

**Executive Summary
Report to City Council
Tuesday, May 2, 2006**

by

Priscilla Lopez & Greg Moore
Long Beach International Trade Office (LBITO)

Purpose of Long Beach International Trade Office:

The Long Beach International Trade Office (LBITO) is a professional program created to encourage and assist Long Beach area companies enter new markets, grow through international trade, and enhance their international sales levels.

LBITO Advisory Board:

- Government organizations
- Ethnic Chambers of Commerce
- Leaders in the business community

Community Outreach & Presentations:

- Welcome Reception for Undersecretary of International Trade – Mr. Garrett Ashley – April 27, 2006
- IBA luncheons October, November, December – Average of 50 – 80 in attendance at each luncheon
- Presentation about LBITO made at IBA November luncheon – Greg Moore was a guest of POLB
- Regional Business Area Network (RBAN) Meeting Panelists (Topic: “International Trade Resources for Small Businesses”) – Approximately 75 participants – Greg Moore & Priscilla Lopez

Training/Upcoming Events:

- Provided international trade training for 7 Long Beach residents
 - Topics included: *Fundamentals of Exporting, Importing to the U.S., Export Documentation, Export Pricing*
- 9 seminars are scheduled for the Spring 2006
 - Topics include: *Fundamentals of Exporting, Importing to the U.S., Export Documentation, Global e-Commerce Marketing, Doing Business in a Foreign Trade Zone, Export Pricing, Setting Up Your Own Trading Company*
- “Exporting Port Technologies to China”- industry luncheon highlighting the Maritime and Technology industries – June 28, 2006
 - Objective: To promote Long Beach as the center point for a new export based industry cluster for Port technologies.

Client Activity:

- Made **86** cold calls
- Met with **32** companies (October – April)
- Actively working with **18** companies

Highlighted Companies & Activities

Company Name: Global EnviroScience Technologies
Location: 2030 W. 17th St., Long Beach, CA 90813
Number of Employees: 7
Company description: Manufactures water desalination equipment.
LBITO Activities for client: Assisting them in locating project financing and insurance for a joint venture project in Vietnam.

Company Name: Royal 4 Systems
Location: 5000 E. Spring St., Long Beach, CA 90815
Number of Employees: 6
Company description: Software development.
LBITO Activities for client: Assisting them locating resellers for software in Japan. Assisted them with database of logistics firms in the Netherlands.

Company Name: SnugTop
Location: 1711 Harbor Avenue, Long Beach, CA 90813
Number of Employees: 300
Company description: Manufacturer of truck accessories.
LBITO Activities for client: Assisting them with contact information for purchasing personnel within Toyota and Nissan headquarters in Israel, China and Saudi Arabia.

Company Name: U.S. Chrome
Location: 1480 Canal Avenue, Long Beach, CA 90813
Number of Employees: 15
Company description: Refurbish airline parts and components – hold a FAA license.
LBITO Activities for client: Assisting them to locate a sales agent in Singapore. Assisting them to develop relations with an airline maintenance firm outside of Hong Kong.

GET, Inc.
Global EnviroScience Technologies
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7 December 2005

Greg Moore
Trade Manager
Long Beach International Trade
Long Beach International Trade Office
World Trade Center Association
One World Trade Center, Suite 410
Long Beach, CA 90831
USA

Dear Greg:

We appreciate very much the work you are doing for us in helping us to locate alternate banking resources for our project in Cyprus.

Yesterday, during a meeting with our new rep/distributor for Lebanon (who aims to sell our products throughout the Middle East), I mentioned that we have you as a resource to help us locate the best possible banking resources to finance large projects. This impressed & pleased them very much, and is a significant asset for us to help promote our products & projects in various regions of the world.

Last week, we had meetings with our new distributors for Vietnam, and they are also looking for financing for a variety of projects. We are counting on you help with this as well. It would be very good if you could join us for a part of our next meeting with these gentlemen this Friday afternoon.

Again, thank you for your support.

Best regards,
GET, Inc.

Martin Lizer
CEO

**Long Beach International Trade Office
Proposed Advisory Board Members**

Revised 5/2/2006

Organization	Name	Status
Black Chamber	Richard Love	Confirmed
CA BTH Agency	Barry Sedlik	Confirmed
Cambodian American Chamber of Commerce	Richer Sans	Confirmed
City National Bank	John Bakker	Confirmed
City of Long Beach - Mayor's Office	Diane Jacobus	Confirmed
Ex-Im Bank	David Josephson	Confirmed
Kessal, Young & Logan	Bill Collier	Confirmed
Long Beach Chamber/IBA	Terry Geiling	Confirmed
Metro Hispanic Chamber	Hugo Merida	Confirmed
Metro International	Scott Neal	Confirmed
Regional Hispanic Chamber	Sandy Cajas	Confirmed
US DOC	Mary Delmege	Confirmed
LBITO Executive Committee		
City of Long Beach	Robert Swayze	
LBCC	Lou Anne Bynum	
	Priscilla Lopez	
	Sheneui Sloan	
LAEDC/WTCA	Steve Harper	
	Lee Harrington	
Port of Long Beach	Tom Teofilo	
	Don Snyder	