



NEWS

El Camino College | Public Relations & Marketing Department
16007 Crenshaw Blvd., Torrance, CA 90506
Contact: Ann M. Garten, Director, Community Relations
Telephone: (310) 660-3406 | E-Mail: agarten@elcamino.edu

For Immediate Release
CONTACT: Tony Livoti
831-335-4780 www.mbita.org

May 14, 2010

El Camino College CITD to Participate in 7th Annual Global California Conference at Los Angeles Area Chamber of Commerce, June 23

Los Angeles, Ca., May 19 – [TradePort](#), the [Monterey Bay International Trade Association \(MBITA\)](#), the El Camino College [Center for International Trade Development \(CITD\)](#), and the [Los Angeles Area Chamber of Commerce](#) have joined forces for the 7th Annual Global California conference scheduled for June 23 at the Los Angeles Area Chamber of Commerce.

Following the lead of the [National Export Initiative](#), this year's conference is about creating jobs through exports and how online solutions can effectively and cost-efficiently increase exports for American companies to the foreign marketplace.

Featured speakers include presentations on [Export.gov](#), [PIERS.com](#), [Truste](#) and new online solutions on [Export Compliance](#), [Readiness](#), Marketing and Training. A special presentation will be given on the new [TradePort.org](#) website and the [TradePort Collaborator](#) which is an intranet for the staff of the [California Trade Partners](#) network designed to better serve small to mid-sized enterprises (SMEs) in California with trade promotion services by leveraging the resources and the expertise of public and private sector organizations located throughout the state.

"Online solutions create a more leveled playing field for SMEs to be more efficient and cost-effective when competing in the global marketplace," states Tony Livoti, president of the [Monterey Bay International Trade Association \(MBITA\)](#).

"The Internet is a goldmine of international trade tools, resources and information. The trick is to cut through the maze of possibilities to get to just the nuggets you need for intelligent decision-making. The Global California conference will help you achieve that goal," added Maurice Kogon, director of the El Camino College [Center for International Trade Development \(CITD\)](#), co-sponsors for the event.

This is the 7th year for the Global California conference. For information on past conferences, go to http://tradeport.org/index.php?option=com_content&view=article&id=56&Itemid=62.

For more information on the conference go to <http://www.mbita.org/gc2010/conference.html> or call the MBITA office.

###