



“GLOBAL CALIFORNIA: CHALLENGES AND SOLUTIONS”

In today’s world, there is no such thing as a purely self-sufficient national, state, or regional economy.

The simple fact is that all economies – national, regional, state, or local – are, in some way, shape or form, global, and nowhere is this more true than in the nation-state of California.

Unique in its role as both a world-class market for and producer of the broadest possible range of goods and services, California’s economy ranks Global Trade higher in terms of Gross Domestic Product than almost 190 individual sovereign countries with merchandise exports last year that totaled \$127.7 billion, an impressive 9.3% percent increase over 2005.

But, despite the impressive growth, California’s international traders face both a sobering list of unprecedented challenges and an exciting inventory of global business opportunities.

How can small and medium-sized businesses be energized to take their companies global?; Is California’s transportation infrastructure up to the task of handling the surge of cargo expected to move through its ports, airports, and distribution facilities over the next decade?; How does a small company create an effective international marketing strategy?; What international markets hold the most potential for California-based entrepreneurs?; and, How can trade promotion groups, economic development agencies, chambers of commerce and other organizations forge alliances to better serve their members in an increasingly competitive global marketplace?

Serious challenges backlit by unprecedented trade growth and unequalled opportunities for globally-minded California companies of all sizes exist in Canada, China, Australia, Chile, Europe, and scores of other potential markets.

Today, “*Global California: Challenges and Solutions*” will address these important challenges and define those opportunities by offering unique topic-specific panels of international businesspeople from across the state the opportunity to focus their expertise, insight, vision and dialogue on the current and future state of California’s global economy.

TradePort, the **Monterey Bay International Trade Association (MBITA)** and the **CalTrade Report** thank you for attending “*Global California: Challenges and Opportunities.*”

A world of opportunity awaits. Let’s get busy.