



LOS ANGELES AREA  
CHAMBER OF COMMERCE

# GLOBAL INITIATIVES | YEAR IN REVIEW 2015

December 2015

The Los Angeles Area Chamber of Commerce works to advance global trade in the region and helps local businesses build international relationships and expand global reach.



Dear Friends:

The Los Angeles Area Chamber of Commerce's global trade and investment initiatives are developed and implemented to provide exporters, importers and investors with tools to become more knowledgeable and efficient when conducting international business transactions.

The ever growing number of members and other executives participating in these programs is the most important endorsement of the Chamber's key role as the regional facilitator and promoter of global trade and investment. These executives recognize that the professional networking opportunities found in our conferences and business meetings are critical in securing tangible results.

This networking takes place within parameters or conditions fundamentally important in operating in overseas markets, including identifying countries with existing free trade agreements with the United States government; selecting key regional industries; recognizing that the L.A. region is one of the most important trade hubs in the world economy; and having one the country's largest manufacturing centers.

Additionally, the region is a major global influencer due to our educational and research institutions; is demographically unique and diverse; and is one of the world's largest destinations, not only for tourists, but also for foreign investors.

We would like to especially recognize the foreign investors, diplomats, business executives and sponsors for participating in our programs this year. Please read the following highlights selected from our 2015 activities, as they encapsulate the diverse participation of speakers, countries, industries and initiatives.

Join us in 2016 and contribute to the creation of more regional employment through global trade and investment. The Chamber will continue to develop more initiatives to continue our long term commitment built on 127 years as the trustee of the region in a global economy.

Sincerely,

Carlos J. Valderrama  
Senior Vice President, Global Initiatives

## SEEN & HEARD AT GLOBAL INITIATIVES PROGRAMS

- ▶ **HRH Sheikh Ahmad Bin Saqr Al Qasimi**, Chairman, Ras Al Khaimah Free Trade Zone Authority
- ▶ **Lenita Toivakka**, Minister, European Affairs and Foreign Trade of Finland
- ▶ **Maria Contreras-Sweet**, Administrator, U.S. Small Business Administration
- ▶ **Bret Johnsen**, Chief Financial Officer, SpaceX
- ▶ **Mayor Kyungcheul Park**, City of Iksan
- ▶ **Humberto Lozano Avilés**, President, Mexico City Chamber of Commerce
- ▶ **Leo Gryner**, Deputy CEO, Rio 2016 Olympic Organizing Committee
- ▶ **Brad McDearman**, Nonresident Fellow, The Brookings Institution
- ▶ **Amb. Michael Froman**, U.S. Trade Representative
- ▶ **Hon. Liliana Ayalde**, U.S. Ambassador to Brazil
- ▶ **Hon. Raife Gulru Gezer**, Consul General, Consulate General of Turkey in LA
- ▶ **Peter Beyer**, Member, German Bundestag
- ▶ **Amb. Luis Miguel**, Peruvian Ambassador to the United States

## 2015 HIGHLIGHTS



More than 600 attended 89th Annual World Trade Week



Presented 17 students more than \$10,000 in scholarships



Welcomed and met with leaders from across the globe



Hosted more than 30 events and programs for 2,000+ attendees

# 2015 HIGHLIGHTS

## JANUARY



### Chamber participates in U.S.-Australian Forum

Chamber Senior Vice President of Global Initiatives Carlos J. Valderrama was invited to participate as a panelist in the US-Australian Dialogue: *Assessing the Future of the Asia-Pacific*. The panel discussion covered the potential of the Trans-Pacific Partnership (TPP) to reshape trade and investment in the most economically-dynamic region of the

world, and whether or not the TPP could win acceptance throughout the region and in Congress.

## FEBRUARY



### Chamber hosted senior American and Emirati leaders

The Chamber, in partnership with the U.S.-U.A.E. Business Council, hosted more than 140 senior American and Emirati leaders for a luncheon in February in support of a senior-level commercial delegation visiting L.A. from Ras Al Khaimah, United Arab Emirates. The luncheon featured keynote remarks by His Highness Sheikh Ahmad Bin Saqr Al Qasimi,

Chairman of Ras Al Khaimah Free Trade Zone Authority (RAK FTZ), and a business presentation by Peter J. Fort, CEO of RAK FTZ.



### Chamber meets with executive director of the California-China Office of Trade and Investment

The Global Initiatives Council held a special round-table discussion with Ken Petrilla, executive director of the California-China Office of Trade and Investment, which serves as a hub for California companies interested in entering or expanding in China and Chinese companies seeking investment opportunities

in California. Petrilla provided a brief overview of current program plans underway. Council co-chair Brian Peck estimated this year there will be "up to \$60 billion worth of investment coming in from China."

## MARCH



### Chamber co-hosts the 2015 Latin American Business Conference

UCLA Anderson's Center for Global Management, the Latin American Business Association and the L.A. Area Chamber hosted the 2015 Latin American Business Conference - "Latin America: Leadership, Society and Globalization." More than 200 guests heard from distinguished business and government leaders, including UCLA

Anderson alumni who work and have experience in Latin America. Ambassador Liliana Ayalde, U.S. Ambassador to Brazil, was the keynote speaker.



### Chamber welcomes Minister of Foreign Trade of Finland

A high level delegation of clean technology companies from Finland, accompanied by Lenita Toivakka, Minister for European Affairs and Foreign Trade of Finland, was welcomed to the Chamber in March as they held the U.S. Finland Economic Summit to discuss opportunities for collaboration between California and Finland. "Los Angeles is the

obvious city in California to seek business partnerships in the high tech and clean tech sectors," noted Toivakka. The delegation also had the opportunity to meet with the Nordic Green Tech Forum and the Los Angeles Cleantech Incubator Leadership Council.

## APRIL



### World Bank Director meets with Chamber members

Members of the Global Initiatives Council heard from Keith Curtis, advisor and director of Business Liaison, Office of the U.S. Executive Director, World Bank, as he discussed priorities and programs, including renewable energy and climate change issues and sustainability in their \$60 billion worth of loan programs in the developing world.

Curtis noted the Chamber "is one of our key partners in the United States through the PLSO program."

## MAY



### Chamber kicks off month-long celebration of world trade in Southern California

SpaceX CFO Bret Johnsen joined Maria Contreras-Sweet, administrator of the U.S. Small Business Administration, and more than 600 business executives and members of the diplomatic corps to kick off the Chamber's 89th Annual World Trade Week at the Beverly Hilton. World Trade Week

(WTW) dedicates itself to educating the public on the importance and benefits of global trade on the local and national economy through a series of educational programs and events. The Chamber also awarded Amb. Mickey Kantor, partner at Mayer Brown, with the esteemed Stanley T. Olafson Award and presented 17 local high school and college students with WTW scholarships totaling more than \$10,000.

## JUNE



### Chamber welcomes the Mayor of Iksan, South Korea

Chamber President & CEO Gary Toebben and Senior Vice President Carlos Valderrama met with Mayor Kyungcheul Park, city of Iksan, and several members of his administration. Mayor Park expressed his desire to strengthen commercial and industrial ties between the L.A. region and his city.

## JULY



### Historic Chamber partnership opens the door for member opportunities in Mexico City

The Chamber signed a historic Memorandum of Understanding (MOU) with the Mexico City Chamber of Commerce during a meeting at the Mexican Consulate in late June. Following the signing of the MOU, officials of the delegation, including Mexico City Chamber of Commerce

President Humberto Lozano Avilés, visited the Chamber for a discussion about the ways the two organizations can work together.



### Chamber Participates in Business and Trade Development trip to Ethiopia

The Chamber participated and assisted in the organization of the first ever visit of the City of Los Angeles to Addis Abba, Ethiopia. Under the leadership of the Office of International Trade of Mayor Eric Garcetti, the Chamber joined the Los Angeles World Airports, the Los Angeles Tourism & Convention Board

and other business representatives in several meetings with high ranking officers of the Ethiopian government, key private sector leaders, the U.S. Ambassador to Ethiopia and other U.S. diplomats. An MOU was signed between the L.A. Area Chamber and the Addis Ababa Chamber of Commerce.

## AUGUST



### Chamber's Diplomatic & Commercial Officers Group reaches record number of members

The Chamber's Diplomatic and Commercial Officers Group is proud to now include more than 38 consulate trade offices. The newest additions include representatives from Switzerland, Australia and Finland. The City of Los Angeles has one of the largest concentrations of foreign diplomats in the

United States. They proudly represent their countries and are key players in the economic development of the region.



### Chamber hosts SBA Administrator for \$17.4 million announcement

Maria Contreras-Sweet, the head of the U.S. Small Business Administration (SBA) and member of President Obama's Cabinet, hosted a press conference at the Chamber in August. Contreras-Sweet announced a new round of funding through the State Trade and Export Promotion Program, which helps small businesses enter and succeed in the

international marketplace. This announcement brings the program's total investment in California to \$4.9 million.

## SEPTEMBER



### Chamber joins Los Angeles World Affairs Council in honoring Los Angeles Consular Corps

The Chamber co-sponsored a reception at the Getty Center in L.A. in September to honor distinguished members of the Los Angeles Consular Corps. Chamber Senior Vice President Carlos Valderrama welcomed members of the diplomatic corps and congratulated them on their direct

contribution to making L.A. a global city.



### Chamber participates in Indonesia Business Summit

Chamber Senior Vice President Carlos Valderrama moderated a panel discussion about increasing bilateral trade and investment at the "2015 Indonesian Business Summit" in September. Julia Gouw, COO & president of East West Bancorp.; Brian Peck, California Governor's Office of International Affairs; and Danny

Utomo, principal of Wijaya Kusuma Contractors, discussed different points of view regarding Indonesia's \$500 billion budget allocated for the next five years to develop infrastructure projects in-country. More than 200 regional business executives attended the event.



### Diplomat members receive update on L.A. fashion industry

In late September, members of the Chamber's Diplomatic and Commercial Officers Group received a briefing led by Isle Metchek, president of the California Fashion Association, about current global trends in the L.A. fashion industry. A panel of industry experts provided the group with key information, including U.S. retail marketing

channels, market entry options for foreign companies and branding strategies.

## OCTOBER



### From Rio to Los Angeles: Best Practices for L.A.'s 2024 Olympic Bid

The Global Initiatives and Government & Fiscal Affairs Councils held a special joint session where they heard from Deputy CEO of the Brazil 2016 Olympic Organizing Committee, Leonardo Gryner. Gryner discussed the Rio 2016 project planning process, including how they successfully integrated planning with governmental entities

in Brazil, structured the procurement program and best practices. He also shared with the Councils opportunities still available for companies wishing to provide services or goods to Rio 2016. Local experts involved in the process took a look at next steps for L.A.'s 2024 bid.

## NOVEMBER



### The L.A. Area and Nagoya chambers of commerce celebrate their 56th anniversary

The Nagoya Chamber of Commerce & Industry Chairman Tokuchi Okaya and L.A. Area Chamber Senior Vice President Carlos J. Valderrama participated in a formal ceremony celebrating the sister chambers' agreement signed in 1960. During the visit, Valderrama also met with City of Nagoya Deputy Mayor,

Mr. Tamiya Masamichi, and discussed additional initiatives and programs to help these two world-class cities work closer on matters related to trade and investment.



### Brookings Institution offers L.A. trade insight

Nonresident Fellow of The Brookings Institution, Brad McDearman, joined the Council to provide an overview of the region's trade sector and strategies to increase competitiveness. McDearman stressed "the L.A. region needs to develop a cohesive and common strategy to attract additional, foreign investors into the region, and be better

prepared to compete with new, aggressive, foreign investment initiatives being developed by other U.S. cities."



### Chamber meets with U.S. Trade Representative

Ambassador Michael Froman met with several Chamber Board members and business leaders and discussed the overall benefits of the Trans Pacific Partnership (TPP) to all 12 signatory countries, including the United States. Amb. Froman noted, "L.A., Southern California, and California as a whole, will gain tremendously from the TPP. We need to be aggressive in

promoting the benefits of this agreement."



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“ The Los Angeles region needs to develop a cohesive and common strategy to attract additional foreign investors into the region, and be better prepared to compete with new aggressive foreign investment initiatives being developed by other U.S. cities. ”

— **Brad McDearman**  
Nonresident Fellow  
Brookings Institution

### 2016 events:

- ▶ Global Initiatives Council meetings  
**Feb. 17, March 16, June 15, Aug. 17,  
Oct. 19 and Nov. 16**
- ▶ 90<sup>th</sup> Annual World Trade Week Kickoff Breakfast  
**May 3**

Visit our website for more information about upcoming events at [lachamber.com/events](http://lachamber.com/events).

### Thank you to our sponsors

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Learn more about the Chamber's Global Initiatives department at

[lachamber.com/globalinitiatives](http://lachamber.com/globalinitiatives)

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