



Tony Livoti, President

[Monterey Bay International Trade Association \(MBITA\)](#)

Tony Livoti has been involved in small business development his entire career – starting and successfully operating a creative management company in Hollywood, a small manufacturing company in Felton, California, working as a business broker in the sale of businesses throughout the Monterey Bay region and forming and operating an Export Management Company for companies throughout California. (EMC).

In 1984, Livoti saw a need for an international trade association for the burgeoning Monterey Bay region and its array of entrepreneurial enterprises, and as a result, founded the Monterey Bay International Trade Association (MBITA).

Under his leadership, the MBITA in 1995 became a founding partner in the BAYTRADE public-private sector export promotion program that has helped generate over \$350 million in ‘new-to-market’ exports representing exporting companies throughout 17 counties in Northern California.

Under his guidance as its President, MBITA has grown over the years to become a wholly self-sustaining non-profit with over 200 members and clients and foreign cooperative partnerships throughout the Pacific Rim, the European Union, and the Americas.

MBITA has also become a leader in California on utilizing web based solutions for conducting, facilitating and consummating global trade transactions for small to mid-sized enterprises. This includes desktop to desktop global eCommerce training and a web based eTraining program for online global trade in partnership with the Monterey Institute of International Studies (MIIS) and the GLOBE project.

MBITA manages TradePort.org owned by the L.A. Chamber of Commerce (LACC) and the Bay Area Economic Forum (BAEF) and has created and currently operating the U.S’s first statewide ‘intranet’ for trade promotion services called the TradePort Collaborator supported by 40 public and private sector trade promotion organizations located throughout California.