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**SEMINAR**

**10:00am to 11:45am**

# **The Monterey Bay Marketplace A Model for the World Luncheon Seminar with Congressman Sam Farr**

## **Luncheon – Noon to 1:30pm**

The Monterey Bay of California is truly a unique region on the global map. Its rural population of 600,000+ people stand tall in the global marketplace as leaders in agriculture, marine biology, clean-tech, advanced education and information technologies, in addition to being the 'language' capital of the world. The Monterey Bay region is also a center for entrepreneurs who ignite innovative concepts and business models that can be followed by other business communities located throughout the world.

President Obama's National Export Initiative (NEI) is pledging to double exports in the next 5 years and it will be the topic of the day for MBITA's Monterey Chapter seminar/luncheon on May 10th in partnership with the Monterey County Business Council (MCBC).

Come hear the experts in export promotion with a special presentation by Congressman Sam Farr on the National Export Initiative (NEI).

**Mary Ann Leffel, President  
Monterey County Business Council (MCBC)  
A Model for Economic Development  
12:15pm – 12:30pm**

Ms. Leffel will discuss how her organization provides collaborative leadership services for Monterey County's business community, promoting sustainability and global competitiveness of existing and emerging businesses, while reflecting MCBC's strong commitment to economic vitality, the environment and quality of life. MCBC's distinctive economic development program is a model that can be followed by other regions in the world with similar business environments to the Monterey Bay.

**Congressman Sam Farr  
17th District**

**Keynote Speech - 12:30pm – 1:00pm**  
Congressman 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.

**LIMITED SEATING  
RESERVATIONS REQUIRED**

Contact the MBITA office at 831-335-4780 or email [cristina@mbita.org](mailto:cristina@mbita.org)  
Online agenda, speaker bios and registration at [www.mbita.org/events/home.php](http://www.mbita.org/events/home.php)

## **The National Export Initiative's Export Promotion Strategy**

**Chris Damm, Director  
Monterey Bay Export Assistance Center  
U.S. DOC Foreign Commercial Service  
10:15am – 10:30am**

The Commercial Service of the Department of Commerce is the leading government agency for the National Export Initiative (NEI). The NEI will provide more funding, more focus and more cabinet-level coordination to grow U.S. exports. The NEI represents the first time the United States will have a government-wide export-promotion strategy with focused attention from the President and his cabinet.

## **What Does the National Export Initiative Mean to California's Agricultural Industry?**

**Candy Hansen Gage, Director  
Center for Int'l Trade Development – Fresno  
10:30am – 11:00am**

Mrs Hansen Gage will discuss the latest news on the National Export Initiative (NEI) directly following the Agricultural Trade Roundtable recently held in Monterey with the California Department of Food and Agriculture (CDFA). Also, the California Agricultural Export Training Program or "CalAgX" will be discussed on how it benefits the producers, processors and marketers of California grown or processed specialty crops.

## **Fire, Ready, Aim – Why Wait for the National Export Initiative?**

**Leslie Levy August, Secretary General  
Trade Bridge International, Inc  
11:00am – 11:30am**

The right combination of export assistance can get an export marketing program up and running with or without the President Obama's pledge to double exports in the next five years. Using the U.S. Commercial Service, international trade associations and private export service companies, a business can be just a few months away from opening a new market overseas. Two handy export services that are a mouse-click away and can help jump-start your export program and they are the ATA Carnet International Customs Document and Export Cargo Insurance. The first will get your products and equipment through foreign customs in 70 countries without paying duties and taxes for up to 1 year. The latter is essential to protect your assets and revenue when developing and operating an export program.

This presentation will discuss how to find and select an ATA Carnet service provider and export cargo insurance broker, what questions to ask when considering an ATA Carnet for your export promotion program and how terms of sale impact the cargo insurance policy terms. Special focus will be on the needs of small and medium companies and how export service providers can be an integral and trusted extension of their staff and export programs.

## **New Resources for California Green Exporters**

**Maurice Kogon, Director  
Center for Int'l Trade Development – El Camino College  
11:30am – Noon**

This presentation will cover two federally-funded grant projects of the El Camino College Center for International Trade Development (ECC/CITD) that provide significant benefits to the California trade community.

- **International Trade Compliance Institute (ITCI)**  
[www.tradecomplianceinstitute.org](http://www.tradecomplianceinstitute.org)
- **7-Step Green Export Enabler Program**  
[www.greenexport.org](http://www.greenexport.org)

**Date** Monday, May 10, 2010

**Place** The Culinary Center of Monterey  
625 Cannery Row, Suite 200, Monterey, CA 93940

**PRICE:** Seminar & Lunch (online registration till May 7th):  
\$50 MBITA and MCBC members  
\$60 non-members  
Lunch OR seminar only (online registration till May 7th):  
\$30 MBITA and MCBC members - \$40 non-members  
AT DOOR: \$10 surcharge CASH OR CHECKS ONLY