



▶ **VANCE BAUGHAM**  
PRESIDENT,  
WORLD TRADE CENTER  
ASSN. LOS ANGELES-  
LONG BEACH



▶ **WAI CHUN LI**  
FIRST VICE PRESIDENT  
SBA LENDING DEPART-  
MENT EAST WEST BANK



▶ **CARLOS VALDERAMA**  
SENIOR VICE PRESIDENT  
FOR GLOBAL INITIATIVES  
LA AREA CHAMBER OF  
COMMERCE



▶ **ELIZABETH WILLIAMSON**  
REPORTER WALL STREET  
JOURNAL WASHINGTON D.C.

Port of Los Angeles  
**TRADEconnect**

Pathway to Global Trade

OCTOBER 7, 2011

Import/Export *focus*

**ADDRESSING THE NEEDS OF THE BUSINESS COMMUNITY AND PLANTING THE SEEDS FOR A SECURE FUTURE.**

## **KNX and POLA Partner on “The Business of Importing and Exporting” Program at the L.A. Convention Center**

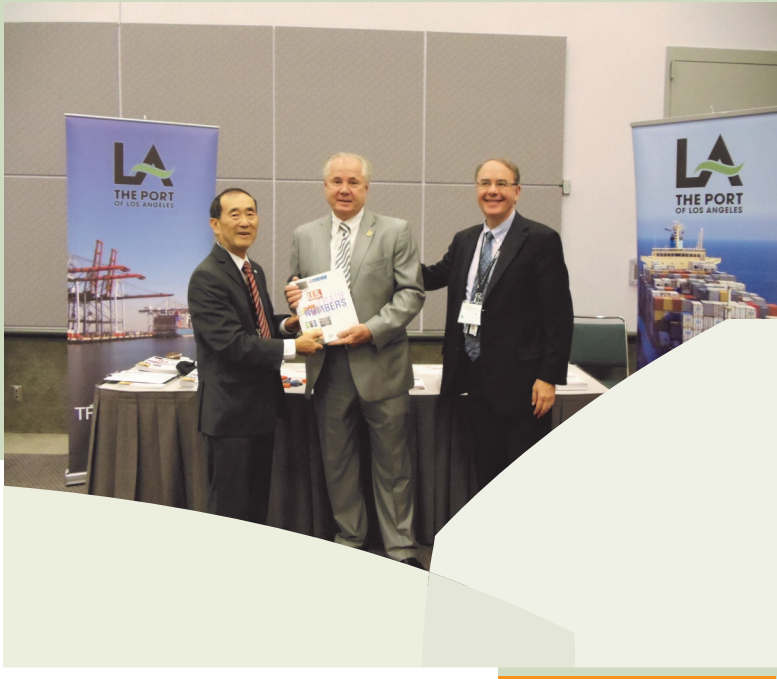
A group of local business leaders teamed with a Wall Street Journal representative to participate in a panel discussion. Entitled “The Business of Importing & Exporting: Succeeding amidst global uncertainty” was part of the CBSNewsRadioLA Business Breakfast Series, presented by KNX 1070 NEWSRADIO. The event was held on Friday, October 7, 2011 at 8:00 a.m. at the Los Angeles Convention Center and was attended by a sold out crowd of more than 800 registrants.

**Frank Mottek**, the award-winning host of the KNX Business Hour, moderated the panel discussion on importing and exporting, which has particular local relevance given both the uncertain global economic environment and the difficult regional unemployment situation. The event included a resource expo, and the Port participated with a **Trade Connect** booth. The Trade Connect Program of the Port of Los Angeles provides workshops on the basics of exporting with experts that help the local business community. It assists

businesses take advantage of the export and import services provided by the Los Angeles port, airport and trade community which can connect them with global trade. Participants were also given an opportunity to network with a continental breakfast before the panel began. There was a lively atmosphere and the Port booth was overwhelmed with inquiries.



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**Dr. Geraldine Knatz**, Executive Director of the Port of Los Angeles opened the panel with a welcome. The panelists included **Vance Baugham**, President, World Trade Center Association Los Angeles-Long Beach: a 30-year veteran of international trade, Mr. Baugham oversees the development of programs to foster foreign direct investment and international trade opportunities for L.A. County and its 88 cities. **Wai-Chun Li**, Manager of SBA Lending Department for East West Bank: Mr. Li has more than 20 years of experience with commercial and SBA lending and is an expert on loan requirements, guidelines, processing, documentation and eligibilities. East West Bank is one of the top 50 leading SBA lenders in the country and among the leaders in Greater Los Angeles. **Carlos Valderrama**, Senior Vice President for Global Initiatives at the Los Angeles Area Chamber of Commerce. Mr. Valderrama is responsible for developing programs to create economic growth by fostering global trade and investment for area businesses. He is an expert in U.S., European, Pacific Rim and Latin American trade. **Elizabeth Williamson**, Reporter for The Wall Street Journal, Washington, D.C.: Ms. Williamson covers the Obama administration's business and trade policy and is an expert on the impact of business interests on government policymaking. She'll be covering the 2012 presidential campaign.

*As an expression of appreciation, Councilmember Tom LaBonge, 4th District, Councilmember on behalf of himself, Jan Perry, President Pro Tempore and Councilmember Eric Garcetti, President L.A. City Council, presented the Port of Los Angeles with a certificate of recognition praising its effort to help the business community with global trade.*



For more information contact:  
Jean Coronel at [jcoronel@portla.org](mailto:jcoronel@portla.org)