

**'GLOBAL CALIFORNIA – DOORSTEP TO THE WORLD' CONFERENCE
FEBRUARY 16, 2006
WRAP UP**

A Summary of Some of the Key Points

Advice for exporters

There are some really helpful information sources at:

Tradeport.org
CalTradeReport.com
GlobalCalifornia.com
GlobalCalifornia.org
Export.gov

With the elimination of almost all California State services for exporters, the global offices of the U.S. Commercial Service, with 15 offices in California, become a vital resource for exporters.

Remaining State efforts, including the major contributions of Governor Schwarzenegger on overseas trips, are helpful and should be utilized. The Jobs Commission is active and creative. Members of the State Senate and Assembly are drafting bills to enhance the State's role. They include Assemblywoman Liu, Senator Romero, and Senator Torlakson.

The California NGOs, including the 14 CITDs, the World Trade Centers, the Monterey Bay International Trade Association, and various Trade Associations, The California Chamber of Commerce and the California Council for International Trade (CCIT), all offer assistance of different types. Most of their services are no cost or low cost.

Valuable Information for All Attendees

Tom Friedman's latest book "The World is Flat" is a must read for all. All business is global in the 21st century.

Some 45% of California exports, by value, are to Asia, 24% to NAFTA, and 21% to the European Union. The impact of exports on the California economy is critical. The major export segments are computers/electronics, and transport equipment. The Public Policy Institute and the Bay Area Economic Forum are ongoing sources of useful analyses of the California economy and its global trade. CCIT and the California Chamber provide mechanisms for presenting company needs and preferences on trade to the California and U. S. Administrations and Legislatures.

China presents immense opportunities, but there are also frustrating challenges. Close attention to opportunities in China for export, import, outsourcing, insourcing and global supply chain management should be supplemented by careful analysis.

California's infrastructure is in need of huge investment. Goods flow through seaports to trucks and trains faces crippling bottlenecks and environmental impacts. Airports, which account for the majority of the value of exports, must not be neglected. And the US is 30 years behind Japan and Europe in high-speed rail.

The danger of legislative initiatives proposing a specific site for overseas offices requires the attention of exporters who must strongly advocate careful and thorough studies to determine the optimal sites and missions of any such offices. The necessity was pointed out for an in-state structure to be in place before overseas offices are established.

Summary

We received a valid and refreshing summary of the State's present and anticipated efforts to promote global trade and investment. Marketing California as a good place to do business, a source of great products and an intellectual powerhouse is a major challenge for this decade.

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