



# World TradeWinds

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## MBITA's UPDATE

Again, this issue from the World TradeWinds eZine demonstrates the dynamics of MBITA's members and clients. Sick and tired of Spam in your inbox and worried about security in your online operations read about our new member, WebLoq. Longtime MBITA member, DeFeo Gehri & Associates, explains why government procurement requires the know-how of experts, and read about our historical Bio-Technology trade delegation to Silicon Valley...enjoy



Tony Livoti  
 President  
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Please interact with your comments, articles or suggestions in the [MBITA eZine blog](#).

Thanks to [Sean Gilligan](#) of [vBlog Central](#) for help setting up the blog.

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## MBITA New Member



Monterey Bay International Trade Association (MBITA) is pleased to welcome its new member, [WebLOQ, Inc.](http://www.WebLOQ.com)



WebLOQ offers users a spam-free, cost-effective privacy solution for email correspondence over the public Internet. WebLOQ brings a fresh new approach to making Internet communications

safe, offering truly private business email that eliminates spam, protects against identity theft, and enables cost-effective business communications and end-to-end regulatory compliance. WebLOQ comes to the end-user via a free download and non-technical install. It operates compatibly with all popular email clients, all operating systems, and over any Internet connection.

The WebLOQ solution enables [Virtual Private Communities™](#) within which private domains and private email addresses protect against malware transmitted by email. The resulting experience is two-fold; the standard public email service is as always on the desktop, while the new private account delivers completely private email and attachments. A powerful central database provides full email tracking for regulatory compliance and forensics for advanced business intelligence reporting.



Headquartered in Monterey, California, the firm is led by a team of seasoned entrepreneurs with significant breadth and depth of experience in security, networking, and Internet technology.

For more information, go to <http://www.WebLOQ.com>

### Contact:

[WebLOQ, Inc.](http://www.WebLOQ.com)  
2801 Monterey-Salinas Highway, Ste H  
Monterey, CA 93940  
Tel. 1-831-372-2600  
Web: [www.webloq.com](http://www.webloq.com)  
email: [loqinfo@webloq.com](mailto:loqinfo@webloq.com)

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## MBITA Member Story:

### DeFeo Gehri & Associates



## EVENTS

### Financing, the Name of the Game in Global Trade

Luncheon  
**Fri. Oct. 26**  
**Santa Cruz, CA**  
**El Palomar Restaurant**

### Globalization and Localization through the New GLOBE Program at MIIS

Luncheon  
**Fri. Nov. 16**  
**Monterey, CA**  
**Crazy Horse Restaurant**  
*at Bay Park Hotel*

### November 14, 2007 Special Hunan-China Bio-Technology Delegation Coming to Silicon Valley

**Contact the MBITA office for details.**

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Contact the MBITA office to make your reservation for sponsorship at the

**Environmental and Agriculture Technology Trade Mission to China**  
**April 12-23, 2008**  
 Tel. 831-335-4780  
 email: [tlivoti@mbita.org](mailto:tlivoti@mbita.org)

For more information about MBITA events visit [www.mbita.org/events/home.php](http://www.mbita.org/events/home.php)

Monterey Bay International Trade Association (MBITA) is pleased to introduce its member [DeFeo Gehri Associates, Inc.](#), from Carmel, CA. The company first joined the MBITA membership in October 2003. ([click here to read previous article in issue n. 120](#))



[DeFeo Gehri Associates, Inc.](#) is an aerospace & defense business development and marketing firm specializing in creating customized strategies for innovative firms seeking first-time penetration or increased market share in the billion-dollar, complex, and highly-regulated **Department of Defense (DoD)** and federal agency marketplace. The firm also conducts executive coaching and "red-teaming" reviews on corporate proposals and business plans.

In 1998, **Mr. Robert (Bob) DeFeo** a retired US Air Force colonel, decided to put to use 35+ years of experience with US and foreign militaries in joint and combined operations, security assistance, DOD acquisition and program management, USAF/Joint logistics, aircraft maintenance and transportation to start **DeFeo Gehri Associates, Inc.**

The firm's goal is to help the best and brightest large and small businesses find the right need, the right doors, the right partners to team with, and the right marketing to get their technologies and ideas in front of the right potential customers in DoD and other federal agencies.

DeFeo Gehri has built its reputation in the world of commercial and DoD business development, marketing and analysis. The firm works with individuals and agencies within The Pentagon, including the offices of the Joint Chiefs of Staff, Secretary of Defense and the military services to help clients get the latest insights on emerging requirements to include **high-tech, environmental, lean manufacturing, security, and information technology** processes. In addition, DeFeo Gehri is involved at home and abroad with US unified commands, Air Force major air commands (like the Air Mobility Command), the military global transportation and logistics commands, and federal agencies involved with all aspects of homeland security.



The firm's particular core competency is within the green and high-tech world of military & aviation logistics and information technology. DeFeo Gehri is known for its close working relationships with military and commercial centers and its expertise in the fields of aircraft, engine, and component maintenance, repair, and overhaul (MRO), aircraft servicing and handling, outsourcing and privatization, supply chain management, information technology modernization, solution software selection, environment-friendly solutions, force deployment

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To register for MBITA luncheons and events, call 831-335-4780 or email [cristina@mbita.org](mailto:cristina@mbita.org) including the event specifics you are signing up for in the subject line.

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and logistics support and training. The firm's video production company associate, **Perry Productions**, Mill Valley, CA provides marketing video productions. DeFeo Gehri's marketing communications company associate, **Pacific Communications Group** at the Presidio of San Francisco, provides integrated marketing communications and public & governmental relations for companies with business interests in Washington. For funding needs, we work with **Nagle-Ferri, LLC** in San Francisco, CA. The firm is also associated with a professional consulting organization in Washington, DC that specializes in securing government funding for its clients. DeFeo Gehri also has additional associates who provide subject matter expertise as required.

Mr. DeFeo is also an occasional RAND Associate and has served as a subject matter expert on USAF Aging Aircraft issues, the USAF Chief of Staff's Logistics Review (CLR), the USTRANSCOM-sponsored Strategic Distribution Management Initiative (SDMI) and RAND's analysis of the Air War Over Serbia (AWOS).

In addition, Mr. DeFeo has experience with the Center for Civil Military Relations (CCMR), Naval Postgraduate School and has previously joined the Center's specialized team of senior military and civilian defense experts to conduct overseas and in-residence seminars on defense decision-making, civil-military relations, operations center management, joint force logistics and force deployment.

#### Clients have included:



Symantec Corp; SAP Public Services, Inc, Newtown Square, PA; Laser Technologies, Inc, Blue Bell, PA; The Center for Civil-Military Relations (CCMR) and the International Defense Acquisition Resource Management (IDARM) program at The Naval Post-Graduate School (NPS), Monterey, CA; Dynamics Research Corporation (DRC), Andover, MA; Aeronautical Radio, Inc. (ARINC), Annapolis, MD; The TFD Group Inc, Monterey, CA; AMPORT, Inc, Teterboro, NJ; Mxl Technologies, Ltd, Ottawa, Canada; Umevoice, Inc, Novato, CA; Wysetree Inc, Fremont, CA; Sumaria Corp, O'Fallon, IL; Omnibase Technologies, LLC, Houston, TX; EVASWorldwide Inc, Ramsey, NJ; Sun Energy Solar, LLC, Sarasota, FL; and The RAND Corporation, Santa Monica, CA.

Mr. DeFeo has a BS in Biology from Duquesne University and a MS in International Relations from Troy State University. He also holds the highest level certification in Program Management from the Defense Acquisition University. In his military career, Mr. DeFeo held the positions of Deputy Director, Logistics & Security Assistance, US European Command and USAF C-5 Aircraft Program Director & Aircraft Product Director. Mr. DeFeo is also a member of the Professional Association of Dive Instructors (PADI) and is a certified Master Scuba Instructor who teaches diving part time.

#### Contact:

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published on this newsletter please  
contact the editor by email.

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This newsletter has been  
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**World TradeWinds Sponsorship  
Information**

World TradeWinds is a monthly eZine distributed to over 3,500 subscribers located statewide, nationwide and overseas. MBITA's World TradeWinds eZine is also posted in the TradePort Collaborator, the online 'intranet' for California's global trade promotion service providers, who collectively represent over 60,000 small to mid-sized enterprises throughout California.

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**Call the MBITA office at  
831-335-4780 for sponsorship  
rates and benefits.**

## Chinese Delegation from Hunan, China Visits Silicon Valley



The [Monterey Bay International Trade Association \(MBITA\)](#) located in Santa Cruz, California has forged an agreement with one of China's largest Bio Technology Research Parks to help promote bilateral trade and

investment opportunities with the USA bio technology community.



Located in Changsha, the capital city of the Hunan province (4,000,000+ population), situated in the south center section of mainland China, the Changsha Bio-Industry Park is over 8 square miles in size and home to 110 Bio Technology related enterprises with a total combined output of almost \$678,000,000 (USD) in 2006

The Hunan Province grows over 2300 different Chinese herbs and pharmaceutical plants providing the Changsha Bio-Industry Park with a plethora of bio technology ingredients not available in the U.S.

The Park is also the only medicinal international program in China that is sponsored by UNIDO.

"I visited the Park last November with a small group of California companies and was impressed with the magnitude and scope of their products and services, this is a first rate bio-technology park 2nd to none in the world", states Tony Livoti, President of MBITA.

A trade delegation from the Changsha Bio-Industry Park will be visiting Silicon Valley where a luncheon and seminar organized by MBITA will be given at the San Jose Bio Center on November 14 th. Numerous opportunities including importing, exporting, joint-ventures, strategic alliances and real estate investments will be presented to qualified bio-technology companies and investors.

" The U.S. leads the world in Bio-Technology research, technologies and products and is still the world's largest marketplace for bio-technology products and services. The booming Chinese 'middle class' is demanding the best the Bio-technology industry has to offer and forming business relationships now with the companies at the Changsha Bio-Industry Park can position the U.S. Bio-Technology business community to maintain its leading position and also share in the growth of the booming Chinese 'middle class' marketplace", said Tony Livoti.



'The Capital City of Changsha, Hunan'

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An advertisement for the Global Jobs Center. It features a blue circular graphic on the left with the text "GLOBAL JOBS CENTER" in white. Below this, there is a blue horizontal bar, and then a white box containing the text "Looking for a career center that is catered to the international trade industry?" in blue.

With a focus on global trade industry companies and professionals, the [MBITA Global Jobs](#)

[Center](#) offers its members—and the industry at large—an easy-to-use and highly targeted resource for online employment connections in global trade.

Both members and non-members can use the [MBITA Career Center](#) to reach qualified candidates. Employers can post jobs online, search for qualified candidates based on specific job criteria, and create an online resume agent to email qualified candidates daily. They also benefit from online reporting that provides job activity statistics.

For job seekers, the [MBITA Career Center](#) is a free service that provides access to employers and jobs in the global trade industry. In addition to posting their resumes, job seekers can browse and view available jobs based on their criteria and save those jobs for later review if they choose. Job seekers can also create a search agent to provide email notifications of jobs that match their criteria.

[Start using the MBITA Career Center TODAY!](#)

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One subscriber says "Of all the newsletters and magazines that I receive - both email and paper - yours is the one that is the most useful, the first one I route to others regularly and the only one I take home from work."

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