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# Getting It\* Done

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Development**

## CeBIT 2009 **California On The Global Stage**

California's Selection Marks First Time a State, Not a Country, Will Serve as Partner

(Long Beach, CA) – CeBIT, the world's leading trade fair for digital business solutions and information and communications technology (ICT), has announced that the State of California has been selected the Partner State for next year's event, which will run 3–8 March 2009 at the Hannover Fairgrounds in Hannover, Germany. The invitation to participate as partner was issued by CeBIT organizer Deutsche Messe AG and BITKOM (German Association for Information Technology, Telecommunications and New Media); and accepted by California Governor Arnold Schwarzenegger.

California's selection marks the first time that a state, not a country, will serve as partner at CeBIT. CeBIT 2008 featured 67 exhibiting companies from California as well as other California companies that registered through their international subsidiaries. California's participation at CeBIT 2009 will spotlight the state's innovative ICT technologies in several key industries, including: entertainment, Internet-based services, TeleHealth, security, consumer electronics, digital content generation and distribution, aerospace, and research and technology. Additionally, California will feature its Green IT initiatives.

Dale E. Bonner, Secretary of California's Business, Transportation & Housing Agency, said, "California is not only one of the world's ten largest economies, it is also a major source of information and communications technology and venture capital. We are honored to be the official 2009 partner state and look forward to demonstrating how 'California' is synonymous with technology innovation and thus a perfect fit for CeBIT."

...continued on page 3.

**495,000 ATTENDEES**

**5,800 EXHIBITORS**

**7,000 PRESS/MEDIA**

**77 from over  
COUNTRIES**



# Local-to-Global Wine Export

## Success Story Cites Training & Collaboration are Key in Exporter Excellence

I took a three day "Trade Skills" class in 2006 offered by the Merced College Center for International Trade Development (CITD). My goal was to learn how to export Lodi wine to Costa Rica. I had zero experience in exporting or even selling wine domestically for that matter. My only experience with wine was that I grew up on my father's vineyard.

Thanks to the technical training and follow up assistance from the Merced College CITD, I learned how to obtain all the permits and jump through all the hoops necessary to move alcohol across international borders. The amount of issues that came up were staggering at first, but thanks to the Merced CITD, my fantastic team of international business attorneys, Gregg Meath and Fernanda Pereira in Stockton, California, Carlos Chamberlain of Chamberlain & Flores in San Jose, Costa Rica, my freight forwarder, Bob Bruns, JIB International, Lodi, California, my graphic communications consultant, Frank Haversack, Bonham Label, Livermore, California, and my close friends in both Lodi and Costa Rica who volunteered their help, I had all the resources I needed to make it happen.

In October of 2007 I led a total of 12 boutique companies to participate in Costa Rica's very first "Expo Vinos". Although there were numerous excellent participants from around the world, the public voted us as being their favorite wines! All the wineries now proudly display a beautiful trophy in their tasting rooms, reminding their domestic customers that Lodi is truly capable of being a world class wine region.

A couple days prior to Expo Vinos, the U.S. Foreign Agricultural Service sponsored a private wine tasting event for us at the Grano de Oro Hotel. The Chargé D'Affaires, Mr. David Henifin, spoke at the event. The graciousness and encouragement we received from the US Embassy in Costa Rica was truly amazing.

During the Expo Vinos event, a highly

respected restaurant owner along with a Costa Rican distributor showed interest in not only our Lodi, California wines, but in Bellindora Vinegars. Today we are in the process of finalizing something that should result in Bellindora Vinegars being sold at several high end grocery stores in Costa Rica. This month I received an order from the US Embassy to purchase

some of our wine.

Other events have spun off from my trade endeavors, including the Consul General of Costa Rica visiting Macchia, Pasos and Watts wineries. Due to the media attention received about activities in Costa Rica, I was asked by Mr. Fred Klose with The California Agricultural Export Association to receive an inbound trade delegation from China. Mr. Klose provided me with this trade opportunity and the Merced CITD provided business etiquette and other training to make sure the visit was a success, all free of charge.

The Lodi Chamber has been a great collaborator and followed up by organizing a trade mission to Beijing and Shanghai last November 2007. A follow-up mission to China is scheduled in October 2008 and in January 2009 a trade mission to Costa Rica is scheduled for Central Valley businesses seeking to take advantage of the Central American Free Trade Agreement (CAFTA).

The collaborative efforts of trade service providers continue to fuel the expansion of my dream to export Lodi wine to the World. Hard working Lodi grape growers such as my 77 year old father deserve to have the fruits of their labor recognized on the world's stage. As I sit comfortably in my house at 6:00 am writing this letter, I can see my father on the tractor in the vineyard outside my window.

**Mr. Frank Gayaldo, Jr.  
Gayaldo Family Farms,  
Lodi, California**

**"...the Merced CITD provided business etiquette and other training to make sure the visit was a success, all free of charge."**

**– Frank Gayaldo, Jr.  
Gayaldo Family Farms**



*Wineries meet with Chinese buyers and sign letter of intent to purchase 1600 cases of Lodi Wine.*



# CA State & CITD Renew Memorandum

California is the top exporting state in the country and the only one that no longer has a government program to promote trade or attract foreign investment. Sacramento eliminated California's trade agency governed by the California Department of Food and Agriculture (CDFA) in 2003 as a budget-balancing measure when the state's fiscal situation was at its most dire. In 2005, the CDFA and the California Centers for International Trade Development (CITD) entered into a Memorandum of Agreement for 2

years to successfully leverage and align State resources to benefit California food

and agricultural producers. Recent negotiations have culminated in another MOA between the CDFA and CITD.

This MOA agreement specifically calls

for the CDFA and the CITD to work cooperatively to: 1) conduct export readiness training for California



Mexican Cooking Show

food and agricultural producers – the training consists of 6 segments on various aspects of exporting, tailored to the food and agriculture industry; 2)

help facilitate international promotions – such as matchmaking meetings, orga-

nization of California company participation in food and agricultural trade shows; and 3) facilitation of inbound buyer delegations – U.S. Embassies around the world have Agricultural Trade Officers that help to organize buyers from those countries to visit the U.S. and meet with our exporters – this is done in cooperation and with funding provided by the Western



Korean Retail Delegation



China Inbound Delegation

United States Agricultural Trade Association (WUSATA) and the U.S. Department of Agriculture, Foreign Agricultural Service. The CDFA serves as the official State of California trade representative coordinating these activities with WUSATA and the U.S. Embassies, while the CITDs organize the marketing to CA food and agriculture companies to schedule the meetings once the delegations arrive.

CDFA provides the official point of contact for agricultural trade and policy, and overseas and federal agencies, whereas the CITDs provide a statewide network and resources to implement activities.

The agreement benefits several stakeholders – 1) food and agricultural producers can gain access to low cost international marketing opportunities, as well as take advantage of the export readiness training program; 2) employees and entrepreneurs that work in food and agriculture can improve their knowledge of export marketing; 3) colleges can work with the CITD network to institute international trade and export programs on their campuses by contacting the participating CITDs.

Primary points of contact for the CDFA/CITD MOA activities are Alicia Rios at State Center Community College District at the Fresno Regional CITD: [alicia.rios@scccd.edu](mailto:alicia.rios@scccd.edu) and Joshua Eddy, Director of Public Affairs at the California Department of Food and Agriculture.

## California Featured at CeBIT

...continued from front.

According to a recent American Electronics Association (AeA) study, California's high-tech industry added 21,400 net jobs – a two percent increase – for a tech industry total of 940,700 in 2006, the most current state data available. The report also indicated that California continues to lead the nation by most high-tech industry metrics, and that venture capital investments increased eight percent to \$13.8 billion in 2007, accounting for 47 percent of all venture capital in the country.

BITKOM President Prof. Dr. August-Wilhelm Scheer said that California's regional economic policy sets an example for Germany, stating, "California has kept Silicon Valley – which continues to be the cradle for technologies that change our lives – highly innovative. Just think about companies like Google or Facebook in the age of web 2.0. California instills a spirit, an entrepreneurial drive that enables one to found a company in a garage and rise to be a billionaire." California also represents a huge

**'California instills a spirit, an entrepreneurial drive that enables one to found a company in a garage and rise to be a billionaire.'**

**Germany can improve cooperation between research and business by following California's example.**

opportunity for the German IT industry, according to Scheer, who said that Germany can improve cooperation between research and business by following California's example.

Ernst Raue, the Deutsche Messe AG board member responsible for CeBIT, said, "California's program at CeBIT next year will consist of exhibits, forums and special presentations that will place California companies on the global stage as never before". Additionally, Raue stated, "CeBIT provides California companies

an excellent platform to export their products in a Euro-strong environment, which will create new business and economic development opportunities."

Partner State California at CeBIT 2009 will be organized jointly by Deutsche Messe AG and its U.S. subsidiary, Hannover Fairs USA, Inc.; the California Business, Transportation & Housing Agency; and BITKOM with support from the Centers for International Trade Development. For more information, contact Jeff Williamson at (951) 571-6458 or email: [jeff.williamson@rcc.edu](mailto:jeff.williamson@rcc.edu)



### ABOUT CeBIT

CeBIT is the number 1 marketplace for digital solutions and most influential international information and communications technology (ICT) event. CeBIT 2008 attracted 495,000 attendees, 5,800 exhibitors and 7,000 press/media from over 77 countries. CeBIT 2009 will take place March 3-8 in Hannover, Germany, and will highlight several key sectors, including: IT infrastructure, business solutions, communications, Internet and mobile solutions, consumer electronics, content and multi-channel content distribution, telematics & navigation, automotive solutions, TeleHealth and eHealth, banking and finance, Future Parc, eGovernment, Public Sector Parc, and Planet Reseller. Visit [www.cebit.com](http://www.cebit.com) for more information about CeBIT.

## SACRAMENTO–GUANGDONG \$75,000 Service Contract

The Sacramento CITD developed a business contact with Guangdong Province to provide Business and Management Training over a 5-month period to a delegation

### Business & Management Training

of 11 Directors from Guangdong Provincial Government, Peoples Republic of China.

The CITD Director introduced the foreign contractor to California State University Sacramento business development director William Sharar. Together, the CITD and CSUS created and executed an education services contract in the amount of \$75,000. This program starts on October 1, 2007 and ends February 2008.



## 2008 EVENTS Upcoming Trade Missions/Events

The California Centers for International Trade Development will be coordinating the following inbound trade missions and trade events with its partners.

**Wusata Branded Seminar**  
August 13–14, 2008

**Mexican Inbound Produce**  
Week of August 25, 2008

**South East Asia Chef Training (Food Service)**  
Week of September 8, 2008

**Europe Ingredient Buying Mission to Western United States**  
October 6–8, 2008  
San Francisco / Sacramento / Fresno, California; *Suitable Products: Dried Food Ingredients*

**Mexican Cooking Show**  
Week of November 3, 2008 (Tentative)  
Opportunity to feature your products on Mexican television; Filmed Statewide; *Suitable Products: Consumer Ready, Dried Fruit, Frozen Food, Seafood, Wine, and Produce.*

**NASBITE Conference**  
April 19–22, 2009  
San Diego, CA  
[www.nasbite.org/conference.html](http://www.nasbite.org/conference.html)

### 2008 National District Export Council Conference

October 15–18, 2008  
Palm Springs CA

[www.deconference.com](http://www.deconference.com)

For more information on a specific trade mission and/or how to register, please contact Jeff Williamson at [jeff.williamson@rcc.edu](mailto:jeff.williamson@rcc.edu) or (951) 571-6458.

## Centers for International Trade Development

Center & Region	Director	Center Focus	Center & Region	Director	Center Focus
<b>Butte College CITD</b> Jim Wilson <a href="http://www.chico.citd.org">www.chico.citd.org</a>	2050 Talbert Dr, Ste.300-500 Chico, CA 95928 Phone: (530) 879-9049 Fax: (530) 879-9049	<i>Industries: Agribusiness, Logistics, Travel &amp; Tourism; Regions: Mexico, Central &amp; South America, Europe</i>	<b>Oxnard College</b> Sunil Trivedi <a href="http://www.oxnard.cc.ca.us/economicdev/centerforintl">www.oxnard.cc.ca.us/economicdev/centerforintl</a>	4000 South Rose Ave. Oxnard, CA 93033 Phone: (805) 986-5896 Fax: (714) 647-1168	<i>Industries: Environmental Technology, IT; Regions: Asia, Europe, Latin America</i>
<b>Citrus College CITD</b> Gene Bohatch <a href="http://citrus.citd.org">citrus.citd.org</a>	1000 W. Foothill Blvd. Tech-O Building Glendora, CA CA 91741 Phone: (626) 335-4016 Fax: (626) 332-4016	<i>Industries: International Business Planning, Manufactured Products, Apparel, Electronics, MWBD; Regions: Greater China, Korea, Mexico, Central America</i>	<b>Peralta Community College CITD</b> Jose Duenas <a href="http://eastbay.citd.org">eastbay.citd.org</a>	544 Water Street Oakland CA 94607 Phone: (510) 251-5930 Fax: (510) 251-5902	<i>Industries: Food Processing and Agriculture, Environmental Technology, Educational and Training, Goods movement and Logistics, Biotech, and Electronics and IT; Regions: Asia, Mexico, Latin America, EU and Africa</i>
<b>El Camino College CITD</b> Maurice Kogon <a href="http://elcamino.citd.org">elcamino.citd.org</a>	13430 Hawthorne Blvd Hawthorne, CA 90250 Phone: (310) 973-3173 Fax: (310) 973-3132	<i>Industries: Medical equipment, IT, environmental technologies, apparel; Regions: Europe, Asia, Mexico, Nigeria</i>	<b>Riverside Community College CITD</b> Robert Corona <a href="http://riverside.citd.org">riverside.citd.org</a>	14745 Riverside Dr. Riverside, CA 92518 Phone: (951) 571-6443 Fax: (951) 653-1051	<i>Industries: Logistics, Automotive/transportation; Regions: Mexico</i>
<b>Long Beach City College CITD</b> Kathleen Thurmond <a href="http://longbeach.citd.org">longbeach.citd.org</a>	4040 Paramount Blvd, Ste.107 Lakewood, CA 90712 Phone: (562) 938-5020 Fax: (562) 938-5030	<i>Industries: Food &amp; Ag; automotive, electronics, medical devices; Regions: Mexico, Japan, Europe</i>	<b>Skyline College CITD</b> Richard Soyombo <a href="http://bayarea.citd.org">bayarea.citd.org</a>	3300 College Drive San Bruno CA 94066 Phone: (650) 738-7098 Fax: (650) 738-7090	<i>Industries: Finance, Design, Construction, Environmental, Services; Regions: Sub-Saharan Africa, Latin America</i>
<b>Los Rios CCD CITD</b> Brooks Ohlson <a href="http://www.sacramentocitd.org">www.sacramentocitd.org</a>	1410 Ethan Way Sacramento, CA 95825 Phone: (916) 563-3200 Fax: (916) 563-3200	<i>Industries: Ag, Med, Contract Ed, Food Products, Pharmaceuticals, Consumer items, Native American products, security equip; Regions: China, Middle East, Bulgaria, Italy, Scandinavia, Korea, Mexico, Europe, Far East</i>	<b>Southwestern College</b> Victor Castillo <a href="http://chulavista.citd.org">chulavista.citd.org</a>	880 National City Blvd National City CA 91950 Phone: (619) 482-6391 Fax: (619) 216-6703	<i>Industries: Logistics, Environmental and Security, Education &amp; Training; Regions: Mexico &amp; Latin America</i>
<b>Merced College CITD</b> Jeanette Benson <a href="http://www.citd.com">www.citd.com</a>	630 W. 19th Street, Ste 1 Merced, CA 95340 Phone: (209) 384-5892 Fax: (209) 384-9268	<i>Industries: Education and training, food processing, agribusiness industry and equipment; Regions: Japan, China, Mexico, ROW</i>	<b>State Center CCD</b> Alicia Rios <a href="http://www.exportcenter.net">www.exportcenter.net</a>	390 W. Fir Ave., Bldg B, Ste 303 Fresno, CA 93611 Phone: (559) 324-6401 Fax: (559) 324-6492	<i>Industries: Education &amp; Training, Logistics, Consumer Products; Regions: China, Southeast Asia, Germany, Italy, France</i>
<b>Orange County CITD</b> Enrique Perez, J.D. <a href="http://santaana.citd.org">santaana.citd.org</a>	2323 N. Broadway, Ste 201 Santa Ana, CA 92706 Phone: (714) 564-5533 Fax: (714) 647-1168	<i>Industries: Manufacturing, Int'l Real Estate development, Finance, Tourism; Regions: Mexico</i>	<b>West Valley Mission College</b> Bernie Weiss <a href="http://www.svcitd.org">www.svcitd.org</a>	2450 South Bascom Ave. Campbell, CA 95008 Phone: (408) 879-1805 Fax: (408) 879-1448	<i>Industries: Renewable Energy – specifically Solar/PV (Photo Voltaic) &amp; Biofuel crops, Agriculture, Education Service Exports; Regions: Latin America, Middle East</i>

<http://www.citd.org>



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