

PRESENTED BY



The Importance of Agricultural Exports in our State Economy

Luncheon – Noon to 1:30pm

Paul V. Oliva

**Founder and Principal, OlivaGlobal Communications
Navigating Asia-Pacific and European Policy Changes
in Food and Ag Trade**

Agricultural and food products are getting caught in a "spaghetti bowl" tangle of bilateral trade agreements in Asia-Pacific. Asia-Pac officials are now discussing further rules on food safety, food security, and public health. Meanwhile, Europe is embarking on a grand experiment with paper-free import and export shipments. The rules are changing. What should you know? Will these changes affect your business, and how will you communicate with your customers? Do you have problems you've already experienced with rules changes? Should you tell U.S. trade officials? Paul Oliva has been navigating the changing world of policy issues and will offer provocative insights and interaction regarding policy impacts on your international business.

**Assemblymember William W. Monning
Field Representative, 27th Assembly District
California's Economic Revival Is Dependent on
International Trade Expansion and Promotion**

California's budget crisis continues to unfold as we face a \$20 billion projected deficit through the 2010-11 budget year. This projected deficit comes on top of a \$41 billion budget gap last year and a combined \$60 billion deficit over the past 18 months. There is not a single program from education to public safety, healthcare, and small business loan protection that has not been impacted. It is precisely because of the recession and global economic crisis that Assemblymember Bill Monning is a supporter of expanding California's trade promotion and opportunities.

As the former Director of the International Trade and Commercial Diplomacy Master's Degree program at the Monterey Institute of International Studies, Assemblymember Monning is well aware of the critical role of international trade to our state and nation's economy. In the Central Coast region, agriculture, tourism, and education represent the three biggest employers. Each of these economic drivers is positioned to gain from a more focused campaign to promote California products abroad.

SEMINAR

10:00am to 11:45am

**Candy Hansen Gage, Director
Center for Int'l Trade Development – Fresno
Exporting Specialty Crops and the CITD**

Mrs Hansen Gage will discuss how the California Agricultural Export Training Program or "CalAgX" benefits the producers, processors and marketers of California grown or processed specialty crops. This successful program is starting its 5th consecutive year and is offered statewide. Also to be discussed are current agricultural trends, emerging markets, and export services available through the California Centers for International Trade Development.

**Jerry R. Avila, Regional Manager
SBA Export Express Loan Guarantee Program
U.S. Small Business Administration (SBA)
SBA, through Its USEAC Network, Assisting
Export Businesses Access Working Capital**

Jerry Avila will talk about the SBA Export Express Loan Guarantee Program. SBA is currently considering increasing the limits for EWCP & Export Express which is out of committee and on the floor of Congress.

**Robert Tse, Deputy Secretary of Trade
Development
California Department of Food and Agriculture
(CDFA)
Global Profile of California Ag Trade**

Robert Tse will provide a comprehensive review of California ag exports with a hint of the future derived from USDA's 2010 forecast.

Supporting Organizations



Date Friday, March 19, 2010
Place Cathay House Restaurant
213 Monterey St. Salinas, CA – 93901
Price: Seminar & Lunch:
\$50 MBITA and Salinas Chamber members
\$60 non-members
Lunch OR seminar only:
\$30 MBITA and Salinas Chamber members
\$40 non-members
AT DOOR: \$10 surcharge
CASH OR CHECKS ONLY

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Contact the MBITA office at 831-335-4780 or email cristina@mbita.org

Online agenda, speaker bios and registration at

www.mbita.org/events/home.php