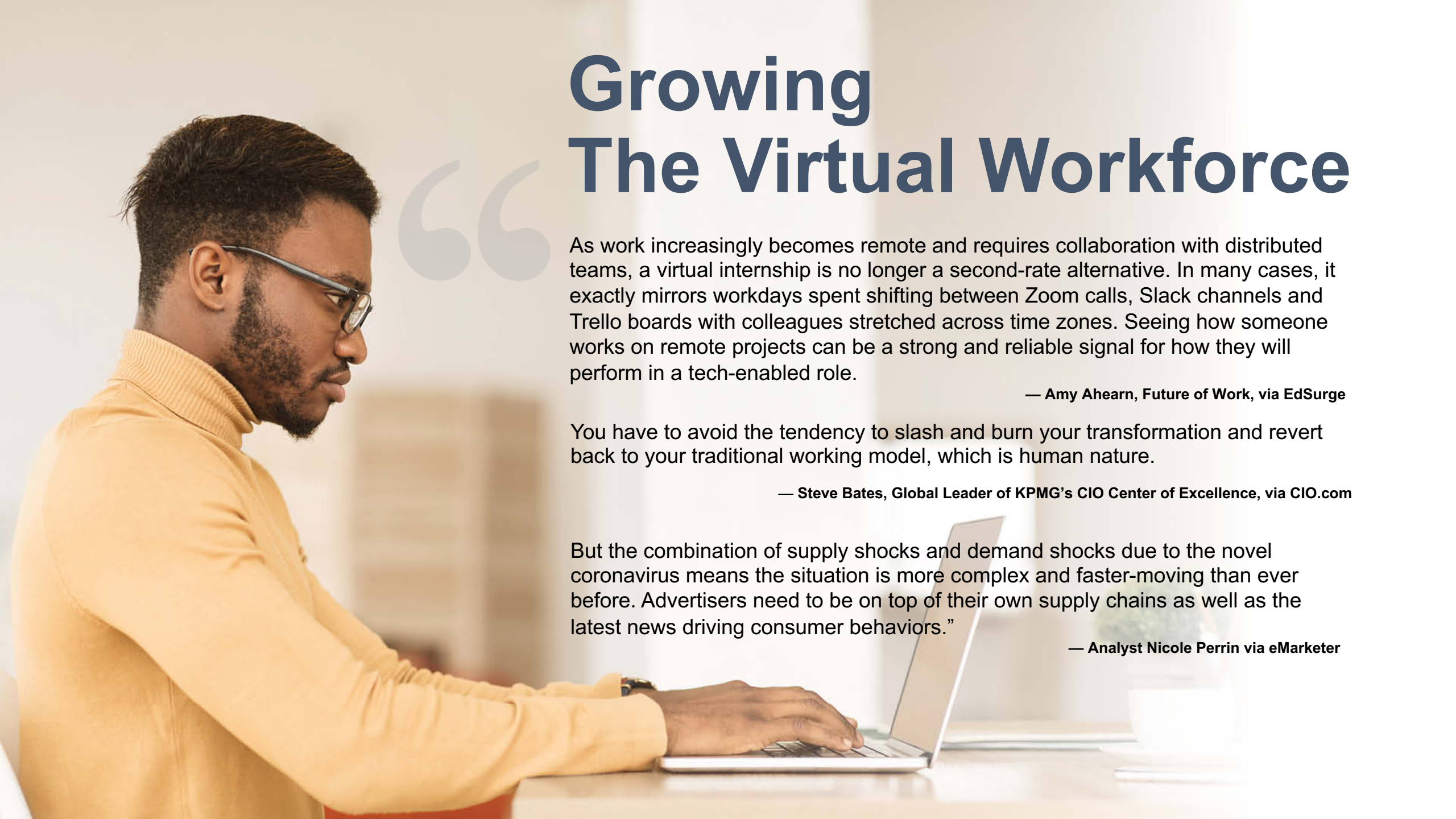
**32M**

Number of kids under the age of 14 in the U.S.

**28%**

Share of U.S. survey respondents who said they were using eCommerce to “stock up” on food.



A man with a beard and glasses, wearing a yellow turtleneck sweater, is shown in profile from the waist up, sitting at a desk and typing on a laptop. The background is a bright, blurred office environment. The text is overlaid on the right side of the image.

# Growing The Virtual Workforce

As work increasingly becomes remote and requires collaboration with distributed teams, a virtual internship is no longer a second-rate alternative. In many cases, it exactly mirrors workdays spent shifting between Zoom calls, Slack channels and Trello boards with colleagues stretched across time zones. Seeing how someone works on remote projects can be a strong and reliable signal for how they will perform in a tech-enabled role.

— Amy Ahearn, *Future of Work*, via EdSurge

You have to avoid the tendency to slash and burn your transformation and revert back to your traditional working model, which is human nature.

— Steve Bates, *Global Leader of KPMG's CIO Center of Excellence*, via CIO.com

But the combination of supply shocks and demand shocks due to the novel coronavirus means the situation is more complex and faster-moving than ever before. Advertisers need to be on top of their own supply chains as well as the latest news driving consumer behaviors.”

— Analyst Nicole Perrin via eMarketer

FIND OUT HOW WE CAN HELP YOU AT THE CA INTERNATIONAL TRADE CENTER



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## LEAH GOOLD-HAWS

State Director, CA International Trade Center

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