



# Long Beach City College

## NEWS RELEASE

**FOR IMMEDIATE RELEASE**  
**April 30, 2013**

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### **Congresswoman Linda Sánchez and Center for International Trade Development Host An Exporting and Manufacturing Panel and Forum**

*International Trade and Manufacturing Experts Share Knowledge on How To Successfully Export and Achieve Growth*

A panel and forum discussion with area manufacturers and exporters on “Exporting: a Gateway for Increasing U.S. Manufacturing,” will take place on Tuesday, April 30, 2013 from 12:00pm to 3:00pm at the local manufacturing company Golden Supreme/Cinderella Hair at 12304 McCann Drive, Santa Fe Springs, CA 90670, at no cost.

Congresswoman Linda Sánchez, representing California’s 38<sup>th</sup> District, has invited fellow legislators to discuss initiatives centered on exporting, manufacturing and resources available to small business owners who are exploring exporting opportunities of their U.S. manufactured goods. Current and previous trade mission participants, including Golden Supreme/Cinderella Hair, will showcase their product lines and discuss how exporting helped grow their local manufacturing operations globally.

“To get our local economy firing on all cylinders, it’s crucial that we support our local manufacturers and our small businesses,” said Congresswoman Sánchez. “When our local businesses can export their products overseas, their profits soar and they hire more employees. That’s why we have to make an investment in the American people, which is what we’re doing in the mission of the National Export Initiative.”

“Engaging and encouraging local manufacturers to expand their business growth plan internationally is at the core of the mission of the Center for International Trade Development at Long Beach City College,” said Lou Anne Bynum, Executive Vice President of College Advancement and Economic Development. “This discussion with local leaders, legislators, and international trade and manufacturing exports, demonstrates our commitment to supporting local, small businesses to strategically think and grow big.”

Leaders who have confirmed their attendance and will speak at the panel and form include: Congresswoman Sánchez; Congressman Tony Cardenas, representing California’s 29<sup>th</sup> District; Mayor Richard J. Moore, City of Santa Fe Springs; Richard Swanson, Director of US&FCS Pacific South Network; Lou Anne Bynum, Executive Vice President of College Advancement

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and Economic Development at Long Beach City College; Cesar Arellanes, Director of CITD at Long Beach City College; and, Fernando Fischbach, Vice President/Owner, Golden Supreme/Cinderella Hair.

In 2010 the Small Business Jobs Act authorized the U.S. Small Business Administration (SBA) to create a 3-year export promotion pilot program known as State Trade Export Promotion (STEP) to assist eligible small businesses to increase their exports. As a California STEP partner, the Center for International Trade Development (CITD) at Long Beach City College focused on assisting a niche of health and beauty manufacturers largely located in Southern California, pioneered the idea of a “California Pavilion” at international trade shows. Since 2012, CITD has assisted more than 40 local, small businesses beauty product manufacturers enter global markets. In 2012 the California Pavilion debuted at the world’s largest health and beauty show. Since then, the initial 11 participants of the program have generated \$13 million in export sales, created 54 jobs and obtained more than \$4.2 million in capital. This year, the program returned to Italy with 23 California companies, doubling in participation, and added a second program for the United Arab Emirates with 18 participating California companies.

### ***About Center for International Trade Development***

*The Center for International Trade Development (CITD) invests in California’s economic growth and global competitiveness through industry-specific education, training and services that contributes to a highly skilled and productive workforce. Hosted by Long Beach City College, CITD assists companies to enter new markets, grow and enhance their international sales through specialized consulting in international trade. CITD offers seminars designed to give small business owners the tools and knowledge to take their firm global by delivering consulting services with legal, logistics and distribution experts, market research and trade missions. The services are offered in conjunction with the Small Business Development Center – International Trade Center and Long Beach International Trade Office, which together provide a comprehensive portfolio of import and export services to California small businesses, at no cost.*

### ***About Long Beach City College***

*Long Beach City College is one of the largest single college districts in the California Community College System. LBCC is a comprehensive college which provides quality educational programs and related student services to nearly 30,000 students pursuing a wide range of degrees, certificates, transfer and other courses of study. LBCC is a driving force in the regional economy as lead host of the Los Angeles Regional Small Business Development Center Network, serving Los Angeles, Ventura and Santa Barbara Counties; and, as the Goldman Sachs 10,000 Small Businesses Initiative site serving Southern California. In 2012, LBCC supported small businesses in creating 2,736 new jobs, increasing client sales by more than \$133 million and helping clients access more than \$83 million in new capital. LBCC’s economic activity generates over \$2.12 million daily in the region’s economy. The College is also in the middle of a \$700 million construction bond program that was approved by local voters.*

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