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PROCON

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Percentage Increase in California Exports to Asia

Vietnam	61	\$602 m
China	21	\$7 b
South Korea	8	\$4.4 b
Hong Kong	16	\$3.6 b
Malaysia	21	\$1.3b
Thailand	10	\$1b
Australia	12	\$1.7b
Singapore	10	\$2.1b

Dollar Value of California Exports 1st half 2011.

Percentage increase over same period in 2010

Source: WisierTrade.org , Origin of Movement series



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U.S. Commercial Service is Your Global GPS

Lead Federal Agency to promote and develop U.S. exports.

Our goal is to help U.S. businesses export more

Focus on established exporters of products and services

We are part of an international network consisting of U.S. Export Assistance Centers across the country and commercial offices in more than 79 Countries.



U.S. Export Assistance Center in Irvine

The President called for closer coordination among U.S. Government export Agencies.

We have a model that works in Irvine with co-location of four export Agencies to jointly help exporters .

U.S. Commercial Service

EXIM Bank Western Regional Office

Bureau of Industry & Security

SBA Office of International Trade

District Export Council private sector trade experts

SCORE Counselors



Target Industries and High Growth Markets

Target existing exporters, especially those and those in 1-2 markets with resources to grow overseas business

**Priority Industry Sectors – Technology and tourism
CCG lists leading sectors in each export market**

Focus on high growth emerging markets including Vietnam, India, Indonesia, China, Taiwan, Thailand and FTA Countries.



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We are a People Organization

Work with clients long term

We come visit your operations

We have proven industry and Country expertise both in U.S. and Overseas.

Local industry experts in OC



Tourism Exports

U.S. tourism exports play an important role in strengthening the U.S. economy.

Tourism is our leading service export

Record breaking 60 million international visitors arrived in the U.S. in 2010 spending more than \$134 billion and supporting 1.1 million U.S. jobs.

International Travel & Tourism to the U.S. (2010)

Represents almost 10% of all exports for the U.S.

Largest services sector export –\$134 billion or 25% of services.

Generated a trade surplus of \$32 billion.

We are aggressively promoting our U.S. destinations overseas through FAM trips and trade events, including Asia Golf

<http://www.export.gov/industry/travel>



Tourism Growth to the U.S. from Asia Top Ten markets in 2010 – Intl. Visitation

Japan	+16%
South Korea	+40%
Australia	+25%

**China visitors spent \$5 billion in the U.S.
39% increase in spending over 2009.
Account for 24% of all service exports to
China.**



Visa Facilitation in China

Demand has intensified in major emerging economies. Since FY 2005, nonimmigrant visa issuances are up 124 percent in China. State is on pace to adjudicate 34 percent more visas in China this fiscal year compared to last fiscal year.

The State Department is continually streamlining operations and increasing capacity.

In FY 2013, State plans to open a new consulate facility in Guangzhou, and it plans to expand other facilities in China, which will increase window capacity by over 50 percent. State is establishing over 90 adjudicating officer positions in China and Brazil over FY 2011 and 2012.



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Market Research on [export.gov](https://www.export.gov)

Access the U.S. Commercial Service [Market Research Library](#) containing more than 100,000 industry and country-specific market reports, authored by our specialists working in overseas posts. The Library Includes:

Country Commercial Guides

Industry Overviews

Market Updates

Multilateral Development Bank Reports

Procurement Opportunities

Best Markets

Industry/Regional Reports



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GOLD KEY MATCHING PROGRAM

Pre-screened appointments arranged before you go overseas

The US. Commercial Service can help you find potential overseas agents, distributors, sales representatives and business partners.

All about risk mitigation –finding the best partner early

Customized market and industry briefings with our trade specialists.

Appointments with prospective trade partners in key industry sectors.

Post-meeting debriefing with our trade specialists and assistance in developing appropriate follow-up strategies



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Trade Shows and Trade Missions

U.S. Pavilions at Certified Trade Fairs –Asia Golf

International Buyer Program to help find new international business partners at U.S. trade shows

Executive led Trade Missions to get access to high level officials and meet face-to-face with prescreened international business –biotech, aerospace and safety and security upcoming TMs to Asia.



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Seoul International Aerospace Exhibition Aerospace Executive Service, October 17-20, 2011

The Seoul Air Show is one of the world's premier aerospace events and is a great platform for companies to showcase their products and services in the region.

Attendees and visitors include foreign and Korean VIPs, government officials, senior company managers, and high-level executives involved in the aerospace market in Korea and the rest of the region.

AES service at this major aerospace and defense show will assist American companies in making important contact with the industry's key players in this region.



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Meet with Korean Buyers September 29th at LA Chamber

Korean Importers' Association Buyers' Mission

The U.S. Commercial Service will be scheduling appointments between U.S. suppliers and overseas buyers from Korea. Deadline to register is tomorrow.

Twelve successful and mature Korean importers are aggressively seeking NEW PRODUCTS — in all sectors — to sell throughout the dynamic Korean market.

For more information, contact [Julie Anne Hennessy](#) or 310.235.7206 and [Rachid Sayouty](#) or 213.894.4022

<http://export.gov/california/losangeleswest>



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Your success is our success

CS Client Adapt Automation of Santa Ana, CA exported \$3.6 million in design and production equipment and machinery to China in 2011.

Involved initial CS counseling with support from EXIM Bank and Strategic Partner City National Bank and District Export Council.

CNB provided the line of credit guaranteed by EXIM Bank.

Great example of how we bring in all partners to assist our clients.



Your success is our success

One Cycle Control of Irvine, CA exported advanced power conversion systems to China to make the grid more energy efficient. OCC technology has won many major awards from DOD, DOE, and the California Energy Commission to develop and demonstrate advanced power converters under license agreement with UCI. Many partners involved including SCORE. OCC is also SBIR grant recipient.

•Beckman Coulter of Brea, CA was introduced to a Chinese Hospital at an International Buyer Program Trade Show in Anaheim, CA – the American Association of Clinical Laboratories (AACC) who later purchased Beckman’s automation system for biomedical testing.



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Work with all Local Partners

Export Agencies

District Export Council of Southern California - <http://decsocal.org/>
National DEC Conference November 2-5th at Caesar's in Las Vegas
<http://www.deconference.com>

CITDs –STEP Grant will help us reach more exporters

SCORE counselors

SBDCs

Local Chambers, incubators



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Contact Information

Learn More About Exporting

Visit export.gov

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