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INSTITUTE FOR INTERNATIONAL BUSINESS DEVELOPMENT (IIBD)



Congressman Sam Farr A National Export Initiative (NEI) Update Luncheon

May 18, 2011
Monterey, CA

PRESENTATIONS

The Importance of Export Markets to the Central Coast Strawberry Industry

Mark Murai, President, [California Strawberry Commission](#)

California's unique coastal environment provides the perfect environment for growing strawberries. California is the nation's leading producer of strawberries, and strawberries are the leading crop in Santa Cruz and Monterey Counties. In 2010, more than 2 billion pounds of strawberries were harvested statewide: this amounts to 88 percent of the country's total fresh and frozen strawberries. The value of the California strawberry crop is approximately \$2.1 billion, and strawberries are the sixth most valuable fruit crop produced in California in 2009.

As research continues to demonstrate the importance of strawberries as part of a healthy diet, improved varieties and increasing yields are helping to meet a growing demand, both in the US and abroad. Mr. Murai will talk about the importance of the strawberry industry on the Central Coast and the need for export markets.

APEC Comes to California

Paul V. Oliva, Founder and Principal, [OlivaGlobal Communications](#)

The **Asia Pacific Economic Cooperation (APEC)** annual meetings rotate by country each year and this year's meeting will be in San Francisco on Sept 13th.

Envisioned for San Francisco is an intensive series of meetings, including the Senior Officials' Meeting, working group and committee meetings, public-private forums involving senior government and private sector leaders, and a high-level meeting of energy and transportation officials. Issues addressed will include those related to APEC's core mission to promote free and open trade and investment and strengthen economic integration in the Asia-Pacific region, as well as making regional economic growth more inclusive and sustainable.

The Growing Trend Towards Regionalism

Susan Arcady Barich, Director, [Project 17 - Monterey Bay](#)

Geographic concentrations of interconnected firms and supporting organizations have re-emerged as a key tool in Washington, D.C. for economic development. The federal branch and Congress have joined state and local policy makers in embracing "regional innovation clusters" (RICs) as a positive framework for structuring the nation's challenged economic development activities.

The **Small Business Administration (SBA)** has recognized the emerging importance of RICs with the creation of its Innovative Economies pilot program, of which **Project 17 - Agriculture Innovation Cluster**, is among one of 10 initially selected "innovative economies" of 173 submitted for consideration nationwide. This designation was awarded to Barich Business Services of Santa Cruz to create a regional cluster of agricultural technology companies in the tri-county Congressional District 17 region, dovetailing the technology of the region with the agriculture of the region to solve the looming issues of the ag industry. Susan Barich will discuss this regional initiative, what it means to the region, and how you can be a part of it.

Congressman Sam Farr returns to the Monterey Chapter of MBITA for his annual presentation on Washington's perspective of how the National Export Initiative (NEI) can help create jobs both locally and across our nation with increased exports from our small to mid-sized business communities.

A presentation on the annual **Asian Pacific Economic Cooperation (APEC)** annual meeting that will be in San Francisco, Ca., this year in September will be given in addition to a presentation on the emergence of 'regional innovation clusters', (RICs) in particular, the **Project 17 - Agriculture Innovation Cluster** recently launched on the Central Coast region. Also, the **California Strawberry Commission** will talk about the importance of the export markets to the Central Coast strawberry industry.

Wed., May 18

Crazy Horse Restaurant at
Bay Park Hotel
1425 Munras, Monterey, CA 93940
11:30am - registration
Luncheon: Noon - 1:45pm

ONLINE REGISTRATION

\$40 members
\$50 non-members

AT DOOR: \$10 surcharge
CASH OR CHECKS ONLY

For directions:

www.bayparkhotel.com/map/

Online registration and information:

www.mbita.org/events/home.php

LIMITED SEATING - RESERVATIONS REQUIRED

Contact the MBITA office at 831-335-4780 or email

cristina@mbita.org

Congressman Sam Farr, 17th District

Congressman Sam Farr will speak about the National Export Initiative, Free Trade Agreements and how that will help our region. Also, he will provide a general overview of what's happening in Congress as it pertains to our local business climate.