

California  
Trade  
Alliance

# California Trade Alliance

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# What does the right buyer/distributor look like?

- What is your brand's strategy?
- Is this the proper channel?
- Who is this buyer?
- Is this buyer committed to building your brand?

# How do you meet the right buyer/distributor?

- International business to business trade show
- Buyer Meetings in region/country
- Department of Commerce – Gold Key

# China

## Challenges

1. Registering products is a nightmare.
2. In order to get your product registered you must test on animals.
3. You must submit the formulation of your product.
4. Duties on USA products

## Solution – Cross Border Ecommerce

- No registration
- No animal testing
- No need to submit formulas
- No duties

## Opportunity

\$220 billion in cross border ecommerce has been transacted through China and this number is expected to double by 2023.

There are 300 million middle class consumers that are buying online currently.

## Export Documentation

- Certificate of Free Sale – LA Chamber , California Trade Alliance
- Certificate of Origin – California Trade Alliance
- Good Manufacturing Practices – LA Chamber

## Resources

- Freight Forwarders
- Financial Institutes – ExIm Bank
- US Commercial Service
- US Department of Commerce
- California Trade Alliance
- SBA

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