



# World tradewinds

A publication of The Monterey Bay International Trade Association (MBITA)  
A BAYTRADE Partner

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One Dollar



Based in Ireland, Europe HQ is a company designed to provide US companies a strong presence in the European marketplace.

## MBITA UPDATE

This issue of *World Tradewinds* marks MBITA's fourteenth birthday and the completion of its fifth year as a BAYTRADE partner (<http://tradeport/org/ts/partners/index.html>) under the direction of the National Export Strategy. As a BAYTRADE partner, MBITA serves the tri-county area of the Monterey Bay region.

MBITA is now moving into a new phase of growth with international business development and the implementation of its Global Business Cyber Community (GBCC) (<http://www.mbita.org>).

MBITA's entry in the 21st Century also notes the beginning of its alliance with the California Hispanic Chamber of Commerce (CHCC) to promote trade between Hispanic-owned companies in California and their counterparts in Latin America. (please see "news" @ [www.mbita.org](http://www.mbita.org)).

MBITA's board of directors and staff look forward to serving you in the new millennium.

Robert "Tony" Livoti  
Executive Director

## EUROPE HQ: A SMART APPROACH to EUROPE

"Europe HQ's mission is in line with that of MBITA: to help grow the exports of small-to-medium sized US companies, with a particular emphasis on American electronic, telecommunications, IT and software companies," Managing Director Elma Carey says.

The European market is undergoing significant changes. In addition to its unique telecommunications standards and recent deregulations, CE Mark requirements, import regulations and emerging markets, there is the move to the single currency, which makes business transactions with locally-based companies more appealing. US multinationals derive over 30% of their revenue from the European market while Ireland is the capital of advanced technology in Europe. Almost 50% of US high-tech investment goes to Ireland, and it is the world's second-largest exporter of software.

MBITA has formed a partnership with Europe HQ in Dublin, Ireland, to address three of the major challenges facing US companies new to exporting:  
1) time zone differences,  
2) insufficient resources

and 3) lack of local knowledge.

The core service of this alliance is the provision of a corporate presence for client companies in the form of a European address, telephone number and technical sales staff to handle inquiries on the company's behalf – and in their company name.

Through the MBITA/Europe HQ service partnership, a California company can cut out the legal, contractual, tax, leasing and employment complications associated with setting up an office in Europe. MBITA/Europe HQ can provide a service to establish an office in Europe that is flexible and cost-effective while managing and increasing your international sales," says Elma Carey of Europe HQ.

MBITA/Europe HQ offers a no-risk service that demands no long-term commitment. Contracts with clients are on a month-to-month basis. Business is conducted in the client's company name and in a manner determined by the client's business needs.

A sample of other services available on an as-needed, pay-as-you-go, basis are:

1) trade show lead follow-up and qualification, 2) assistance with distributor/reseller source and selection, 3) press campaign management, 4) installed base support, 5) direct mail campaigns.

Benefits derived from using MBITA/Europe HQ's services include: an increase in the number of leads and sales in Europe, an increase in your corporate profile – both domestically and overseas and a client's current level of investment in Europe is maximized.

"MBITA/Europe HQ clients can take the time to take the next big step into the European market with confidence. They can establish their corporate presence in Europe, get a quicker, more effective response to European leads, have a personal, professional, local interface with the European market, have a contact and relationship with someone in Europe that can also assist with future projects and needs while relieving European support workload from US colleagues", emphasizes Tony Livoti of MBITA.

For more info call MBITA at 831 469-0148.



## MBITA PARTNER PROFILE: MARK WEAVER



During the last five years MBITA and the BAYTRADE partnership (<http://tradeport.org/ts/partners/index.html>), have been partially subsidized by a grant from the US Department of Commerce (USDOC), Economic Development Administration (EDA), to provide export promotion services.

This grant allows each BAYTRADE service center to partner with a Foreign Commercial Service (FCS) Officer that could be co-located in each BAYTRADE service center. MBITA's FCS partner is the Monterey Export Assistance Center (EAC) located on the campus of the Monterey Institute of International Studies (MIIS).

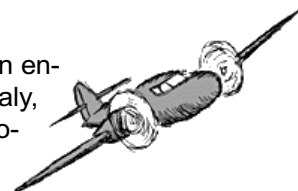
Recently, a new director was appointed to head up this FCS office in Monterey. MBITA is pleased to introduce Mark Weaver to our network with a profile on his career and experience.



Born and raised in Northern California, Mark Weaver got his interest in global affairs while still in school in the late Sixties.

Mr. Weaver spent an entire summer in France, Italy, and Austria studying European culture in 1971. From 1972 to 1977 Mr. Weaver lived in Morocco, Spain, France, and Switzerland where he got in-

*(Continued on page 3)*



## Your Business Chances in Osaka, Japan - Ask IBO to help you improve your business



Tony Livoti, Director of MBITA, recently visited the Prefectural Government offices in Osaka, Japan, known as the **International Business Organization of Osaka, Inc. (IBO)**. There he met with the Executive Director, Mr. Yasuharu Ikeda and the Director for Foreign Affairs, Mr. Sunao Nakahama.

Mr. Livoti discussed how MBITA and the CalTrade partnership can work more closely and develop better lines of communication with the Osaka business community. It was decided that MBITA and the Osaka Prefectural office in Osaka will exchange newsletter articles, training programs and trade missions. Narummi Fujimura Executive Director of the Osaka Prefectural Government office in San Francisco will help facilitate this objective.

Osaka, the heart of Kansai, is a

gateway to Japan through the Kansai International Airport. The Kansai region has a population of 20 million and GDP of US\$700 billion. With 8.8 million people, Osaka is a driving force of the regional economy with cutting-edge industries of electronics, biotechnology, machinery, etc.

Osaka also has numerous small and medium businesses that support Osaka's economy. Good business chances are waiting for you!

The **International Business Organization of Osaka Inc. (IBO)** is a public trade promotion organization jointly established by the Osaka Prefectural Government and corporations in Osaka. IBO would be very pleased to help you discover your Japanese business partners by assisting you with business inquiries, arranging business meetings

and providing samples & catalogues exhibit areas as well as short-term office facilities.

MBITA can now help you contact IBO at any time.

✉ **IBO California Office:**

345 California Street, Suite 2575,  
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Phone: 415-288-3920  
fax: 415-288-3924  
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✉ **IBO Business Matching Center:  
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URL: <http://www.mydome.or.jp/ibo>

# MBITA PARTNER PROFILE: MARK WEAVER

(Continued from page 2)

involved in several activities such as exporting African handicrafts to California and Europe, refurbishing 18th and 19th Century Provencal French Country Homes, working as a laborer in the fresh produce and grape business in the South of France, and managing restaurants and hotels in the Swiss Alpes.



Back in the States around 1977, Mark spent the next two years in Mexico, Central and South America in the import and export business.

In the late Seventies Mr. Weaver won a scholarship to study at San Francisco State University and earned a B.A. with Honors in Political Science and a M.A. in European Languages and Comparative Literature.

In 1984, Mark won a Masonic Lodge Public Service Fellowship to attend The George Washington University for a Master's degree in International Affairs with a focus on marketing, trade, and Latin America economic development.



He was chosen in 1984 through a competitive process to become a Management Intern at the International Trade Administration of the US Department of Commerce and subsequently rotated through several departments becoming thoroughly familiar with how the US Department of Commerce/ITA operated and Washington, D.C. as well.

In 1986, after completing his second Master's degree, Mark was selected to be an International Trade Specialist and Program Manager for the Caribbean Basin Initiative (CBI), a pro-

gram assisting the region through private sector initiative.

Traveling to the region, Mark became the point of contact for hundreds of importers, exporters, and investors looking for opportunities in the Caribbean and Central American region.



After two years he was promoted and requested a transfer to the Los Angeles office of The Commercial Service, a division of the International Trade Administration with domestic and overseas offices, where he worked for five years as a Senior Trade Specialist assisting hundreds of companies to develop export marketing plans, entry strategies as well as escorting numerous companies abroad on Matchmaker Trade Missions and Trade Shows.

Mark's work was recognized numerous times both by the USDOC/ITA as well as the Long Beach Chamber of Commerce, Port Authority, and the Torrance Chamber of Commerce for the countless extra hours that he put in to promote conferences and seminars.

Mr. Weaver was also Acting Manager of the then Santa Ana office which subsequently became the Newport Beach Export Assistance Center.

On top of all the activities in numerous committees and outreach to minority business and the academic community, Mark taught part-time as Ad-



joint Professor of International Marketing at numerous colleges in the LA area as well as a frequent guest lecturer on the circuit and also appeared on local cable television.



Mark then took over a position in Eastern Washington near Spokane where his territory extended into Idaho and Eastern Oregon. Mark was then tempted with the overseas aspect of his career with the Foreign Commercial Service.

As his wife is a naturalized US citizen from Colombia, the Weaver's first tried a short assignment in Bogota, then followed up language training in Washington, D.C. with the assignment of his life, MOSCOW, RUSSIA.



After two years in Russia the Weaver's returned to Washington and turned down their ongoing assignment to Sao Paulo Brazil.

After working as the Acting Manager of the Matchmaker/Trade Mission program at headquarters in Washington DC, Mr. Weaver took over the Monterey Bay Export Assistance Center Director position in the summer of 1999.

(Continued on page 4)

# MBITA PARTNER PROFILE: MARK WEAVER

(Continued from page 3)

Mr. Weaver and his family are very pleased to be in Monterey. He has great plans, in partnership with the Monterey Bay International Trade Association (MBITA), Small Business Development Centers (SBDC), Hartnell College, and his host, The Monterey Institute of International Studies (MIIS).

The Monterey Bay EAC center plans to be extremely active in the promo-

tion of educational services, agricultural products both fresh and processed, tourism, wine, high-tech products as well as a myriad of other companies in the tri-county area of Santa Cruz, San Benito, and Monterey that the Monterey Bay Export Assistance Center is responsible for.



Mark looks forward to hearing from you and can be reached at:

✉ **Monterey Bay EAC**  
**411 Pacific St., Suite 320,**  
**Monterey, CA 93940.**  
**tel: 831-641-9850;**  
**fax : 831-641-9849**  
**E-mail:**  
**mark.weaver@mail.doc.gov**



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