

International Trade Minutes

We had 25 people for a banner session!

Introductions – 25 people introducing themselves, and places around the world they do business.

Mile high view on Latin American Markets-

Looked at declining markets in Brazil and Venezuela having major impacts on Latin America as a whole. Growing frontier in Argentina-the new star of Latin America as well as Mexico showing signs and forecast for growth in 2016. Mexico is forecasting strong industrial sector growth, and booming Data Center business. Inflation in Latin American countries is having a profound effect on financing, and pressure on the currencies.

Mile high view of the Middle East, as a growth market and influences on oil prices

and effects in these markets, GDP growth 2.8% low oil prices stalled growth. Iran deal is looking to increase oil production supply and have a profound effect on oil prices. Isis, and terrorism is significantly impacting countries like Iraq, Syria, Libya destroying their infrastructure and oil production. Middle East continued growth in a down oil price market, and will only continue to grow as oil prices rise as they are predicted to do over the next few years.

Had a great guest speaker Mark Lum, who did an overview of using google to grow international your business internationally. From history of search to Global SEO, using back-links and directories to increase business opportunities. Talked about how to optimize your website and a strategy if you are looking at using search and internet to expand internationally and focus into different areas of the world.

Nominated and elected a new Secretary -congratulations to Tiffany Tam!!!

Suggestions for Sacramento looking at Gold Key program and a possible guest speaker from the department of commerce.