

Forum Showcases Economic Benefits of Exports, GO-Biz, China Trade/Tourism

The importance of the National Export Initiative (NEI), the benefits offered by the Governor's Office of Business and Economic Development (GO-Biz) and the success of the recent China trade trip were all discussed 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.

National Export Initiative

Michael Masserman, executive director for export policy, promotion and strategy from the U.S. Department of Commerce, spoke to the group about the advantages of a government-wide strategy to promote exports to strengthen America's economy, support additional jobs here at home, and ensure long-term, sustainable growth.

"There's going to be a billion new middle class consumers in the next 15 years outside the United States," Masserman said. "Juxtapose that with the fact that in the U.S. only 1% of companies export and of that 1%, 58% typically export to only one country: Mexico or Canada."

This is really one of the reasons that U.S. President Barack Obama launched the NEI in 2010, in an effort to double the number of U.S. exports by the end of 2014 and to support millions of jobs, Masserman explained.

Over the months and years ahead, the NEI will:

- Work to help companies shipping to only one market expand their sales to new markets.
- Expand the availability of credit for small and medium-sized enterprises.
- Improve online tools to make information easier to find and faster to use.
- Work to reduce trade barriers to increasing exports.

GO-Biz

Director Kish Rajan and a number of staff members from GO-Biz appeared at the forum to educate attendees about the



Photo by Megan Wood

Michael Masserman of the U.S. Department of Commerce discusses the National Export Initiative at the May 21 international forum. At right is Kish Rajan, director of the Governor's Office of Business and Economic Development (GO-Biz).

help the office can offer in starting or expanding a business in California.

Governor Edmund G. Brown Jr. created the office to serve as California's single point of contact for economic development and job creation efforts. GO-Biz assistance for business owners includes: attraction, retention and expansion services; site selection; permit streamlining; clearing regulatory hurdles; small business assistance; international trade development; assistance with state government; and much more.

For more information or to utilize GO-Biz services, visit www.business.ca.gov.

Trade Mission to China

Brook Taylor from GO-Biz recapped the successful China trade trip and the

opening of the new trade and investment office.

In April, Governor Brown led a trade mission to China to expand trade and investment between California and China. The Governor was joined by a delegation organized by the Bay Area Council that included approximately 75 business, economic development, investment and policy leaders from throughout California.

CalChamber President and CEO Allan Zaremberg, Vice President of International Affairs Susanne Stirling and several CalChamber Board members were part of the delegation.

Senior administration officials also accompanied the group.

As Taylor explained, with more

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District Export Council Examines National Priorities



Photo by Megan Wood

National policy priorities affecting U.S. and California exports were the focus of the May 21 gathering of the District Export Council (DEC) of Northern California at the California Chamber of Commerce, including special guest Michael Masserman (seated, second from left) of the U.S. Department of Commerce. Following the DEC luncheon, Masserman spoke at the CalChamber International Forum (see story on facing page).

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investment deals from China than any other state, California is positioned to capture China's growing foreign investment.

In 2012, China continued as California's third largest export destination, with more than \$14 billion in exports. Moreover, one of the areas of greatest importance to California is tourism, Taylor reminded forum attendees. The California travel industry is an economic powerhouse that attracts more than \$100 billion per year in business revenue, generates \$6.3 billion in state and local taxes, and directly supports almost a million jobs.

China is the state's fastest-growing and most lucrative inbound tourism market with more than 517,000 visitors

per year. These visitors from China to cities, national parks and shopping destinations in California inject \$1.5 billion per year into the California economy.

New Trade/Investment Office in China

While in China, Governor Brown opened the California Trade and Investment Office in Shanghai. This will be California's first official permanent presence in China in nearly a decade.

The California-China Trade and Investment Office will provide California companies with increased access to Chinese business contacts and provide Chinese investors with access to California projects that will benefit from increased investment.

The State of California has not had a formal presence in China since the previous foreign trade offices were closed in 2003.

Consular Corps Reception

Following the international forum, the CalChamber hosted the third annual reception for the consular corps and representatives of California foreign economic partners.

More than 80 countries were represented at the event, attended by more than 175 people. Governor Edmund G. Brown Jr. stopped by the reception and briefly addressed attendees, offering a toast to working together with the state's many trading partners.

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