

Singapore Prime Minister Visits Chamber During Tour to Promote Trade/Cultural Ties

The California Chamber hosted a luncheon honoring Singapore Prime Minister Goh Chok Tong during the Prime Minister's visit to Sacramento on May 27. The Prime Minister was in California for three days to promote increased trade and cultural ties with Singapore.

Singapore is California's sixth largest trading partner. California exports nearly \$5 billion annually to Singapore.

"We are delighted to host Prime Minister Goh during his visit to Sacramento," said Gary Cusumano, chair of the Chamber Board and president of The Newhall Land and Farming Company in Valencia. "California and Singapore share common beliefs that a strong economy is the foundation of continued prosperity and that the diverse cultural

make-up of both California and Singapore is our most valuable asset."

Topics of conversation at the luncheon centered around the strong signs that the Asian economy is improving, which is good news for California. Expanding trade opportunities with countries such as Singapore will lead to more jobs and economic growth.

During the Prime Minister's visit with Governor Gray Davis, a commitment was made for budget support to open a California State Trade and Investment Office in Singapore.

Other guests in the delegation included: Professor Chan Heng Chee, Singapore ambassador to the United States; and Steven Jay Green, U.S. ambassador to Singapore.

Staff Contact: Susanne T. Stirling



Arriving at the California Chamber offices for the luncheon honoring the Singapore Prime Minister are (from left) Lon Hatamiya, secretary of the California Trade and Commerce Agency; Singapore Prime Minister Goh Chok Tong; and Professor Chan Heng Chee, Singapore ambassador to the United States.

Wealth of Trade Information Available through California Chamber



Links to websites offering a wide range of international trade information are listed for easy access on the California Chamber's website.

Besides finding information on the Chamber's international trade publications, visitors can find reports from the California offices that have appeared in *Alert*.

The listing also enables visitors to go quickly to websites for:

- the Chamber-sponsored *exporthotline.com* (see below);
- the California Trade and Commerce Agency;
- Tradeport, a door to trade information, trade leads and company data bases developed by regional groups in cooperation with state and federal agencies; and
- many other state, federal and international sites.

The Chamber website is at <http://www.calchamber.com>.

Export Information

The *exporthotline.com* offers international trade information on a broad range of countries and industries. It is sponsored by a nationwide network of corporations and non-profit organizations, including the Chamber.

Users of the *exporthotline.com* have access to more than 5,000 market research reports covering 80 countries and 50 industries. The information is gathered from 150 sources and updated regularly.

National, regional and local sponsors underwrite the cost of the *exporthotline.com*, so the cost to businesses registering on-line is minimal.

Exporthotline.com gives users access to hard-to-find reports from the World Bank, Japan External Trade Organization and the U.S. International Trade Commission, among others. Special reports cover such topics as the North American Free Trade Agreement,

the European Union and World Trade Organization.

Exporthotline.com also maintains ExporTel, an interactive global business directory available on-line free of charge.

Exporthotline.com (formerly Export Hotline) was introduced nationwide in early 1992 and is operated by Boston-based International Strategies, Inc.

International Publications

The Chamber is in the final stages of updating two international publications, the *International Trade Resources Guide* and the *Exporting Guide for California*.

The *International Trade Resources Guide* will provide up-to-date listings of state and federal international contacts needed for businesses conducting international trade.

The *Exporting Guide for California* is a step-by-step manual to help the California company wishing to expand export sales.

The final publication date and order information will be published in *Alert*.