

For Immediate Release

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Congressman Sam Farr Keynotes 'The Monterey Bay Marketplace - A Model for the World' Luncheon/Seminar, Monterey, CA, May 10

Santa Cruz, Ca. – April 19 – 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 the **Monterey Bay International Trade Association (MBITA)** (www.mbita.org) Monterey Chapter seminar/luncheon on May 10th in partnership with the **Monterey County Business Council** (www.mcabc.biz). The event will feature experts in export promotion with a special presentation by Congressman Sam Farr on the National Export Initiative (NEI).

Starting with a seminar at 10:00am, **Chris Damm**, Director of the **Monterey Bay Export Assistance Center – U.S. DOC Foreign Commercial Service**, will discuss the **National Export Initiative's** Export Promotion Strategy. 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.

Leslie Levy August, General Secretary of **Trade Bridge International, Inc**, will provide an overview of current available resources to develop an export strategy, before the National Export Initiative will take action. 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. 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**. 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.

Maurice Kogon, Director of the **Center for Int'l Trade Development – El Camino College**, will cover two federally-funded grant projects of the El Camino College Center for International Trade Development (ECC/CITD) that provides significant benefits to the California trade community: the **International Trade Compliance Institute (ITCI)** (www.tradecomplianceinstitute.org) and the **7-Step Green Export Enabler Program** (www.greenexport.org)

"In the competitive environment we are all in, we need to continually educate our region's companies and their workforce on the tools and assistance available through partners like MBITA. This is a must attend for anyone wanting to expand their business sector", says **Mary Ann Leffel**, President of the **Monterey County Business Council (MCBC)**. Ms Leffel will be giving a presentation on her unique economic development program for Monterey County that is a model that can be followed by other regions in the world with similar business environments to the Monterey Bay.

"The increased support from Washington D.C. to increase exports for small to mid-sized companies under the NEI is something the Monterey Bay region can take full advantage since the world looks to us for innovation and technology in marine biology, clean-tech, IT and agricultural industry sectors", states **Tony Livoti** President of **MBITA**.

The 'keynote' speaker for the luncheon will be **Congressman Sam Farr**, of the **17th District**. Congressman Sam Farr will speak about the National Export Initiative (NIE), Free Trade Agreements and how they 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.

Further details and registration for this seminar/luncheon can be found at <http://www.mbita.org/events/samfarrluncheon2010.html>