

Panel I: Picking Up Where Sacramento Left Off

California's international trade infrastructure is at a crossroads. Sacramento's traditional role in promoting California's global economy will change in the months ahead as funding for trade development and promotion is scheduled to disappear. In this uncertain environment, what role should we expect the state government to play in promoting California's international trade activities? Topics will include:

- Should state government be a facilitator of or an active participant in international trade promotion
- What role should local or county governments play in trade promotion and development
- Are overseas trade offices necessary, and, if so, how should they be operated
- How government can develop effective strategic alliances with the private sector

Moderator: Greg Mignano, US Commercial Service, US Department of Commerce

Panelists: Jock O'Connell, Newspaper columnist and trade consultant
Brooks Ohlson, Northern California World Trade Center Association
Carlos Valderrama, Carlsmith Ball LLP
Joe Harrison, California Council for International Trade

Panel II: Trade As an Engine of Economic Growth

International business is becoming more and more local in its impact as small and medium-sized enterprises (SMEs) continue to be the force driving the state's global economy. As support for trade at the state level diminishes, regional economic development agencies are playing an increasingly critical role in facilitating and incubating both first-time and moderately experienced traders. Topics will include:

- Developing statewide strategic alliances focusing on strengths and common solutions to common problems
- Alternative trade finance; encouraging regions to play on their economic strengths
- How EDCs can assist in restructuring non-competitive companies to become global players

Moderator: Wayne Schell, California Assn. for Local Economic Development

Panelists: Rod Balance, Global Trade Center of the Inland Empire
Jose Duenas, Bay Area World Trade Center Association
Mary Delmege, US Commercial Service, US Department of Commerce
Bernie Weiss, Centers for International Trade Development

Panel III: Identifying Industries for Growth

California is an acknowledged world leader in a variety of industries and industry sectors including: agriculture; high technology; biotechnology; environmental science; aerospace; precision instrumentation; electronics; telecommunications; and trade services. By focusing on its strengths, California can retain its leadership role, while

drawing on its abundance of wealth and expertise in order to maximize its global potential. Topics include:

- Identifying the industry sectors with the most potential for growth in the global arena
- How to better assist those companies already doing business overseas and communicate the advantages of taking a company international to those that aren't
- How to work more closely with national industry sector organizations to promote California as a truly global economy

Moderator: Moises Cisneros, Los Angeles Area Chamber of Commerce

Panelists: Barbara Harley, Silicon Valley International Business Incubator
Esther Bicente, California Department of Food & Agriculture
Ed Hinkleman, World Trade Press

Panel IV: Epicenter of the eLogistics Revolution

California boasts an extensive transportation infrastructure with the state's seaports, airports, and rail lines providing distribution links across the and the rest of the world. As such, the state serves as a dynamic test-bed for the latest technologies impacting the flow of goods and services through the seamless global supply chain. Topics include:

- What projects are planned to increase the ability of the state to handle the forecasted surge of goods that will be moving into and through the state over the coming decades
- What new supply chain technologies are being developed to help California companies connect more effectively with suppliers and markets around the globe
- How third-party logistics providers can act as the logistics arm of companies that can't afford to have their own in-house operation

Moderator: Bill Goldsborough, Logistics Analysis Services

Panelists: Beth Peterson, Open Harbor
Greg Johnsen, GT Nexus
Tim Straw, Visage

Panel V: Identifying Challenges and Opportunities

Merely cataloging problems is counterproductive and ineffective without ability to provide viable solutions to those problems. Instead, time is better spent on identifying the challenges facing California in the changing global economy and capitalizing on the strengths that our communities and corporations bring to the global trade arena. Topics will include:

- How to educate state government as to the value and impact global business has on California and the nation
- How California traders can rise to the opportunities offered by the recent spate of free trade agreements including those with Chile and Singapore

- How can California's international business community interact more effectively with government at all levels
- How statewide strategic alliances can be forged to further grow the state's overseas business potential

Moderator: Sean Randolph, Bay Area Economic Forum

Panelists: Hugh Constant, San Diego World Trade Center
Howard Shatz, Public Policy Institute
Dr. John Husing, Economics & Politics Inc.
Jerry Levine, Mentor International