



# LAWA International Trade Series

“Expanding Your Horizons:  
Doing Business Abroad”



## Resources On Site

- Mayor’s Office, City of Los Angeles  
Minority Business Opportunity Center  
Office of International Trade - [www.lamboc.org](http://www.lamboc.org)
- Africa - USA International Chamber of Commerce - [www.africa-usa.org](http://www.africa-usa.org)
- Alameda Corridor Jobs Coalition
- California Community Connection Corporation
- Centers for International Trade Development - [www.elcamino.citd.org](http://www.elcamino.citd.org)
- U.S. Department of Commerce - [www.buyusa.gov/pacifcsouth](http://www.buyusa.gov/pacifcsouth)
- Community Development Department - [www.lacity.org/cdd](http://www.lacity.org/cdd)
- Hellman Worldwide Logistics - [www.hellmann.net](http://www.hellmann.net)
- HSBC Bank
- LAWA’s Business & Job Resources Center - [www.lawa.org/bjrc](http://www.lawa.org/bjrc)
- Logistics companies, trade finance specialists, industry experts and more
- Meridian Finance Group - [www.meridianfinance.com](http://www.meridianfinance.com)
- Port of Los Angeles - [www.portoflosangeles.org](http://www.portoflosangeles.org)
- Los Angeles Minority Business Enterprise Center operated by USC - [www.losangelesmbec.org](http://www.losangelesmbec.org)
- Worksource Centers - [www.worksourcecalifornia.com](http://www.worksourcecalifornia.com)



Presented by:  
**Los Angeles World Airports**

**Thursday, June 18, 2009**  
9 a.m. to 12:45 p.m.

**Flight Path Museum**  
6661 W. Imperial Highway  
Los Angeles, CA 90045

**No cost. Seating is limited.**  
RSVP today to  
[BJRDRSVP@lawa.org](mailto:BJRDRSVP@lawa.org)



**Expand your vision. Extend your reach.  
Grow your business.**

*There are opportunities for your business beyond these shores. And there is an abundance of assistance – available at no cost to you – to help you venture abroad. Join us and find out more about the possibilities. Know what’s required. See firsthand who’s succeeding. And understand what it will take to navigate this unfamiliar terrain and to conquer it.*

## Agenda



### Who Should Attend

Company decision makers – owners, presidents, CEOs, COOs and other senior management from small and medium-sized business that are:

- Established for a minimum of two years
- Stable with a solid grasp of their domestic operations
- Interested in expanding internationally
- In industry sectors with known value abroad – IT, Manufacturing, Clean/Green Technology and Global Logistics

### Program Deliverables

By the end of the session, you will have:

- An introductory knowledge of the international trade opportunities available to companies in the IT, Manufacturing, Clean/Green Technology and Global Logistics industry sectors
- A real-world view of doing business internationally from companies already successfully doing business abroad
- A wealth of new resources, from the U.S. Department of Commerce and the Mayor’s Office of International Trade, to the Minority Business Opportunity Center and the Centers for International Trade Development
- Next-step opportunities for referrals to appropriate government agencies and specialized departments
- Contact information for all presenters and trade experts at the event

#### 9 – 9:45 a.m.

Breakfast & Networking

#### 9:50 a.m.

Intro to Flight Path  
Learning Center & Museum

Nancy Niles, Curator

#### 9:55 a.m.

Opening Remarks and Welcome

Joyce Sloss, Director  
Business & Job Resources Center

Linda Smith & Dario Gomez  
Mayor’s Office, City of Los Angeles

#### 10:05 a.m.

Overview of International Trade

Jim MacLellan,  
Director of Trade Services  
Port of Los Angeles

#### 10:20 a.m.

Global Markets

Julie Anne Hennessey, Director,  
West LA Office, U.S. Department  
of Commerce, Commercial Services

#### 10:35 a.m.

International Trade Finance

Alex A. Castillo, Business Segment  
Leader, Southern California Vice  
President, HSBC Bank USA

#### 10:50 a.m.

International Trade  
Business Opportunities

Information Technology  
R. Sampath, Director Global Sourcing  
Quanta Consulting, Inc.

Manufacturing

Dr. Reuben M. Jaja, Chairman & CEO,  
BFI Group Corporation

Clean/Green Technology

(TBD)

(TBD)

#### 11:35 a.m.

Workforce Development & Training

Gregory D. Burks, Asst. Chief Grants  
Administrator, Community Development  
Department

Benetta Johnson, Executive Director  
Alameda Corridor Jobs Coalition

#### 11:40 a.m.

Wrap Up

Maurice Kogon, Director  
Centers for International  
Trade Development

#### 11:45 a.m.

Q & A with Industry Experts

#### 12:15 p.m.

Closing

Joyce Sloss, Director  
Business & Job Resources Center

#### 12:20 p.m.

Museum Tour Information  
& Instructions

Nancy Niles, Curator

#### 12:25 p.m.

Tour of Museum