



# Mundo Tradewinds

A Quarterly Publication of

the Monterey Bay International  
Trade Association (MBITA)  
a BAYTRADE Partner,

and the California Hispanic  
Chamber of Commerce  
(CHCC)



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One Dollar

## **MBITA Pushes for Hispanic California Trade with Mexico and Latin America**

The Monterey Bay International Trade Association (MBITA), <http://www.mbita.org>, located in Santa Cruz with affiliate offices in Salinas and Monterey, and the California Hispanic Chambers of Commerce (CHCC) located in Stockton, California, have established a two-year plan to promote international business activities between California Hispanic owned businesses and Latin America.

MBITA, a BAYTRADE (<http://tradeport.org>) partner representing the tri-county region of the Monterey Bay, will utilize its partnership in the CalTrade Coalition to coordinate international business activities in Latin American with the CHCC's International Trade Commission, and then to its Hispanic owned businesses located throughout the State of California.

The CalTrade Coalition consists of export assistant centers located throughout the State and is funded by grants from the local communities and the USDOC. It is a public/private partnership that works directly with the Foreign Commercial Service (FCS) of the USDOC and its 120 foreign commercial offices located throughout the world, and also with the ten California foreign trade offices, with one located in Mexico City. The CalTrade Coalition includes BAYTRADE, which has six export promotion centers covering seventeen counties in Northern California, LA-TRADE covering five counties in Southern California, BORDER-TRADE covering the San Diego area and VALLEY-TRADE covering the Central California export promotion network.

***"This partnership between MBITA/BAYTRADE and the CalTrade Coalition will enable outreach to the 54 Hispanic Chambers and their Hispanic owned businesses located throughout the State to take advantage of trade missions, trade shows, market research and qualified business opportunities now available in Mexico and Latin America," says Tony Livoti, director for MBITA.***



(L-R) Tony Livoti, MBITA, Cristina Polesel, MBITA, Martin Reyna, CHCC, and Patrick Madarang, MBITA

CHCC is a statewide business organization representing the interest of over 300,000 Hispanic owned businesses in California. Founded in 1978 by a dedicated group of Hispanic business leaders, today it represents a network of 54 statewide Hispanic Chambers and business organizations. CHCC has five statewide committees and commissions with one of the state's commissions being CHCC's International Trade Commission.

CHCC has appointed Martin R. Reyna, President of the Latino Chamber of Commerce of Santa Cruz County, as chairman of the CHCC's International Trade Commission. The members of this commission consist of CHCC members representing the Northern, Central and Southern parts of California. Their mission is "to maximize the political and economic role of Hispanic businesses in California." They enforce their mission by developing and implementing programs and services for their members to expand business opportunities and advocating at State and Federal levels on key issues of concern to the

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## Zedillo: Cross-Border Trade is Booming



"Trade between California and Mexico increased every year by 17 percent—even at a time when certain politicians on both sides were not on speaking terms," president Zedillo of Mexico stated in his visit to California last month. Zedillo visited both Northern and Southern California starting in Los Angeles, the city with the state's largest concentration of Latino residents, when he arrived on a Metrolink train for a carefully scripted welcoming ceremony at Union Station. In San Francisco and Los Angeles, President Zedillo emphasized the economic links between his nation and California and said an improved economy will

help his administration make sure Mexico's poorest people are not left behind. "We need economic growth because, without economic growth, we won't have resources to pay for the economic policies that can aid the impoverished", he told a group of reporters in San Francisco.

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***"Mexico is the state's second-largest trading partner, but it will surpass Japan this year if 1998 trends continue,"***

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according to statistics from the State's Trade and Commerce Agency. "He certainly was encouraging in expressing hope for both sides of the border to improve economic investments," said John De Luca, president of the San Francisco-based Wine Institute.

Zedillo submitted the idea that Mexico's vibrant business infrastruc-

ture has to do a lot with the fact that we were able to overcome rather quickly the 1995 peso crisis. He states, "we were able to weather quite successfully the 1998 international (economic) storm and that will also allow us to have an economy in good shape around the change of the administration" when Mexicans will vote for a new president in 2000. "I think now that Asia has seen the light at the end of the tunnel and we are seeing the Russian situation not evolving into an even worse disaster, and we are seeing Brazil getting through quite well, expectations (for the Mexican economy) are much more positive. Of course, we have to keep watching the performance of the American economy because it is very important for us, but there is nothing there that could be a significant cause of alarm for us", concluded Zedillo.



**"Hispanic Chambers"**  
(Continued from page 1)

overall Hispanic business community in California. In the pursuit of their mission, **CHCC** partners with businesses, governmental agencies and non-profit organizations to promote economic development for the benefit of all Californians.

***"CHCC has long recognized the benefits of international trade for our members and looks forward to working with CalTrade and the Monterey Bay International Trade Association."***

**Andrew Ysiano**  
President CHCC

Today, over 300,000 Hispanic owned businesses in California generate over \$45 billion in revenues annually. The Hispanic owned business community continues to be a vibrant and prosperous business sector of California's economy. From advocating for greater access to capital, to the expansion of procurement opportunities both domestic and international and the development of corporate and government partnership for the benefit of the Hispanic community, **CHCC** is truly the California advantage.

***FLASH!***

**Durango, Mexico  
Trade Mission In the  
works... stay tuned!**

### **DID YOU KNOW THAT...**

- The number of Hispanic owned businesses in California is growing at a rate of 13.6% annually
- California is home to over 300,000 Hispanic owned companies
- Hispanic owned businesses in California generate over \$45 billion revenues
- Hispanic owned business employed over 400,000 individuals
- California is home to over 10 million Hispanics, with an annual purchasing power of over \$80 billion

## One Perspective, from Manuel A. Rosales

**Manny Rosales**, who now resides in San Francisco and runs an international business called GRUPO EMPRESERIAL VIVAMUNDI, migrated to the U.S. from Nicaragua.

International business has always been of interest to Manny because of his pursuit for knowledge in other cultures and languages, plus, he also noticed the many business opportunities available to the American business community.

Mr. Rosales's first venture into the international business arena was back in 1984. At that time he was Vice President for Capital Preservation Fund of Palo Alto (CPF). CPF was one of the first Money Funds in the U.S. with assets at that time of over \$5 Billion. Manny was appointed to lead the Latin American Market division and became the Distributor/Executive Manager for Latin America.

Manny traveled throughout Latin America developing and promoting the fund and learned first hand the intricacies of doing business abroad. During that time he was elected as Chairman of the **California Hispanic Chamber of Commerce (CHCC)** in 1990. Trade between Mexico and the U.S. was growing fast and the U.S. and Canada were initiating active discussions on free trade.

"The San Diego **CHCC** developed a white paper on free trade with the objectives that Hispanic owned Business would be included at the table in determining the provisions of the NAFTA trade agreement, and that Hispanic owned businesses would benefit from the inevitable treaty. The **CHCC** was the only Hispanic Chamber that wrote a formal document and presented it to both President Carlos Salinas and President Bush and their chief Negotiators, Secretary Jaime Serra Puche of Mexico and Ms. Carla Hills of the U.S.", says Manny.

Manny emphasized that the full credit of the success of this white paper goes to the San Diego **HCC** and the leadership of Antonino Morales, Gil Partida and the Executive committee of the **CHCC**. Today the **CHCC** has affiliations with all of the Mexican Chambers of Commerce throughout Mexico and a special agreement with the Mexico City Chamber of Commerce, CONCO NACO.

One of major objectives during our involvement as a Chamber in the NAFTA agreements was not to depend solely on the agreement but to create liaisons and partnerships with the private sector in Mexico so our members would have entry into their marketplace", recalls Manny.

Currently Manny is involved in a joint venture in Mexico called Grupo Empresarial Viva Mundi, S.A. The company was formed as a Management Company that would analyze business opportunities on both sides of the border and then create a structure that would select, fund and support individual projects. Their first venture is in the office furniture business.

Manny believes having enough capital and the right partners in Mexico and Latin America is crucial for success. Other factors for success include understanding the diversity of Latin America and that not all markets are the same, and of course, business is not conducted the same as it is in the U.S.

"Before entering into the international arena, market analysis, legal requirements and risk factors should thoroughly be understood. The grass always looks greener on the other side. Doing business abroad particularly with Latin America takes much more than just knowing someone back home. In my experience you

need to be prepared to risk capital, time and resources.

There are many things to consider just like in any new business venture, and then you have the added complexities of language, culture, business acumen, currency fluctuations against the dollar, not to mention each countries' inflation rate", states Manny.

BAYTRADE, of which the **Monterey Bay International Trade Association (MBITA)** is one of six partners in Northern California, has been a long-standing partner of the CHCC. "The **CHCC** has worked together with BAYTRADE and its partners to promote international business and provide our Hispanic businesses the many resources available in the international marketplace. Today BAYTRADE and their public/private partners can provide timely information on the many steps that need to be taken before embarking on a trade venture," says Manny.

"**MBITA** and BAYTRADE's new initiative with the **CalTrade Coalition** (see lead article) will enhance our ability to react quicker to opportunities and provide a network throughout the State that will alleviate duplications and enhance international business services statewide.

"Of course, the greatest resource available to a Hispanic owned business is their local Hispanic Chamber for they are already connected to a web of organizations both in the U.S. and Latin America and have established the relationships that can expedite entry", Manny proudly states.

*(Continued on page 4)*

**"Rosales"**

(Continued from page 3)

"We look forward to collaborating with **MBITA** and the **CalTrade Coalition** in moving forward the international interests of our State", continues Manny, "and in keeping with our Hispanic Chambers motto throughout the country, **"DOING BUSINESS SANCHEZ, SANCHEZ to SMITH and SMITH, SANCHEZ to SANCHEZ"**, concludes Mr. Rosales.

**LATIN AMERICA  
CALENDAR OF EVENTS**

**August 11-13  
SUPERCOMM**  
Mexico City  
World Trade Center  
Telecomm,  
Internet & Online  
Services

**Aug 12-14  
SOLOF**  
Santiago, Chile  
Centroriente  
Telecomm

**Sep 1-30  
COMPUTER  
SOFTWARE TM TO  
MEXICO**  
Mexico City  
Computer Software  
& Services

**Sep 15-18  
CHCC ANNUAL NATIONAL  
CONVENTION & BUSINESS  
EXPO - San Diego, CA**  
• Business Expo  
• Procurement Pavilion  
• Franchising Pavilion  
• Career Pavilion  
• Business Sessions  
Info: (800) USHCC86  
www.usbcc.com

**Sep 28-Oct 1  
EXPO COMM  
ARGENTINA**  
Buenos Aires  
Centro Costa Salguero  
Computer Services,  
Internet & Telecomm

**Oct 25-29  
COMDEX MEXICO**  
Mexico City  
World Trade Center  
Computer Services,  
Telecomm

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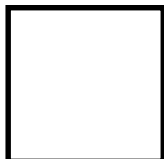
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