93RD ANNUAL WORLD TRADE WEEK KICKOFF BREAKFAST

SOUTHERN CALIFORNIA: THE ENGINE OF GLOBAL TRADE & ECONOMIC GROWTH

THURSDAY, MAY 2, 2019
PERSONALLY and professionally it is an honor to serve as the 2019 Chair of the 93rd World Trade Week (WTW) celebration in Southern California. Thank you to the international community for the opportunity to continue making this celebration the largest in the nation.

For 93 years, WTW has continued reminding the Southern California business community of the importance of the Los Angeles region as the lighthouse for global trade, investment, education and culture. This achievement has been reached because of the many that have come before us, and today our responsibility is to carry this torch, and fantastic tradition and history. Together, we need to influence and recommend changes to reach a new plateau of good will and prosperity in the world arena.

This year’s theme – “Southern California: The Engine of Global Trade and Economic Growth” – signifies that now, more than ever before, Southern California’s manufacturers, exporters, importers, small and medium sized firms, professional services providers, shippers, terminal operators, logistics services, and many more involved directly and indirectly in global trade need to be more assertive in participating in world markets.

This network of professionals is also involved in the efficient movement of commercial and industrial goods through the ports of L.A. and Long Beach and Los Angeles World Airports destined to consumers across the United States. This activity makes the L.A. region the logistical capital of the U.S. Also, the global trade activity involving service providers, technology, cultural and education exchanges makes the region one of the most influential in overseas markets.

The international trade community is facing many challenges, but many opportunities as well. Changing enforcement laws, e-Commerce, advanced supply chain technology, discussions over the use of advanced shipping data, block chain technology and national security concerns are all changing the international trade landscape at an ever-faster pace. These market adjustments are also creating tremendous opportunities for international minded executives.

These global traders understand that trade agreements, policies and relations at different government levels are constantly changing and evolving, but the desire to pursue and complete successful overseas business transactions with global counterparts is the fundamental reason for future relations among people.

As part of this business community and my professional daily interaction with all the stakeholders above-mentioned, I challenge all of us to be more active than ever before as future trends of global trade, transactions, agreements, disputes and compliance are becoming more challenging and, in some cases, uncertain.

Your support and involvement in global trade and investment is critical to the region’s economic growth, prosperity and leadership.

VINCENT IACOPELLA
2019 World Trade Week Southern California Chair
Executive Vice President, Growth & Strategy
Alba Wheels Up International, Inc.
AGENDA

WELCOME

MASTER OF CEREMONIES
Carolyn Johnson
Anchor
NBC4

SCHOLARSHIP RECOGNITION

GLOBAL TRADE SCHOLAR AWARD
Alexander Melnik
University of Southern California

HISTORY OF WORLD TRADE WEEK

Maria S. Salinas
President & CEO
Los Angeles Area Chamber of Commerce

MAYOR’S ADDRESS

Mayor Eric Garcetti
City of Los Angeles

SPECIAL REMARKS

CHAIR’S ADDRESS
Vincent Iacopella
Executive Vice President, Growth & Strategy
Alba Wheels Up International, Inc.

AWARDS PRESENTATIONS

EXPORT ACHIEVEMENT AWARD
Dimeye Corp.
Frazier Aviation, Inc.

FOREIGN DIRECT INVESTMENT AWARD
California Steel Industries, Inc.
Turkish Airlines

BOB KLEIST LEADERSHIP AWARD
International Visitors Council of Los Angeles (IVCLA)
STANLEY T. OLAFSON BRONZE PLAQUE AWARD PRESENTATION

Dr. Jerrold D. Green  
President and Chief Executive Officer  
Pacific Council of International Policy in Los Angeles

KEYNOTE PRESENTATION

Dr. Udo Lange  
Chief Executive Officer & President  
FedEx Trade Networks Transportation and Brokerage

INDUSTRY PANEL  
GLOBAL TRADE: CURRENT COMPETITIVE CHALLENGES & ADJUSTMENTS

MODERATOR  
Dr. Jonathan Woetzel  
Director, McKinsey Global Institute  
Senior Partner, McKinsey & Co.

PANELISTS

Cindy Allen  
Vice President, Regulatory Affairs and Compliance, FedEx Logistics

Alan McCorkle  
Senior Vice President, NYK Ports

Chris Thornberg  
Founder, Beacon Economics LLC

OPPORTUNITY DRAWING*

United Airlines  
*Must be present to win

ADJOURN
Vincent Iacopella is the executive vice president of growth and strategy at Alba Wheels Up International Inc.

Iacopella’s responsibilities include leading Alba’s expansion into new markets and to increase the portfolio of product offerings with a focus on trade sensitive imports and exports, as well as smart supply chain technology that drives value to importers and exporters.

At Alba, Iacopella, along with the owners and senior management team, is responsible for leading efforts in sustainable topline growth and development and implementation of an integrated approach to sales and business development. Iacopella is responsible for driving creation and development of product and service enhancements aligned with CBP, FDA, and EPA’s Trade Modernization initiatives in the Automated Commercial Environment as well as development of freight and supply chain products and their marketing to customers.

Along with the owners, Iacopella works on Alba’s strategic partnerships in the market to drive value to Alba’s customers. Iacopella is based in the Los Angeles office, but works on behalf of the entire company.

Iacopella is a licensed Customs Broker and served as past president of the Los Angeles Customs Brokers and Forwarders Association. He is current president of the Pacific Coast Council of Customs Brokers and Freight Forwarders. In March 2013, he was appointed to the 13th Advisory Committee on Commercial Operations of Customs and Border Protection, better known as COAC. This 20-member council advises the secretaries of the Department of the Treasury and the Department of Homeland Security on the commercial operations of CBP and related DHS and Treasury functions. He currently serves on the COAC and as Trade co-chair of the 14th COAC Committee on Commercial Operations of Customs and Border Protection.
Wayne Wagner
VICE CHAIR, 2019 WTW SOUTHERN CA COMMITTEE
FEDEX LOGISTICS

Wayne Wagner is currently the senior manager for brokerage services for FedEx Logistics, a wholly owned subsidiary of FedEx Corporation. He was formerly the General Manager of the Southwest Region for FedEx Trade Networks. His current responsibilities include the management of the U.S. Customs Brokerage Services.

Wagner was formerly with Tower Group International and has 35 years experience in the Customs Brokerage-Logistics industry. He is a licensed Customs Broker and a Certified Customs Specialist. He is currently the Chairman and past President of the Los Angeles Customs Brokers and Freight Forwarders Association. He is also currently a Board member of the National Custom Brokers and Freight Forwarders Association.

Wagner holds a Bachelor of Arts degree from Whittier College located in Whittier, California.
Carolyn Johnson
NBC4

Award-winning journalist Carolyn Johnson is the co-anchor of the NBC4 Southern California News at 4 p.m. and 6 p.m.

With more than 20 years of journalism and production experience, Johnson has worked both in front of and behind the camera, reporting and producing numerous programs and specials. In 2017, Johnson and Michael Brownlee anchored the 4 p.m. news from Washington, D.C. in the days leading up to the presidential inauguration.

Known for her reporting on health and science, one of her most memorable assignments was in 2011 when she traveled to West Africa’s Sierra Leone to cover maternal and child health issues. In 2017, Johnson contributed to a NBC4 Investigative Team story about the nationwide opioid epidemic.

Over the course of her career, Johnson has received several industry awards, including a 2015 Emmy for her work on the NBC4 special “50 Watts,” chronicling what happened before and after the riots of 1965. She co-anchored the station’s coverage of the San Bernardino terrorist attack, which also won a 2015 LA Emmy. Other awards include an Emmy for Best Evening Newscast, multiple Golden Mikes, and the Eugene Block Journalism Award for Outstanding Coverage of San Francisco Human Rights Issues.

Prior to joining NBC4, she worked as an anchor and reporter at KGO-TV/ ABC7 for 16 years in San Francisco. She also reported and anchored for KSBY in San Luis Obispo.

Her journalism career started at Stanford University's campus radio station, which led her to local television station internships in Los Angeles and San Francisco.

Johnson graduated from Stanford University with honors and holds B.A. degrees in psychology and communication. She is married and has two children.
Mayor Eric Garcetti
CITY OF LOS ANGELES

Eric Garcetti is the 42nd Mayor of Los Angeles. His “back to basics” agenda is focused on job creation and solving everyday problems for L.A. residents.

Garcetti was elected four times by his peers to serve as President of the Los Angeles City Council from 2006 to 2012. From 2001 until taking office as Mayor, he served as the Councilmember representing the 13th District, which includes Hollywood, Echo Park, Silver Lake, and Atwater Village – all of which were dramatically revitalized under Garcetti’s leadership.

Garcetti was raised in the San Fernando Valley and earned his B.A. and M.A. from Columbia University. He studied as a Rhodes Scholar at Oxford and the London School of Economics and taught at Occidental College and University of Southern California. A fourth generation Angeleno, he and his wife, Amy Elaine Wakeland, have a young daughter. He served in the U.S. Navy reserve from 2005 to 2018, and is an avid jazz pianist and photographer.

Maria S. Salinas
PRESIDENT & CEO
LOS ANGELES AREA CHAMBER OF COMMERCE

Maria S. Salinas is the President & CEO of the Los Angeles Area Chamber of Commerce, the largest business association in L.A. County, representing more than 1,600 member companies and serving the interests of more than 235,000 businesses across the region. Salinas took the helm of the organization in August of 2018 and became the first woman and Latina to lead the L.A. Area Chamber in its 130-year history. An accomplished business woman, entrepreneur and a stalwart community leader, Salinas’ business acumen and financial expertise provides her with the right experience to lead the Chamber.

In her new role, Salinas is committed to amplify the voice of business in all aspects of public policy, growth in emerging sectors and global expansion. Under her leadership, the Chamber has focused on key strategic initiatives including expanding its advocacy for a business-friendly environment, promoting the spirit of innovation and entrepreneurship throughout the region and expanding global influence.

Salinas represents the L.A. business community in state-wide policy initiatives with the Coalition of Regional Economic Association Leaders (R.E.A.L.), she is a member of the Board of Directors of Mobility 21, a regional transportation effort, and was appointed by Mayor Garcetti to the MEXLA Commission, a foreign policy initiative between Mexico and Los Angeles. She also serves on the Board of Directors of Pacific Council, Southern California Leadership Network, Unite-LA, Los Angeles Economic Development Corporation, Los Angeles County Business Federation and the Los Angeles Sports Council.

Prior to the Chamber, Salinas was an entrepreneur having founded Salinas Consulting, a finance and accounting consultancy firm. Previously, she held financial leadership roles with The Walt Disney Company, including responsibility for global financial reporting for the Consumer Products division. Salinas began her career in public accounting with the firms of Ernst & Young and Kenneth Leventhal & Company.
Dr. Udo Lange
CHIEF EXECUTIVE OFFICER (CEO) & PRESIDENT
FEDEX TRADE NETWORKS TRANSPORTATION AND BROKERAGE

As executive vice president and COO at FedEx Trade Networks, Inc., a subsidiary of FedEx Corporation based in Memphis, Tenn., Dr. Lange is responsible for overseeing all global freight forwarding and customs brokerage operations for the company, including the air, ocean and engineering functions.

Dr. Lange has more than 20 years of experience in the international trade industry with expertise in global freight forwarding and logistics. Prior to joining FedEx Trade Networks in August 2015, Dr. Lange held executive leadership positions with leading international transportation providers where he led successful operational excellence and corporate quality initiatives.

Throughout his career, Dr. Lange has distinguished himself as a dynamic leader who produces strong business results while fostering an efficient and collaborative working environment. His extraordinary leadership style allows him to navigate complex managerial situations with a clear focus on people and results simultaneously.

Dr. Lange holds a Ph.D. in Economic Science from the University of Duisburg and a Master’s in Business Administration and Mechanical Engineering from the University of Kaiserslautern. In addition to his native language German, he can also converse in English, French, Mandarin and Spanish.
Based in China since 1986, Woetzel has been instrumental in establishing and growing McKinsey’s presence in China. In addition to his work helping Chinese and other Asian businesses prepare for global growth, Woetzel is responsible for convening the Firm’s work with city and regional authorities in more than 40 geographies around the world. He leads McKinsey’s Cities Special Initiative and co-chairs the non-profit think tank Urban China Initiative—a collaborative project of Tsinghua University, and McKinsey & Company—that aims to develop and implement solutions to China’s urbanization challenge. Woetzel is also the Asia-based Director of the McKinsey Global Institute where he leads research on productivity, urbanization, infrastructure, inequality and regional economies.

An expert on energy, sustainability, and economic master planning, Woetzel’s public sector work is extensive. He has advised national governments in Asia on improving the environment for foreign investors, supported the development and drafting of national energy policy, and advised national and local government authorities on economic development. He has conducted more than 60 projects for local governments throughout China to support economic development and transformation. He actively serves urban authorities in the Middle East, Russia and North America on economic master planning and performance improvement.

Woetzel works in the private sector as well, most often on topics related to corporate strategy, operations, and organization. He has served clients in industries such as energy, metals and mining, health care, telecommunications, and transportation. He has also worked extensively in real estate – specifically, on commercial revitalization – and advised on energy investment strategies and energy productivity opportunities, among other topics. He supported the largest company in China in a fundamental restructuring that led to the then-largest foreign listing on the New York Stock Exchange.

Published widely in both Chinese and international publications, Woetzel has written five books on China, including Capitalist China: Strategies for a Revolutionized Economy (Wiley & Sons, 2003). He also co-authored, with Jimmy Hexter, the book Operation China: From Strategy to Execution (Harvard Business Press, 2007); with Jeffrey Towson, One Hour China (Towson Press, 2013); and with James Manyika and Richard Dobbs No Ordinary Disruption (Public Affairs, 2015). He currently has three Amazon international business bestsellers.

A U.S. citizen, Jonathan is proficient in Mandarin, Spanish, and German.
Alan McCorkle
SENIOR VICE PRESIDENT
NYK PORTS

Alan McCorkle was named Sr. Vice President of West Coast Operations for NYK Ports in May of 2016. In this capacity, McCorkle is responsible for container terminal operations at Yusen Terminals LLC in Southern California, Ceres RoRo operations in Port Hueneme, California and Vancouver, Canada, in addition to Ceres cruise ship terminal operations in Vancouver.

Prior to joining NYK ports, McCorkle was with the A.P. Moller–Maersk Group for 25 years. He held a number of positions of increasing responsibility including leading the development of the Pier 400 terminal in Los Angeles becoming its Managing Director when the facility opened in 2002 and General Manager, APM Terminals (Jamaica) Ltd. in 2004, where he managed all port operations in Jamaica before returning to Southern California becoming vice president of West Coast Operations in 2005.

McCorkle holds a B.S. in Business Management from Clemson University and is a graduate of the Executive Development Programs at Cornell University and IMD in Lausanne, Switzerland.

Cindy Allen
VICE PRESIDENT, REGULATORY AFFAIRS AND COMPLIANCE
FEDEX LOGISTICS

In her role as the Vice President of Regulatory Affairs and Compliance, Allen is responsible for ensuring that FedEx Logistics remains compliant with all current laws and regulations that govern the business on a global basis. She and her team work with the various operational entities within the company to ensure that policies, practices and training reflect the highest standards. Allen is also responsible for representing and advocating FedEx Logistics interests to governmental agencies and authorities around the world.

Allen has been actively involved in the international trade industry on a consistent basis for 30 years and has held various positions in the import and export operations, consulting, compliance and automation arenas. Previously she served at the Executive Director of the ACE Business Office at Customs and Border Protection. She has also served as the Vice President at several private sector firms before venturing out to start Trade Force Multiplier, a consulting firm focusing on international trade before taking her current position.

In 2008, Allen testified before the U.S. House of Representatives Homeland Security Committee in opposition of 100% TSA screening requirements. Allen is a current member of the DHS Commercial Operations Advisory Committee (COAC), an active member of the National Customs Brokers and Forwarders Association of America (NCBFAA), the International Compliance Professional’s Association (ICPA), and the American Association of Exporters and Importers (AAEI), and the Express Association of America (EAA). Allen has been a frequent speaker at customs compliance seminars, roundtables and conferences for many associations while in both the private sector and government employment.

A licensed customs broker since 1990, Allen is also a Certified Customs Specialist (CCS) and Certified Export Specialist (CES) through the NCBFAA.
Dr. Christopher Thornberg
FOUNDER, BEACON ECONOMICS

Christopher Thornberg founded Beacon Economics LLC in 2006. Under his leadership, the firm has become one of the most respected research organizations in California serving public and private sector clients across the United States. In 2015, Dr. Thornberg also became Director of the UC Riverside School of Business Center for Economic Forecasting and Development and an Adjunct Professor at the School.

An expert in economic and revenue forecasting, regional economics, economic policy, and labor and real estate markets, Dr. Thornberg has consulted for private industry, cities, counties, and public agencies. He became nationally known for forecasting the subprime mortgage market crash that began in 2007, and was one of the few economists on record to predict the global economic recession that followed. In 2015, he was named to California State Treasurer John Chiang’s Council of Economic Advisors, the body that advises the Treasurer on emerging strengths and vulnerabilities within the state’s economy. Dr. Thornberg holds a Ph.D in Business Economics from The Anderson School at UCLA, and a B.S. degree in Business Administration from the State University of New York at Buffalo.
As the voice of business since 1888, the Los Angeles Area Chamber of Commerce’s mission has been to help its members grow by promoting collaboration and seeking full prosperity for the Los Angeles region. In recent times, the Chamber has added to its role by responding to today’s challenging and technologically advanced global marketplace.

As a trustee for the current and future welfare of the region, the Chamber champions economic prosperity and quality of life.

The Chamber serves a diverse membership of businesses of every size, from more than 35 industries, in every community across Los Angeles County. Currently, the Chamber represents more than 1,600 members and 650,000 employees.

Each year, the Chamber delivers...

- More than 40,000 direct and indirect referrals to member companies
- 300 plus business and professional development programs
- More than 25 policy and signature events
- Nearly 100 graduates participating in our leadership programs
- 10,000 jobs and internships for L.A. youth

The Los Angeles Area Chamber of Commerce is located just west of downtown at 350 S. Bixel St., Los Angeles, CA 90017. For general information or membership information, call 213.580.7500.

### ABOUT WORLD TRADE WEEK SOUTHERN CALIFORNIA

The Los Angeles Area Chamber of Commerce has long understood and appreciated the global nature of business. Over ninety years ago, the L.A. Area Chamber foresaw the need for an event that would create stronger connections and mutual benefits for a burgeoning worldwide business community.

In 1926, the L.A. Area Chamber created World Trade Week, and through the years it became so successful that in 1935 President Franklin D. Roosevelt signed into law a national observance of World Trade Week.

The original week-long observance has now grown to more than 30 events held each year throughout the month of May in the Southern California area. The events promote the positive economic aspects of international trade on our local community through face-to-face dialogues and forums for ideas.

World Trade Week Southern California continues to promote trade through the following:

**EDUCATIONAL PROGRAMS**

- High school educational briefings
- Legislative outreach
- Scholarships
- University research projects

**WORLD TRADE WEEK INFO GUIDE**

The World Trade Week Info Guide is published each year and includes a directory of Southern California trade-related offices and organizations and current statistics on the value of world trade to the region.
Thank you to the World Trade Week Committee members for their support!

**Chair**
VINCENT IACOPELLA  
Alba Wheels Up International Inc.

**Vice Chair**
WAYNE WAGNER  
FedEx Logistics

**Director**
JASMIN SAKAI-GONZALEZ  
Los Angeles Area Chamber of Commerce

**Committee Members**

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Port of Los Angeles

Steve Arnold  
SAIA LTL Freight

Jose Artilles  
Los Angeles Unified School District

Monica Banken*  
Office of LA County Supervisor  
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Jonathan Beutler  
Sunrider International

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Caroline Brown  
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Otis Cliatt II  
Pacific Harbor Line, Inc.

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Los Angeles Area Chamber of Commerce

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Doug Erber  
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Gerald Feeney  
Los Angeles Area Chamber of Commerce

Ted Fernandez  
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Wendy Fung  
Port of Long Beach

Dwayne Gathers  
Gathers Strategies, Inc.

Elizabeth Glynn*  
CMTC  
Co-chair: Awards*

Sheila Gonzales  
Port of Los Angeles

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U.S. Dept. of Commerce – West Los Angeles  
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Jeffrey Kiernan  
League of California Cities

Andrea Kune  
ABC Kune Marketing

Weston LaBar  
Foreign Trade Association

Andrea Lanouette  
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Erick Martell  
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Alan McCorkle  
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Corinne Murat  
Mattel, Inc.

Gavin Nardocchio-Jones  
Consulate General of Canada, Los Angeles

Lilia Navarrete  
WIT-LA

Cameron Roberts  
Foreign Trade Association

Henry Rogers  
PEAR Strategies

Rachid Sayouty  
U.S. Dept. of Commerce – Downtown Los Angeles Office

Brandon Shamim  
Beacon Management Group

Nicole Simonian  
Crowell & Moring LLP

Beth Vacarezza  
U.K. Department for International Trade

Carlos Valderrama  
Los Angeles Area Chamber of Commerce

Delia Valdavia  
U.S. Dept. of Commerce – West LA office

Comr. Valeria Velasco  
Los Angeles World Airports

Nancy Tovar Huxen  
Comerica

John Yoon  
Port of Los Angeles

Dr. Anatoly Zhuplev  
Loyola Marymount University

* A special thank you to our Sub-committee Chairs!
Export Achievement Award

Recognizes companies in the Los Angeles region that have demonstrated success in exporting or have provided significant export services to others over the past two years.

DimEye Corp.

DimEye is a high-tech U.S. company based in California and founded in 2009, specialized in 3D Measurement by Photogrammetry and Laser Technologies into inaccessible/hazardous environments. DimEye has developed a new technology called VLS™ (Video Laser Scan™) that can generate 3D As-built CAD Models as well as 3D Analysis of anomalies of subsea equipment from a single video footage. The company is operating worldwide for companies of the Oil & Gas, Nuclear and Aerospace sectors and is certified ISO 9001:2008/AS9100 Certificate US008092-1 for the following scope “Definition and implementation of software, hardware and methodologies in Close Range Photogrammetry.” Visit www.dimeye.com.
Frazier Aviation

Since its beginning in 1953, Frazier Aviation has been a major part of many aircraft platforms from the DC3 to F35. There aren’t too many American manufactured planes out there today that do not have at least one Frazier Aviation part on it.

More than 65 years later, Frazier Aviation, Inc., has become a leader in aerospace manufactured spares and now overhauls/repairs components to nearly every friendly country to the United States. Foreign countries have come to respect Frazier Aviation’s supply chain ability, its years of performance and longevity, commitment to a quality product and its customers, whether foreign or domestic.

For Frazier Aviation, dealing with different foreign customers has been mostly easy because they understand their customs and business practices and processes, and their customers understand theirs. There have been very few countries where collections have been difficult and LOC’s not funded properly but Frazier Aviation has learned to work around most of those problems. Most of the countries Frazier Aviation works with today respect their integrity and vice versa.

The key to Frazier Aviation’s successful foreign growth was a decision made 5 years ago to offer their customers overall, whether direct and/or indirect, a supply chain sustainment of aerospace parts for the C130, P3, F16, F15 and F18 based on a cost-effective and value-added partnership. They have seen their biggest jump traveling to regions where customers can have a face to face. The Kallman Company and Jason Sproule (with the U.S. Commercial Service) have given Frazier Aviation that opportunity that no advertising could cover. Visit www.frazieraviation.com.
California Steel Industries, Inc. (CSI) is the leading producer of flat rolled steel products in the western United States, with a broad range of products, including hot rolled, cold rolled and galvanized sheet. Through its subsidiary, CSI Tubular Products (CSITP) also produces electric resistance welded pipe, used primarily in the transmission of oil and natural gas.

As a steel rolling mill, CSI’s raw material is steel slab, a semi-finished product, purchased primarily from Brazil, Mexico and Japan, with some product sourced domestically. The slabs arrive on ships at the Port of Los Angeles, where CSI is the Port’s largest customer, based on tonnage. The slabs are unloaded and placed on specially designed railcars to begin their land journey to CSI. Dedicated service ensures that a regular supply of material is received at the mill, with 80 or more carloads arriving each day.

Much of CSI’s product lines are also sold to service distribution centers throughout the Western and Midwestern United States, with some product also sold worldwide through the export market. CSI’s customers manufacture a broad range of end-use products, including those found in the construction, agriculture, furniture, pipe and tubing industries.

CSI is committed to reaching high levels of productivity and quality. Since CSI began operations in 1984, more than $1 billion has been invested in their facilities to maintain, modernize and add operations. CSI and CSITP maintain the highest levels of product quality in accordance to the requirements established by the International Organization for Standardization and by the American Petroleum Institute.

CSI is located approximately 50 miles east of Los Angeles, in Fontana, California, on what was once part of the former Kaiser Steel facility. The facility sits on 430 acres, with approximately 115 acres of the plant under roof. CSI employs about 1,000 full-time and contingency employees. CSI is equally owned by JFE Steel Corporation, of Japan, and Vale, Ltd., of Brazil. For more information, visit our website at www.californiasteel.com.
FOREIGN DIRECT INVESTMENT AWARD

Recognizes foreign companies who have established business operations in the Los Angeles region and made significant contributions to the Southern California economy through financial investment in California companies or the establishment of local facilities.

Turkish Airlines

Established in 1933 with a fleet of five aircraft, Star Alliance member Turkish Airlines has a fleet of 333 aircraft flying to 306 worldwide destinations as 257 international and 49 domestic, in 124 countries.

In order to keep alive its brand equity, which provides a serious advantage in terms of competition, Turkish Airlines invests in its quality of service, in-flight entertainment systems, comfortable seats, gourmet cuisine and its qualified human resources. Turkish Airlines is always on the forefront of the latest technological advances and innovations in the aviation industry and boasts one of the youngest fleets.

As the airline expands its routes and number of aircrafts, continuing training of its employees is of the utmost importance in ensuring the safety of its passengers. Turkish Airlines, the airline that flies to more countries and international destinations than any other, regards flight safety and service quality as two of the most indispensable necessities. Understanding the responsibility of being a leading airline within the global aviation community, Turkish Airlines is determined to carry out its mission moving forward with its unparalleled service concept, superior quality, trustworthiness and reliability.

Concerning targets for 2023, the year of the 100th anniversary of the founding of the Republic of Turkey, Turkish Airlines is expected to reach 120 million passengers and more than 500 aircraft. Turkish Airlines, the national flag carrier airline of Turkey, has relocated to the brand-new Istanbul Airport, which will allow a growth in capacity and network offerings along with high-end services being provided to its passengers. Within this framework, Turkish Airlines Business Class lounge will be offering its services at Istanbul Airport in a state-of-the-art environment where the company will be welcoming its guests with some of the finest luxury amenities and a wide variety of delicacies. Visit www.Turkishairlines.com.
BOB KLEIST LEADERSHIP AWARD

Recognizes and honors an organization or company that has demonstrated inspirational and visionary leadership in the development of world trade in Southern California. The company or organization exemplifies through its work, the attributes of Bob Kleist, a renowned leader of world trade on the West Coast, by advocating for Southern California's interests in promoting trade and providing an education for the next generation of international traders.

Robert D. Kleist was a pillar of the international trade community and a mentor to many. Bob's last tenure was Corporate Advisor for Evergreen America Corporation and he led the Los Angeles Steamship Association throughout his career. Amongst his numerous other accomplishments and leadership in the community, Bob served as Chair of World Trade Week, President of Foreign Trade Association, Vice President of the Japan America Society, and Secretary of Commerce Appointee to the District Export Council. In 2003, Bob passed away but his legacy and wisdom lives on in world trade.

International Visitors Council of Los Angeles

For the past 39 years, the International Visitors Council of Los Angeles (IVCLA) has created global connections, cultivated local innovation and activated global potential through exchange programs addressing important global issues. IVCLA is the only Los Angeles area nonprofit organization that designs programs for change-makers selected by U.S. Embassies around the world to exchange ideas and expertise with local innovators. IVCLA's programs tackle issues such as Entrepreneurship, Law & Justice, Trade Policy, Building Sustainable Cities and more. The people-to-people exchanges IVCLA arranges bring first-hand information about the rest of the world to Angelenos and provide international policy and opinion leaders with the opportunity to see with their own eyes the challenges and opportunities that define the Los Angeles region. These exchanges begin dialogues that would not otherwise be possible, fostering international understanding between the Los Angeles region and the rest of the world. IVCLA offers a tangible way to make a difference in the world, enabling great people to do even greater things! Visit www.ivcla.org.
STANLEY T. OLAFSON BRONZE PLAQUE AWARD

Originally presented by the Los Angeles Area Chamber of Commerce in 1933, this award is one of the Chamber’s oldest and most prestigious awards. Chosen by the WTW Stanley T. Olafson Selection Committee and presented each year to an outstanding member of the world trade community in Southern California, the award recognizes those who, throughout their lifetime, have contributed above and beyond their job requirements to the development and advancement of global trade in the region.

Dr. Jerrold D. Green

Dr. Jerrold D. Green is the president and chief executive officer of the Pacific Council on International Policy in Los Angeles. He is concurrently a research professor at the University of Southern California Annenberg School for Communication and Journalism. He was previously a partner at Best Associates in Dallas, Texas, a privately held merchant banking firm with global operations. Dr. Green also occupied a number of senior management positions at the RAND Corporation where he served as the director of international programs and development and was awarded the RAND Medal for Excellence. Dr. Green has a B.A. (summa cum laude) from the University of Massachusetts/Boston, as well as an M.A. and Ph.D. in Political Science from the University of Chicago.

Dr. Green has lived and worked in Egypt, where he was a Fulbright Fellow, Iran and Israel. He has lectured on six continents and been a visiting fellow at the Chinese Academy of Social Science’s West Asian Studies Center in Beijing; a visiting lecturer at the Havana based Center for African and Middle East Studies (CEAMO); a fellow at the Australian Defense College; and delivered papers at conferences sponsored by the Iranian Institute of International Affairs in Tehran. Dr. Green led three U.S. Department of Defense sponsored Pacific Council delegations to Afghanistan and another to Iraq as well as Pacific Council delegations to China, Cuba, Israel, Japan, North Korea, Turkey, South Sudan, Myanmar, China, Russia, Kazakhstan, Uzbekistan, Qatar, the United Arab Emirates, Argentina and numerous other countries.

Dr. Green is a member of the Council on Foreign Relations, the London-based International Institute for Strategic Studies, The California Club, the Lincoln Club, the U.S. Department of State Advisory Committee on International Economic Policy (ACIEP), the Advisory Board of the Center for Public Diplomacy at the University of Southern California and the Bill Richardson Center for Diplomacy/FBI Hostage Recovery Fusion Cell Influencers Group. Dr. Green served on the Selection Committee for the U.S. Department of State Herbert Salzman Award for Excellence in International Economic Performance by a Foreign Service Officer.

Dr. Green is currently an International Medical Corps ambassador and serves on the Los Angeles Steering Committee of the USA Eisenhower Fellowships. He served for eight years as a member of the United States Secretary of the Navy Advisory Panel where he was awarded the Department of the Navy, Distinguished Civilian Service Award for his service. He has previously served on the Board of Directors of the California Club, the Advisory Committee of The Asia Society of Southern California, the Advisory Boards of Whitney International University and Academic Partnerships, the Board of Falcon Waterfree Technologies and the Board of Columbia University’s Middle East Institute in New York. Dr. Green is a technical advisor to Activision Publishing in Santa Monica, California, where he consults on the highly successful Call of Duty series.

Dr. Green has written widely on Middle East themes focusing on American Middle East policy, the role of religion in the region, inter-Arab relations, Iranian politics and the Arab-Israeli conflict. His work has appeared in such publications as World Politics, Comparative Politics, Ethics and International Affairs, Survival, Middle East Insight, Politique Etrangere, The World Today, The RAND Review, The Harvard Journal of World Affairs, The Iranian Journal of International Relations and The Huffington Post.
Education is the cornerstone of World Trade Week. Some current initiatives include:

**GPS YOUR FUTURE – OPPORTUNITIES FOR CAREERS IN INTERNATIONAL TRADE**

In September, the World Trade Week (WTW) committee participated as exhibitors in GPS Your Future, a career discovery event hosted by EXP at California State University, Dominguez Hills. The WTW committee distributed the WTW Career Guide, promoted scholarship opportunities and discussed trade career pathways with students.

**CONNECTING THE WORLD THROUGH GLOBAL TRADE – FEATURING THE PORT OF LA**

The WTW Education Committee, in partnership with the Port of Los Angeles, hosted its annual student program this spring, where nearly 80 high school students from Southern California participated in hands-on activities to learn about the important role cultural awareness plays when conducting international business. Gene Seroka, executive director of the Port of Los Angeles, welcomed the students on behalf of the Port. Commissioner Jaime Lee, president of the Los Angeles Board of Harbor Commission, joined executives from Pacific Harbor Line and Sunrider International as panelists to discuss career opportunities in international trade. Key universities and colleges providing international career programs participated as exhibitors and briefed students on selecting a career in trade. The session culminated with a harbor boat tour. Participating high schools included Shadow Ridge, Narbonne, Carson and Banning.

**GLOBAL TRADE CAREERS WEBSITE**

The Global Trade Careers website is a comprehensive resource of practical information regarding career opportunities in the international trade sector. The site is intended to encourage and support high school and college students in their pursuit of careers in global trade and investment, featuring specific international career profiles from the public and private sectors to educate students on such career pathways. Visit [www.globaltradecareers.com](http://www.globaltradecareers.com).

**UNIVERSITY RESEARCH PROJECTS**

The WTW Committee strives to provide access to key information and resources. Under the leadership of Dr. Anatoly Zhuplev, professor at Loyola Marymount University (LMU), teams of LMU students have compiled research for pertinent topics, including achieving sustainable urban development and comparing California’s competitiveness in the international business framework.

**LEGISLATIVE OUTREACH**

The WTW Committee is dedicated to educating elected officials and their staff about the positive impact of trade in California. Committee members visit with Congressional members and staff throughout the year.

**THANK YOU TO OUR SPONSORS FOR SUPPORTING 2019 WORLD TRADE WEEK EDUCATIONAL INITIATIVES**
ANDREW KUSNOHADI  
University of California, Irvine

“Every country is very different and has a unique culture. In my current internship, I realized how different cultures collide and create business together. My experiences traveling to foreign countries and my internship experiences have pushed me to want to pursue the international aspects of business.”

ALEXANDER MELNIK  
University of Southern California

“International trade is about people, products and money. It touches every aspect of life and as an international relations student, I was immediately attracted to this idea of making global connections and being exposed to new cultures and ideas. I was also inspired to intern at the American Chamber of Commerce in Taipei and saw the importance of international trade and diplomacy to promote democracy.”

ALEHXYS PICH  
California State University, Long Beach

“My internship experience inspired my passion for creating networks on a worldwide scale and sparked my interest in how cultural differences play an integral part of business transactions both consciously and subconsciously. I am hoping to work towards a career, eventually moving towards expanding my skills worldwide ... to push myself out of the comfort zone to seek both the social and academic opportunities from different cultural perspectives on the field of international trade.”
MICHAEL BARROZO  
Carson Senior High School  
“I believe that accounting plays a significant role in the development of our nation and economy, a role that may be difficult to satisfy without proper education and training. I want to be able to be a part of the development of our economy, as well as creating a booming economy through financial and analytical data. Thus, bringing forth an importance to my education.”

EMILY CHUN  
John F. Kennedy Senior High School  
“My goal is to become a high-level business executive and I know to reach that level it is essential to receive an education that immerses me not just in the traditional business courses but one that can place me directly in the global economy.”

ROBYN DAVIES  
Coast High School  
“I was raised on a commercial fishing boat in the South Pacific and the laws, politics and social ramifications of international trade have been a part of my life from the day I could talk.”

JAZMIN DE LUNA  
Theodore Roosevelt Senior High School  
“One of my goals is to improve the environmental standards [for] international trade … and how those will affect developing countries in order to create a more equitable world for everyone.”

NICOLE DELOACH  
Carson Senior High School  
“I have decided to major in International Relations with a focus on South East Asia. With [this] major, I can take on a wide variety of careers like being a foreign affairs analyst, foreign service officer or translation.”

EMILY ESQUIVIAS  
Phineas Banning Senior High  
“International Business makes room for people to express themselves and contribute their unique ideas to help businesses run more efficiently. This career calls for responsible, eager, and determined individuals who want to make an impact on society and the economic system.”
JED KAUFMAN  
Aliso Niguel High School

“Finance is an academic subject that has not just inspired me, it has become a passion for me. I find myself insatiably inquisitive about every aspect of the global financial markets ... and have immersed myself in foreign exchange markets.”

JASON LI  
Woodrow Wilson Senior High School

“I hope to earn a computer science degree and apply it in the business world in order to improve the lives of others through [online] commerce.”

ABEE GONZALEZ  
Birmingham Community Charter High School

“It might not look like it, but almost every type of business in the world is part of the international trading market. [Through] my future career as an architect, I will improve this economic system as more construction will require an increase in trading materials among the continents.”

MARIA GONZALEZ  
Phineas Banning High School

“I plan to attend the California State University Maritime Academy as an International Business-Logistics major. I look forward to better possibilities, people and traveling as that is a big part of what international business is.”

ZANE GRENOBLE  
Harvard-Westlake High School

“In high school, I discovered the importance of languages in a globalized world that shrinks every day. I plan to work in Latin America for a consumer product company ... focusing on how to adapt and market products for customers in new and different markets.”

ANRUI GU  
Downtown Business Magnet School

“One of my greatest career goals is heading a culturally conscious multinational company in education technology. I am applying to UPenn’s Huntsman program in international business and area studies with the intention of bolstering friendly international trade.”

JED KAUFMAN  
Aliso Niguel High School

“Finance is an academic subject that has not just inspired me, it has become a passion for me. I find myself insatiably inquisitive about every aspect of the global financial markets ... and have immersed myself in foreign exchange markets.”

JASON LI  
Woodrow Wilson Senior High School

“I hope to earn a computer science degree and apply it in the business world in order to improve the lives of others through [online] commerce.”
JENNY MARIN
Phineas Banning High School

“It is my dream to attend the Cal State Maritime Academy [to] break the stigma that engineering is for men … and support shoreline industries.”

EDGAR MONTES
Cabrillo High School

“The Academy of Global Logistics has given me the opportunity to see and understand how the world of business works. [I look forward to] making connections will all kinds of people in the world.”

MARCUS PEREZ
Narbonne Senior High School

“This past summer I was fortunate enough to be selected for an internship working for a logistics company located at the Port of Los Angeles, where I learned a lot about the role and function of the port. While I have not decided on a career path yet, I know it will be related to working to help find a solution to some of the issues with trade in foreign markets.”

KODY POST
San Marcos High School

“I am the first in my family to be accepted to a 4-year University and am determined to become successful in the business field. Being bilingual and working for a corporation in which I can utilize my language skills, I believe I can improve relationships between companies both here in the U.S. and Japan.”

KAYLEE SITU
Downtown Business Magnet High School

“I wish to become an international trade specialist. Studying the effects of globalization on businesses, developing a business plan to ensure the business abroad is successful, and educating people about international documentation, classification and restrictions is something I want to do for the rest of my life.”
GLOBAL TRADE SCHOLAR AWARD

The Global Trade Scholar Award is the highest honor a World Trade Week scholarship recipient can receive. This award is given to a student that has gone above and beyond their regular role as a student and shows high potential for influencing global trade in their future career. The award stands for academic excellence and outstanding leadership.

Alexander Melnik

Alex Melnik is an undergraduate student and Trustee Scholar at the University of Southern California, pursuing a B.A. in International Relations.

During his time at USC, Alex has taken part in a variety of international experiences, including Global Fellows, a program, which matches students with summer internships in Taiwan and Hong Kong.

Through Global Fellows, Alex interned at the American Chamber of Commerce in Taipei, where he learned about international trade and became interested in business as a force for good. To that end, Alex also wrote an article for AmCham Taipei’s monthly publication on LGBT rights in Taiwan. Following that experience, Alex spent one year living in Indonesia through the Boren Award, a U.S. government initiative, which funds language study abroad in exchange for federal service.

After graduating, Alex hopes to pursue a career in international development, working as a foreign service officer in USAID and eventually pursuing a Ph.D. in Southeast Asian Studies.
**EVENTS CALENDAR**

**April 1 – May 31**

**Free Harbor Tours in May**
1st/3rd Saturday
10 - 11:30 a.m.
2nd/4th Thursday
7 - 8:30 p.m.
Port of Long Beach
4801 Airport Plaza Dr.
Long Beach, CA 90815
Contact: communityrelations@polb.com

**May 7**

**Should I Be Exporting? Increase Your Revenue by Tapping Foreign Markets**
Noon - 2 p.m.
LA Law Library
301 West 1st St.
Los Angeles, CA 90012
Info: lalawlibrary.org

**May 8**

**2019 San Bernardino County Economic Outlook**
8 a.m.
Ontario Int’l Airport Authority Admin Building
1923 East Avion St.
Ontario, CA 91761
Info: iercc.eventbank.com/event/12689/register/

**May 9**

**Expanding and Doing Business in Emerging Markets**
8:30 - 11:30 a.m.
Los Angeles Area Chamber of Commerce
350 S. Bixel St.
Los Angeles, CA 90017
Contact: 310.254.9700 or administration@brasco.enterprises
Info: brasco.global/wwt-2019-registration

**LACBBFA Importing Food Products – What are the challenges a Custom Broker faces when handling entries of FDA regulated food products?**
9 a.m. - Noon
Holiday Inn
19800 S. Vermont Ave.
Info: lacbffa.org/events

**May 10**

**Global LA Summit**
10:30 a.m. - 6 p.m.
Pacific Council on International Policy
Contact: 213. 221.2000 or specialevents@pacificcouncil.org

**May 1**

**25th Annual Inland Empire – World Trade Week Conference**
7:30 – 10:30 a.m.
San Manuel Village Events Center
27923 Highland Ave.
Highland, CA 92346
Contact: bit.ly/2HxVXHR

**May 2**

**93rd Annual World Trade Week Southern California Kickoff Breakfast**
7:30 – 11 a.m.
InterContinental Los Angeles Downtown Hotel
900 Wilshire Blvd.
Los Angeles, CA 90017
Info: worldtradeweek.com

**May 3**

**KORUS FTA 2.0 – How to Succeed in the Korean Market**
8:30 - 11:30 a.m.
Los Angeles Area Chamber of Commerce
350 S. Bixel St.
Los Angeles, CA 90017
Contact: Marki.Jones@lmu.edu
Info: cba.lmu.edu/korus/

**May 4**

**Pacific Trade & Culture Alliance Diversity Visionary Awards**
11 a.m. - 3 p.m.
South Coast Plaza
3333 Bristol St.
Costa Mesa, CA 92626
Contact: info@ptcanetwork.org

**May 5**

**Israel in 3D: Israeli-American Exchanges**
10 a.m. - 4 p.m.
UCLA Covel Commons - Grand Horizon Ballroom
200 De Neve Dr.
Los Angeles, CA 90024
Contact: israel@international.ucla.edu
Info: www.international.ucla.edu/israel/event/13729
2nd Annual Inland Empire — Women In Manufacturing Summit
10 a.m.
San Bernardino International Airport – Domestic Terminal
105 N. Leland Norton Way
San Bernardino, CA 92408
Info: iercc.eventbank.com/event/11774/register/

I.T. Workforce: Industry Spotlight
9 a.m. - 2 p.m.
Los Angeles Harbor College
1111 Figueroa Place
Wilmington, CA 90744
Contact: CareerPathways@LAHCC.edu or 310.233.4163

May 14

U.S. Mexico Chamber of Commerce: 2nd Business Networking Breakfast Meeting
7:30 - 9:30 a.m.
USMCC OFFICES
2029 Century Park East, 19th Floor
Los Angeles, CA 90067
Contact: marlen@usmcocca.org

F.T. Duty Drawbacks Conference
8:30 a.m. - 4 p.m.
Holiday Inn – Long Beach Airport
Info: foreigntradeassociation.com

May 15

HKTDC South Bay World Trade Week Manufacturers’ International Connection Breakfast
8:30 - 11 a.m.
Torrance Cultural Arts Center
3330 Civic Center Dr.
Torrance, CA 90503
Contact: tinyurl.com/southbay15may2019

May 16

CityAge: Los Angeles – The Business of City Building
The California Club
538 South Flower St.
Los Angeles, CA 90071
Contact: info@cityage.com

Orange County World Trade Week Breakfast and Forum
7:30 a.m. - Noon
Irvine Marriott
18000 Von Karman Ave.
Irvine, CA 92612
Contact: jyip@irvinechamber.com

Opportunities for Export Financing – Webinar
2 - 3 p.m.
The Greater Women’s Business Council and the Export-Import Bank of the United States (EXIM Bank)
Info: www.exim.gov/events/opportunities-for-export-financing

Patent Litigation Considerations for Chinese Companies
4 - 5:30 pm
UCLA - Bunche Hall 10383
Los Angeles, CA 90095
Contact: (310) 825-8683 or china@international.ucla.edu
Info: international.ucla.edu/ccs/event/13771

May 18

World Trade Week Free Public Boat Tours
10 a.m. - 3 p.m.
Port of Los Angeles
Departing from Banning’s Landing Community Center and Downtown Harbor
Info: www.portoflosangeles.org/community/la-waterfront/events

STEM Funshop on the LA Waterfront
11 a.m. - 2 p.m.
Banning’s Landing Community Center in Wilmington
100 E Water St.,
Wilmington, CA 90744
Info: portoflosangeles.org/community/la-waterfront/events

May 21

Port of Hueneme World Trade Week Event
10:30 a.m. - 2 p.m.
Port of Hueneme
333 Ponoma St.
Port Hueneme, CA 93041
Contact: bhaycox@portofh.org

May 21 - 23

Canada-US NEXUS Trusted Traveler Mobile Enrollment
8 a.m. - 4 p.m.
Consulate General of Canada in Los Angeles
550 S. Hope St., 9th Floor
Los Angeles, CA 90071
Info: htp.cbp.dhs.gov/ or contact Brent.Lepp@international.gc.ca
May 23
World Trade and Innovation – MAST Open House and Technology Expo and Annual Naval Tech Exercise
8 a.m. - 4 p.m.
Port of Hueneme
333 Ponoma St.
Port Hueneme, CA 93041
Contact: mast@portofh.org

San Fernando Valley International Trade Conference:
Export Resources and Highlights from Aerospace Sector
California State University Northridge
18111 Nordhoff St.
Northridge, CA 91330
Contact: Rachid.Sayouty@trade.gov

May 25 - 27
Port of San Diego Festival of the Sea
8 a.m. - 4 p.m.
Port of San Diego
3165 Pacific Hwy.
San Diego, CA 92101
Info: portofsandiego.org/events

May 26
30th Holland Festival Long Beach
10 a.m. - 6 p.m.
POA Gemmrig Park
7390 E. Carson St.
Long Beach, CA 90808
Contact: losangeles@nlconsulate.com

May 30
Export 2 Europe: Doing Business in the Baltics Webinar
7:30 a.m.
U.S. Department of Commerce
Contact: michael.muth@trade.gov

Global Business Opportunities for Small Business
8 a.m. - 1 p.m.
Rustin Conference Center
2085 Rustin Avenue
Riverside, CA 92507
Contact: vfarooq@rivco.org or 951.955.4262

For a full listing of events in May, visit worldtradeweek.com
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MEDIA

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