



ANNUAL INDIA

TRADE AND HUMANITY: BUSINESS OPPORTUNITY AND NEED IN INDIA

Cerritos, California, June 23, 2011—To win market share in India, entrepreneurs must take the time to build relationships, said Noel Massie, President of the Central California District of United Parcel Service (UPS). Mr. Massie was a keynote speaker at the Fourth Annual India Trade Conference held June 23 at the Cerritos Center for Performing Arts, Cerritos, California.

Nearly 300 attendees to the one-day event were able to network about trade opportunities, learn solutions to logistical challenges in India, and discover advances in social entrepreneurship and green technologies.

India's infrastructure is straining to keep pace with the demands of international business community. Panelists, though, spoke from experience on what to expect in the emerging market and why opportunities in India are worth pursuing.

Representatives from Qualcomm, the Port of Los Angeles, U.S. Commercial Service, West Coast Consulting LLC and other companies experienced in India and international trade were among the participants.

The Trade and Logistics Panel is a regular feature of the conference. This year it was chaired by the Port and consisted of presentations by Los Angeles World Airports, UPS, ALLogistx and Maersk. The panel focused on current logistics challenges and solutions for both air and sea freight, as well as future cargo trends and expansion plans. India is now the 12th largest export market for California. LA Customs District trade with India grew 50.52 % in 2010. The Maersk presentation also included a map showing the geographic distribution of different industries and commodity sectors throughout India. UPS highlighted present and future port capacity issues and infrastructure spending plans.

The event was organized by Quanta Consulting, a leader in India trade strategy.

For complete information visit www.indiatraderconference.com.



4TH



Trade & Logistics Panel: • Jim MacLellan, Director of Trade Services, Port of Los Angeles, • Joyce Sloss, Los Angeles World Airports, • Nick Vyas, Managing Director, ALLogistx International, Inc., • Matthew Hill, General Manager, Middle East & India, Maersk

**INDIA TRADE
CONFERENCE
JUNE 23, 2011**



Matthew Hill



Noel Massie



Conference Attendees



Joyce Sloss & R. Sampath



R Sampath & Mayor Chen of Cerritos



Trade & Logistics Panel

**PORT OF LOS ANGELES AWARD FOR
“ACHIEVEMENT IN TRADE”**

At the conclusion of the Conference, there was a pleasant surprise as the Port of Los Angeles was honored by the presentation of a “Certificate of Appreciation for Achievement in Trade”. The award was presented by Richard M. Swanson, Jr., Director, US Commercial Service, International Trade Administration, Pacific South Region and Julie Anne Hennessy, Director of the West Los Angeles Export Assistance Center of the US Department of Commerce. The Certificate was signed by Mr. Suresh Kumar, Assistant Secretary of Commerce and Director General US & Foreign Commercial Service. During the presentation, Richard Swanson specifically mentioned the contributions made by the Port’s Trade Connect export seminars for small business as well as the joint initiative of the India Trade Conference.



Cerritos Center Main Hall



Port of Los Angeles Booth

The Trade Development Division of the Port of Los Angeles is responsible for trade promotion programs designed to encourage increased trade through the Southern California Gateway. This includes:

- * *Outreach programs to encourage and assist local small to medium size businesses (SME's) to enter export markets*
- * *Attracting beneficial cargo owners to the Port, and liaison with their professional associations*
- * *Promoting business opportunities in specialized commodity areas, with particular emphasis on export cargoes*