



The World Trade Week symbol depicts the interaction of all countries throughout the world in trade and commerce. Graphic arrows define the mutual exchange of goods and services between all parts of the globe.

Published by
1976 World Trade Week Committee
Los Angeles Area Chamber of Commerce
in cooperation with
Los Angeles Board of Harbor Commissioners
Long Beach Board of Harbor Commissioners
Los Angeles Board of Airport Commissioners
Los Angeles County Board of Supervisors
Los Angeles Clearing House Association

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**WORLD
TRADE
MEANS MORE
JOBS**



**LOS ANGELES
LONG BEACH
1976**

WORLD TRADE MEANS MORE JOBS

For fifty years, the Los Angeles Area Chamber of Commerce has been sponsoring World Trade Week, having originated this annual celebration in 1927. In this, the Bicentennial Year of our Nation, it is fitting that the theme of World Trade Week emphasizes the economic impact of world trade on our nation, as import duties and fees provided the only national income until 1913.

This year, President Ford is proclaiming the Week of May 16-22 as World Trade Week. The Ports of Los Angeles and Long Beach and Los Angeles International Airport, the transporting carriers, the freight forwarders and Customs brokers, the international banking community, and all others involved in international trade will join to present numerous events during World Trade Week to inform the public of the importance of world trade, not only to Southern California, but to the entire world, and to show that WORLD TRADE MEANS MORE JOBS.

S. Richard Shostak
Chairman
World Trade Week 1976

ALL AMERICAN GIRL TO BE WINGED MISS WORLD TRADE

Vivacious Betty Lauerman of American Airlines has been named Miss World Trade '76. The hazel-eyed blond stewardess who flies American's DC 10's, will be the winged emissary carrying official tidings of the 50th Anniversary Observance of World Trade Week to capitals around the world. During Week, May 16-22, she will attend all official events scheduled for "Golden Anniversary" Observance.





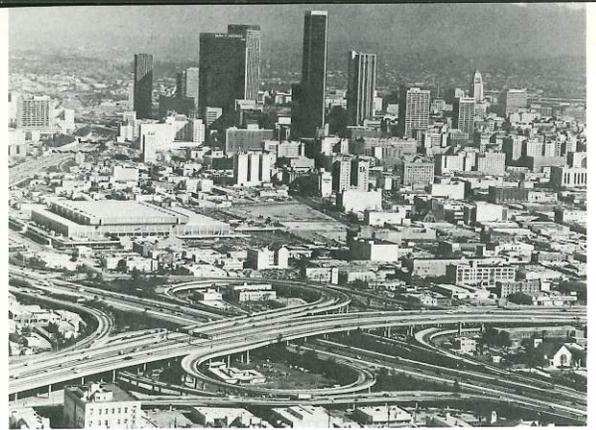
LOS ANGELES/LONG BEACH... FACTS AND WORLD TRADE IMPACT

Businessmen from all over the world visit Southern California during World Trade Week to inspect products and conduct trade negotiations. Officials of the event assist by putting them in direct contact with local businesses, and honor them as special guests during the series of civic events scheduled at that time. Included for these visitors will be optional tours of the Port of Los Angeles and the Port of Long Beach, as well as visits to plants and commercial offices.

To graphically portray the immensity of the Los Angeles/Long Beach area, if it were a nation, it would rank seventh in gross national product, after the United States, Russia, Japan and three other world powers. Its gross national product would be greater than that of the other 120 trading nations.

The future of the Los Angeles/Long Beach area is unlimited. Total international trade has been increasing at the average rate of 26 percent annually during the past decade. More and more producers in America's heartland are looking toward the dynamic Pacific Rim, and the two harbors through which their products will pass.

"Ship via Los Angeles/Long Beach" makes good business sense, as shippers and importers are fast learning. Tonnage moving through the two ports has increased dramatically in the 50 years that World Trade has been promoted by businessmen of the area.



LET'S LOOK AT SOME FACTS...

Los Angeles County continues to be the economic center of the Western United States. The Los Angeles/Long Beach area . . .

- is the second largest population center in the U.S. . . . over 7,487,248 persons
- produces the third highest value of manufactured goods in the U.S. . . . over \$15 billion
- is the second largest economic market in the U.S. with a record \$18.5 billion retail sales
- has the second highest effective buying income in the U.S. . . . \$34 billion
- has more than 5,000 cargo ships from over 55 nations and regions call on the Port of Los Angeles and Port of Long Beach annually
- has the second ranking Customs District in the nation with almost \$15 billion in goods handled annually
- has, as the largest employer at a single location, the Los Angeles International Airport complex which contributes \$4 billion to the economy annually . . . a total of over 130,000 jobs with an annual payroll of over \$1.5 billion
- has over . . .
 - 3 million TV sets
 - 12,000 wholesale outlets
 - 51,000 retail outlets
 - 40 radio stations
 - 300 newspapers
- is widely diversified in its cultural as well as business activities
- will have a population of 8.5 million before the year 2000



LOS ANGELES INTERNATIONAL AIRPORT

Operated by the Los Angeles Department of Airports, the 3500-acre Los Angeles International Airport (LAX) is one of the busiest air commerce centers in the world, with a volume of almost 24 million passengers and 1.4 billion pounds of air cargo annually.

Twenty-five of the 36 airlines serving the airport fly international routes from Los Angeles, carrying cargo and passengers to most of the world's major cities daily.

These international carriers handled a total of 238 million pounds of cargo and 2.04 million passengers during the past year.

In addition to its modern passenger terminal facilities, the airport also has a major cargo handling complex which includes seven airline freight terminals, a major postal center, U.S. Customs, air freight forwarders, a bank and other related activities.

Los Angeles International Airport has excellent sea, rail and truck connections, with easy access to all major freight carrier terminals.



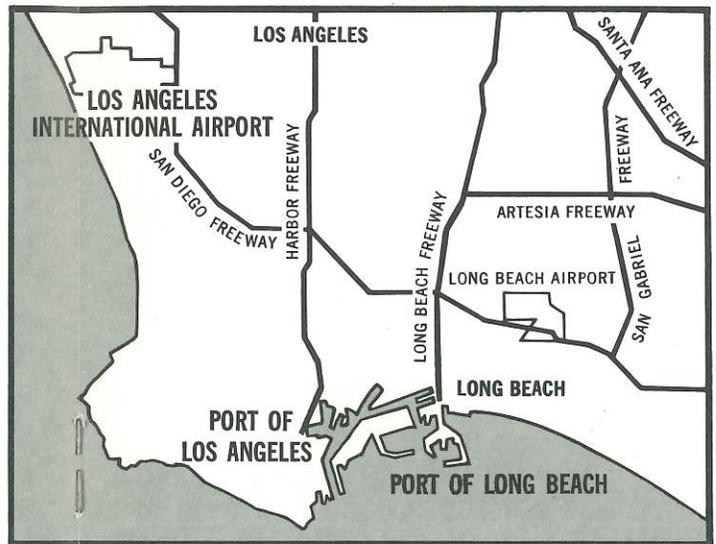
PORT OF LOS ANGELES

The Port of Los Angeles is a \$270 million facility encompassing 7,000 acres of land and sheltered harbor waters and 28 miles of waterfront. At the hub of a population market of 12 million, the Port handled cargo last year with a U.S. Custom's assessed value of \$9.3 billion. This cargo, amounting to 28.2 million revenue tons, was carried on over 3,000 vessels from 50 nations around the world.

Los Angeles Harbor is located just a short 25 freeway miles south of Los Angeles' civic and financial center. Three major railroads and hundreds of trucking firms serve the Port's 35 modern shipping terminals and extend the Port's market area throughout the Southwest and across the Nation.

The Port offers international shippers a wide variety of cargo-handling facilities and equipment. The traditional break-bulk, dry and liquid bulk facilities and the eight large container terminals are complemented by facilities for the newly-developed LASH and Ro-Ro modes of maritime cargo movement.

Facilities such as these, and an extensive list of Port expansion and development projects, have and continue to maintain the Port of Los Angeles in its enviable position of prominence and leadership in world trade.



**LOS ANGELES/LONG BEACH
PACIFIC GATEWAY TO ALL AMERICA**

Los Angeles/Long Beach is served by three major transcontinental railroads — Santa Fe, Southern Pacific and Union Pacific. Strategically located at the gateway of Southern California and the Southwestern United States, this rich market area is linked with nations throughout the Pacific and around the world.



PORT OF LONG BEACH

The port of Long Beach, entirely man-made, handled a near record of 27.7 million tons of cargo during 1975, valued at \$10 billion. This is the greatest tonnage registered by any U. S. West Coast port.

The Port serves the Los Angeles/Long Beach metropolitan area with the most modern of harbor facilities, representing an investment of well over \$260 million.

A \$50-million expansion of container facilities has recently been completed, giving Long Beach a 225-acre container complex, with ten large berths served by a dozen high-speed cranes and backed by spacious container rail and truck terminals and container freight stations.

Three major transcontinental railroads serve the Port. More than 1000 trucklines link Long Beach directly to the Interstate Highway System via the Long Beach Freeway.

Port of Long Beach boasts bulk terminals with up to 55 feet (16.8 meters) of water dockside, capable of accommodating superships of over 135,000 tons. The four mile long main channel is 60 feet (18.3 meters) deep, the deepest dredged fairway of any U. S. port.

Highly specialized equipment has reduced the average stay of ships in port to less than two days, with bulk ships requiring less than half that time at dock. Containerships are similarly sped on their way, often with an eight-hour turnaround.



LOS ANGELES COUNTY STORY

Los Angeles County is unique in many respects. Within its limits are broad fertile valleys, desert areas, mountains and the sea. Its economy is widely diversified and its climate provides for excellent working conditions.

For years it has been known as the "Entertainment Capital of the United States". The motion picture and television industries center, Hollywood, still maintains its luster as a tourist attraction. The long list of places to go and things to see and do in Los Angeles County include, among others, Universal Studios, Busch Gardens, Marineland and the Los Angeles Zoo. The world-acclaimed Los Angeles Philharmonic Orchestra, the Hollywood Bowl Symphony, and the new Los Angeles Convention Center draw visitors from the world over. The Music Center, the County Museums of Art, Natural History and Science and Jacques Cousteau's Living Sea Museum on the Queen Mary contribute greatly to the educational and cultural pursuits of the population.

The Los Angeles County has long been called the "Sports Capitol of the World". All professional leagues are represented and college sports are outstanding. The beach cities provide year-round boating and water sports. Mountain areas, golf courses, swimming pools and race tracks abound. Catalina Island offers offshore diversions. Tourism is traditionally one of the area's leading industries.



1975 LOS ANGELES/LONG BEACH

In 1975 exports out of the Southern California area totaled \$5,434.5 million. During the same period imports amounted to \$7,583.5 million.

Statistics for the Southern California Customs District for 1975 show the following dollar value of exports and imports as related to other market areas around the world.

	Exports	Imports
	(millions of dollars)	
NORTH AMERICAN REGION	\$ 7.9	\$ 194.8
Mexico	82.6	43.8
Central American Area	29.0	33.4
Bermuda & Caribbean Area	14.3	95.1
South American Area	219.8	396.3
LATIN AMERICAN REGION	\$ 345.7	\$ 568.6
Western Europe Area	1,415.2	1,251.4
Eastern Europe Area	62.4	22.6
EUROPEAN REGION	\$1,477.6	\$1,274.0
Middle East Area	195.4	424.1
So. & Southeast Asia Area	519.0	1,166.1
East Asia Area	2,368.0	3,696.5
ASIAN REGION	\$3,082.4	\$5,286.7
Australia	260.4	114.6
Oceania Area	179.8	33.5
AUSTRALIA-OCEANIA REGION	\$ 440.2	\$ 148.1
North Africa Area	14.0	46.4
Western Africa Area	27.6	39.7
Eastern Africa Area	7.5	4.5
Southern Africa Area	31.6	20.7
AFRICAN REGION	\$ 80.7	\$ 111.3
DISTRICT TOTALS	\$5,434.5	\$7,583.5

WORLD TRADE DIRECTORY

LOS ANGELES AREA CHAMBER OF COMMERCE

World Trade and Maritime Division
P. O. Box 3696
404 South Bixel Street, Los Angeles, California 90051
Telephone: (213) 629-0652

LOS ANGELES DISTRICT OFFICE

U.S. DEPARTMENT OF COMMERCE
11000 Wilshire Blvd., Los Angeles, CA 90024
Telephone: (213) 824-7681
Maritime Administration
Heartwell Building, 19 Pine Ave., Suite 507, Long Beach, CA 90802
Telephone: (213) 437-2878

U.S. CUSTOMS HOUSE

333 South Flower Street
Los Angeles, CA 90017
Telephone: (213) 688-4793

300 S. Ferry Street
Terminal Island, CA 90731
Telephone: (213) 548-2441

BRITISH-AMERICAN CHAMBER OF COMMERCE

World Trade Center
333 So. Flower St., Rm. 562, Los Angeles, CA 90017
Telephone: (213) 622-7124

WORLD TRADE CENTER

333 South Flower, Los Angeles, CA 90017
Telephone: (213) 489-3330

FOREIGN TRADE ASSOCIATION OF SO. CALIFORNIA

333 So. Flower, Suite 226, Los Angeles, CA 90017
Telephone: (213) 627-0634

EXPORT MANAGERS' ASSOCIATION OF SO. CALIFORNIA

333 So. Flower, Suite 226, Los Angeles, CA 90017
Telephone: (213) 627-0634

PORT OF LONG BEACH

Telex: 6506452, Cable Address: Portobeach
Mailing address: P. O. Box 570, Long Beach, CA 90801
Administrative offices: 925 Harbor Plaza, Long Beach, CA
Telephone: (213) 437-0041

PORT OF LOS ANGELES

Cable address: LAPORT
Mailing address: P. O. Box 151, San Pedro, CA 90733
Administrative offices: 255 W. Fifth Street, San Pedro, CA
Telephone: General (213) 832-7241,
Trade Development/Traffic, telephone: (213) 548-1568

LOS ANGELES INTERNATIONAL AIRPORT

#1 World Way, Los Angeles, CA 90009
Telephone: (213) 646-5252 Telex: 65-3413

LOS ANGELES TRANSPORTATION CLUB

INTERNATIONAL TRADE CLUB
Biltmore Hotel, Suite 1122
515 So. Olive Street, Los Angeles, CA 90013
Telephone: (213) 628-3879

LOS ANGELES STEAMSHIP ASSOCIATION

333 So. Flower, Suite 226, Los Angeles, CA 90017
Telephone: (213) 627-0634

PROPELLER CLUB, PORT OF LOS ANGELES/LONG BEACH

404 South Bixel, Los Angeles, CA 90051
Telephone: (213) 629-0723

LOS ANGELES AIR CARGO ASSOCIATION

P. O. Box 90512, Airport Station
Los Angeles International Airport, Los Angeles, CA 90009
Telephone: (213) 646-4212

LONG BEACH CHAMBER OF COMMERCE

50 Oceangate Plaza, Long Beach, CA 90802
Telephone: (213) 436-1251

50TH ANNIVERSARY WORLD

- Friday, May 14: Sister Cities Luncheon
Sunday, May 16: Los Angeles Harbor cruises
Monday, May 17: Los Angeles Air Cargo Association luncheon
Tuesday, May 18: Jr. Chamber of Commerce Latin America Seminar
Export Managers' Ass'n. Seminar and reception
U.S. Merchant Marine Academy Alumni dinner
Nat'l. Transportation Club dinner

TRADE WEEK HIGHLIGHTS

- Wednesday, May 19: Los Angeles Breakfast Club World Trade Week '76 breakfast
Seamen's Memorial Service
Propeller Club luncheon
Thursday, May 20: Foreign Trade Association luncheon
Friday, May 21: Long Beach Chamber of Commerce luncheon
Los Angeles Steamship Association Dinner/Dance
Saturday, May 22: Long Beach Harbor cruises
Sunday, May 23: Long Beach Harbor cruises