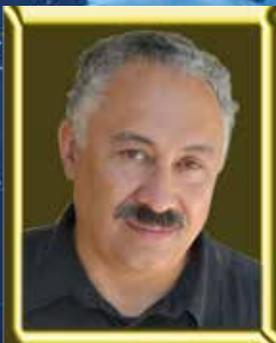




Women in International Trade
- Los Angeles -

Third Annual
Global Trade Awards
2015





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LOS ANGELES

Women in International Trade
- Los Angeles -

3rd Annual
Global Trade Awards

6:00 pm

October 8, 2015

at the

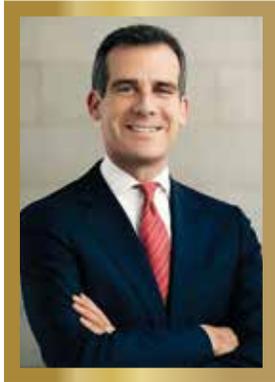
San Pedro Ballroom

Crowne Plaza

Los Angeles Harbor Hotel



LETTER FROM THE MAYOR



October 8, 2015

Dear Friends,

On behalf of the City of Los Angeles, welcome to the Women in International Trade-Los Angeles' (WIT-LA) 3rd Annual Global Trade Awards Gala, a celebration of our city's economic strength and prosperity.

Congratulations to WIT-LA on celebrating their 30th anniversary. For three decades WIT-LA has provided a platform for international trade education, seminars, and networking, connecting its members to the Organization of Women in International Trade network of more than 3000 members worldwide.

Cities need to embrace new markets and make global exchange easier. That is why the City of Los Angeles engages internationally and continually invests in its ports, transportation infrastructure, and in businesses here at home. As a gateway for trade to and from Asia and Latin America, Los Angeles connects businesses to global markets.

WIT-LA helps us engage and connect and has been a pioneer in promoting international trade. In recognition of their achievement, WIT-LA was honored with the prestigious Bob Kleist Leadership at this year's World Trade Week Kickoff Breakfast.

I extend my congratulations to Anne Maricich, Outstanding Woman of the Year in International Trade. I also congratulate honorees: Jean Coronel, Norman Harris, Kathy Hong, Maryavis Bokal, Angela Rosenbach, Rebecca Branham, Nguyen Thi Tuyet Minh, and Stella Poon for their important contributions to help boost trade and the regional economy.

I send my best wishes for a memorable Anniversary Gala and continued success in supporting international trade

A handwritten signature in blue ink, appearing to read 'E. Garcetti'.

October 4, 2015



MESSAGE FROM THE PRESIDENT



October 8, 2015

Welcome to WIT-LA's Third Annual Global Trade Awards Gala!

On behalf of Women in International Trade, Los Angeles (WIT-LA), I would like to thank you for attending our Global Trade Awards Gala and joining us this evening to celebrate a great year of activity, by enjoying this fabulous event and also to celebrate WIT-LA's 30th anniversary providing the international trade community with educational programs and a global platform for networking.

WIT-LA takes pride in recognizing women leaders from the Southern California area, and select several countries around the world which are important markets for our region. I want to personally congratulate all the Global Trade Awards Winners, and thank them for their contributions to our industry.

Tonight, we take a few moments to recognize and honor women who have excelled in international trade and contributed to global economic growth, whose efforts and accomplishments in conducting and promoting international trade have been exemplary. We believe that by recognizing and celebrating these outstanding leaders and influencers, who have made unique contributions to our community and the international business arena, we expand the sphere and value of international trade.

We're honored to host the Global Trade Awards Gala to celebrate with an evening filled with collegiality, excitement, and pride for the entire international trade community. I'd especially like to thank Mayor Garcetti for recognizing our effort and for congratulating our award winners. I also want to recognize and express our appreciation to our dignitaries from foreign Consulates, and thank them for supporting us in recognizing such accomplished individuals.

We are so grateful for the support of our sponsors: the Port of Long Beach, PricewaterhouseCoopers (PwC), and the Port of Los Angeles as well as other contributors to this important event. I'd also like to extend my gratitude to the District Export Council of Southern California (DECSC), a wonderful organization, who has partnered with us for this event. I sincerely extend my gratitude to the WIT-LA Board for all their hard work, and to our volunteers who are making this event so elegant and enjoyable. Without everyone's support, as a major player in international trade, WIT-LA's educational programs and celebratory programs such as this would not be possible.

I look forward to sharing a memorable evening with you tonight!

A handwritten signature in black ink, which appears to be "Lilia C. Navarrete". The signature is fluid and cursive.

Warm regards,

Lilia C. Navarrete
President

Women in International Trade—Los Angeles (WIT-LA)





L O S A N G E L E S

2015 Recipients of Bob Kleist Leadership Award

Leading Organization Promoting International Trade for Southern California

Providing professional and personal enrichment and a platform for global networking



P.O. Box 45802
Los Angeles, CA 90045-0802
(213) 545-6479
E-mail info@wit-la.org
www.wit-la.org

OUR STORY

Southern California Organization With Global Reach

In 1985, a group of women from the Los Angeles area formed Women in International Trade - Los Angeles (WIT-LA) with the objective to advance career and trade opportunities for women in Southern California.

Today WIT-LA is recognized worldwide for building ongoing trade relationships within and between global communities. After more than 30 years of providing educational programming and networking opportunities, our organization is now well positioned to further the advancement of women and men in international trade in Southern California. By expanding our global horizons and building strong business relationships, our organization will continue to grow and is committed to serve our international trade community so that it thrives and excels as one of the leading centers of international trade around the world.



WIT-LA, achieves global reach by its affiliation with **OWIT - Organization of Women in International Trade** - a non-profit professional organization with over 3,000 members worldwide

and operating since the late 1980's designed to promote women doing business in international trade by providing networking and educational opportunities.





WIT-LA

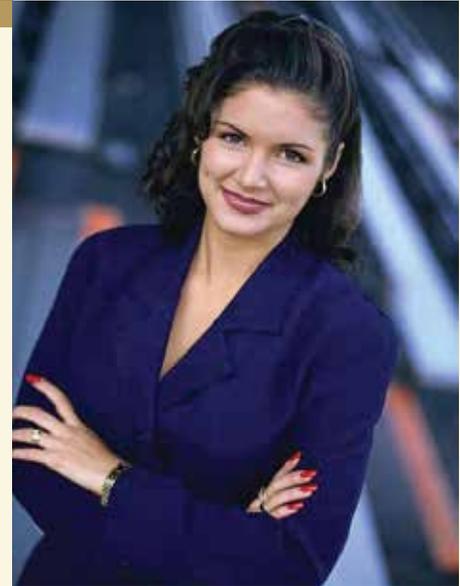
*Leading Organization Promoting International Trade
in Southern California for 30 years*

OWIT's values and philosophy embrace its mission statement: United around the globe to foster international trade and the advancement of women in business. Its growing network continues to provide a collective forum to support education, to facilitate information exchange and to promote networking.

WIT-LA was one of the founding OWIT chapters and is part of a growing list of chapters that span the globe covering a multitude of countries and regions including the U.S., Canada, Europe, Latin America, Asia and Africa.

OWIT is recognized worldwide for building ongoing trade relationships within and between global communities and enabling members to expand their client base and alliances throughout its network.

Women in International Trade Los Angeles (WIT-LA), is a leading non-profit association with a focus on helping its members develop and execute global trade opportunities. Championing a results management approach, our chapter members strive for the highest standards of business ethics and expertise in all aspects of international and domestic trade.



Our diverse membership of women and men within the Southern California area are professionals from all facets of international trade, industries and business sectors, not limited to: banking and finance, communications, customs and trade law, education, government and diplomacy, import/export compliance, insurance and risk management, technology, transportation, and other trade-related services. Our members share knowledge, mentor youth and peers, connect with counterparts in other countries and exchange

business contacts and referrals. WIT-LA's strength is the global expertise of our members who have a strong focus on planning and executing business opportunities involving international trade.

WIT-LA believes in extending educational opportunities beyond our professional programming. We strive to have a local as well as global impact on education for our youth around the world. To meet that goal, WIT-LA is proud to provide annual scholarships to two local college students, contribute financial support to

our preferred charity, Room to Read, in their efforts to end the cycle of poverty one child at a time by building schools and libraries and providing long term scholarships to girls in the developing world.

WIT-LA's values and philosophy are embraced in its mission statement; "Providing professional and personal enrichment for the women and men in international trade" in the Southern California area. Supporting this mission, we provide educational programming to enhance and advance the career opportunities of our members. Our continuously increasing business network continues to provide a collective forum to support education, facilitate information exchange and promote networking. In pursuing these goals, WIT-LA strives to provide a rewarding volunteer environment, to stay at the forefront of trade and technological developments, and to work in sensitive cooperation with peers and alliances.

The Vision

OF THE GLOBAL TRADE AWARDS GALA

WIT-LA is very proud to present a premier one of a kind event in the Southern California area that recognizes women influencers in international trade.

We are thrilled to see this program come to fruition. By recognizing and celebrating outstanding women leaders through acknowledging their accomplishments and unique contributions to our community and to the international business world, we believe that WIT-LA is instrumental in helping expand the sphere and value of international trade, not only to our local, but also to the national, and global economies.

WIT-LA's Global Trade Awards Gala draws individuals together from the international trade community. It recognizes and celebrates international trade and women who have made a difference by serving as role models and by laying the groundwork to advance international trade. We all are paving the way for others to successfully expand their business internationally as we strengthen the vision of a more integrated world of international trade.

WIT-LA's goal in presenting the Global Trade Awards at this 3rd Annual Gala in 2015, and those to follow in coming years, is to heighten awareness of the critical importance of international trade in Southern California, and to recognize the far reaching effects and powerful impact generated by the Ports of Los Angeles, Long Beach, and Hueneme, and by the Los Angeles World Airport on not only our local, regional, and national economies, but also on the global economy. WIT-LA is proud to celebrate the importance and magnitude of this effect on international trade.

WIT-LA is committed to our vision of service in support of sustained, profitable growth for all enterprises, organizations, agencies, and entities whose charter and mission includes participation in, or support of, international commerce. Our Annual Global Trade Awards Gala recognizing the contributions and achievements of those who lead and share this vision now and in the future will continue in pursuit of fulfilling our vision.



Program

5:30 PM *Registration*

6:00 PM *Reception and Networking*

7:00 PM *Welcome*

Opening Remarks

Dinner

8:00 PM *Presentation of Awards*

International Trade Catalyst of the Year Award

WIT-LA Member of the Year Award

Innovative Exporter of the Year Award

Innovative Importer of the Year Award

Global Trade Ambassador Award - Brazil

Global Trade Ambassador Award - China

Global Trade Ambassador Award - Hong Kong

Global Trade Ambassador Award - Vietnam

Outstanding Woman of the Year Award

10:00 PM *Closing Remarks*

Congratulations

*To All Our
Global Trade Award
Winners!*



WIT-LA'S GLOBAL TRADE AWARD WINNERS 2015

Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
— LOS ANGELES, 2015

13.

**OUTSTANDING WOMAN OF THE YEAR
IN INTERNATIONAL TRADE
ANNE MARICICH**

15.

**INTERNATIONAL TRADE CATALYST OF THE YEAR
JEAN CORONEL**

17.

**MEMBER OF THE YEAR 2015
NORMAN W. HARRIS III**

19.

**INNOVATIVE EXPORTER OF THE YEAR
MARYAVIS BOKOL**

21.

**INNOVATIVE IMPORTER OF THE YEAR
KATHY HONG**

23.

**GLOBAL TRADE AMBASSADOR - BRAZIL
ANGELA ROSENBACH**

25.

**GLOBAL TRADE AMBASSADOR - CHINA
REBECCA BRANHAM**

27.

**GLOBAL TRADE AMBASSADOR - HONG KONG
STELLA POON**

29.

**GLOBAL TRADE AMBASSADOR - VIETNAM
NGUYEN THI TUYET MINH**

*Congratulations,
Anne Maricich!*



POLA
Ont

LAX

LAS
Hueneme
POLB



OUTSTANDING WOMAN OF THE YEAR IN INTERNATIONAL TRADE

Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
— LOS ANGELES, 2015

Anne Maricich

Anne is the Acting Director of Field Operations at the Field Office in Los Angeles, California of US Customs and Border Protection (CBP). CBP is the unified border agency within the Department of Homeland Security charged with the management, control and protection of our nation's borders at and between the official Ports of Entry. Having worked at CBP Headquarters in Washington, D.C. on Trade Policy, Anne now is responsible for almost 2000 employees and oversees imports into the Los Angeles/Long Beach ports of entry, which process over 5 million cargo containers accounting for over 40% of all containers arriving into the United States, as well as the Los Angeles International Airport with over 9 million arriving international passengers. Under Anne's guidance, the Field Office in Los Angeles carries out CBP's mission to protect our Nation from dangerous people and harmful goods.



A role model and leader, Anne improved international trade through many significant achievements. She instituted innovative approaches that include increased use of Global Entry, automated passport control and mobile cargo release to allow for expedited processing of lawful travelers and legitimate cargo, while re-directing CBP resources as needed and saving government spending. Other efforts include finding alternatives to seizures and enhanced automation, which significantly reduced the need for paper documents. This significantly decreased cargo delays and storage fees, a big improvement for importers' ability to meet budget goals and increase customer satisfaction.

Anne has been actively involved in CBP's transformative initiative, the development of Centers of Excellence and Expertise (Center). In 2015, the first fully functioning Center (Electronics Center) was implemented in Los Angeles, which has operated under a new organizational vision that has

been and is effecting strategic changes within and outside the agency. To date, the Electronics Center has realized a number of efficiencies that have brought about increased transparency and predictability for the trade community through uniform decisions on classification, value and free trade agreements; streamlined processes for protests, post summary adjustments, prior disclosures; centralized enforcement for antidumping, trademark and patents.

Anne believes strongly in the value of partnership and is a strong proponent and sponsor of stakeholder engagement, promoting collaboration and transparency in local approaches to Importer Security Filing penalties, export exams prior to consolidation, port congestion and government shut down contingency procedures.

Besides all she has done throughout her interesting career in carrying out her responsibilities in furthering CBP's mission, Anne believes in the concept of giving back, as others have done for her. She is actively involved in the Federal Executive Board professional development program. She serves as a mentor and executive leader to support the development and preparation of the agency's next generation. Her ambition is to do all she can to equip aspiring individuals with core qualifications the future leaders in the federal government will need to effectively promote lawful trade and travel to advance US economic competitiveness.

Could it be any more obvious to see that Anne has furthered international trade through excellence and innovation? WIT-LA is very proud to celebrate Anne and her accomplishments with this Award.



Congratulations, Jean Coronel!

Congratulations to Jean Coronel and All
of This Year's Global Trade Honorees.

THE PORT 
OF LOS ANGELES

portoflosangeles.org



INTERNATIONAL TRADE CATALYST OF THE YEAR

Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
— LOS ANGELES, 2015

Jean Coronel

This year's International Trade Catalyst, Jean Coronel, is a long-standing WIT-LA member. Born in the Philippines, Jean will tell you that even at an early age, she looked forward to new challenges and novel situations, and was up at the crack of dawn each day, raring to go.

Ms. Coronel's formative years were influenced by powerful women around the globe, strong women like her grandmother who believed that love is the key to life and its influences are those that move the world; like her aunt who willingly put her family's interests before her own. In particular, the entrepreneurial spirit of Jean's mother in her courage, vision, passion, persistence, and demonstration of the value of working hard became part of Jean's DNA. From her educators, many of whom were nuns, she learned the importance of family values and discipline.

Ms. Coronel is a career employee with the City of Los Angeles and originally started out as a Senior Management Analyst I with the Los Angeles Police Department where she worked for 16 years. She fondly remembers her "sisters-in-law" at LAPD where she learned what being tough and being compassionate at the same time means.

Ms. Coronel later transferred to the Port Police Division; the Port of Los Angeles soon recognized her many outstanding strengths and she then was promoted to a Senior Management Analyst II to work directly under the Port's Executive Director, Geraldine Knatz.

Dr. Knatz often acknowledged Jean's excellent work ethic, writing ability, initiative, and creative talents.



After three years in the Executive Offices, Jean elected to transfer to the Business and Trade Development Division where she is tasked with improving and enhancing a wide variety of trade development outreach activities on behalf of the Port. Jean was instrumental in the advancement of the Port's "Trade Connect" Program for which the Port of Los Angeles received the Presidential "E" Star Award for Excellence in 2013.

Jean's outstanding work resulted in an increase of both the number and quality of trade seminars and workshops offered by the Port to external government agencies, professional associations, and business and community organizations. Jean is renowned for her bridge-building skills and facilitation with trade groups and others interested in learning more about the Port of Los Angeles and doing business with the Port.

Jean readily acknowledges that the value of professional development of women in the arena of global trade and business means women making a difference, trailblazing the path for others to follow and undertake with courage to make their own mark in this world.

Jean will tell you that we are all global citizens, living that entrepreneurial mind-set, connecting the dots to possibilities elsewhere. Today's markets are filled with opportunities; manufacturers and businesses need to move fast and get connected to help reach goals.



WIT-LA

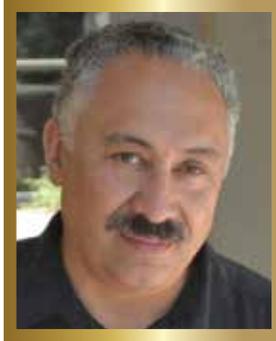
*Appreciates Norman!
Congratulations!*



WIT-LA MEMBER OF THE YEAR

Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
— LOS ANGELES, 2015

Norman W. Harris III



Maybe surprising or extraordinary, this year's **Member of the Year** is a man. No doubt familiar to many here today, Norman is the ever present photographer at WIT-LA events, capturing snapshots in picture-perfect form.

A professional photographer making a little extra money on the side? That's not Norman. A professional photographer? For sure! Norman shows up without having to be asked. He masters his camera with perfection and knows just when to take that perfect photo to be added to the collection of many others, testifying to WIT-LA's events!

Known for his down-to-earth approach, charm and aplomb, Norman brightens the room with his smile, as he seizes the opportunity to take yet another perfect picture and photographic memory for WIT-LA. He asks for nothing in return.

Norman also believes that WIT-LA fills a need in Los Angeles with international trade programs and specialized events, such as this one, so he is glad to make extra efforts to support and promote WIT-LA and other women's organizations, while having fun at the same time. Norman continuously attends WIT-LA programs and has been a member of WIT-LA for years. A true WIT-LA supporter! Norman's desire to support women's organizations is a "thank you" to his managers, who happened to be women, who, in his own words, taught him everything he knew as an up and coming professional in Logistics.

Norman has been involved in international trade for more than 25 years. He is a **Licensed Customs Broker, Customs Services Manager, Panalpina, Inc.** He is a graduate of Boston University and received his Customhouse Broker license in 1989 after passing the exam on his first try. Norman has deep

experience with Customs Brokerage operations, with air, ocean, and domestic carriers, and with all regulatory requirements. He is a pro at dealing with Customs (CBP) effectively, and his prime focus throughout his professional experience has been on every aspect of import related transactions, and includes transportation and regulatory compliance expertise.

Norman is the owner and Lead Educator of Trade Learning Network, offering mentoring and training services. He teaches a Customs Broker Exam Training class at El Camino College twice a year for the international trade community, and is the former Vice President and current Board member of the Los Angeles Customs Brokers and Freight Forwarders Association, and also a member of the Foreign Trade Association.

Norman's commitment and service to WIT-LA have been invaluable and are very much appreciated!

Thank you, Norman!



*Congratulations,
Maryavis Bokol!*



INNOVATIVE WOMAN EXPORTER OF THE YEAR

Maryavis Bokol U.S. COMMERCIAL SERVICE

Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
— LOS ANGELES, 2015

No stranger to special honors, Maryavis is the Senior International Trade Specialist with the U.S. Commercial Service, U.S. Department of Commerce, based in Irvine, California. A world-class expert with more than 20+ years of export marketing experience, Maryavis provides expertise to U.S. firms and helps them identify their market specific export needs, how to meet them, and how to make best use of U.S. Commercial Service capabilities worldwide.



Her industry specialties include among others food, cosmetics, medical devices and nutritional supplements. Driven to get results, Maryavis implemented a nationwide strategy for medium and smaller sized U.S. firms to utilize the “advocacy” assistance available to them from the USDOC & U.S. Embassies. She expanded efforts that afford more American firms to bid successfully on projects funded by multi-lateral development banks, and implemented (with her colleagues) on-line export marketing tools throughout the Commercial Service, including e-Market Expresses, e-Showtime, Industry Focused Promotion Trade Lead Program.

The Business and Professional Women’s Association named Maryavis “Woman of the Year”, and the Secretary of Commerce appointed her as a member to the Illinois District Export Council (DEC). Today, WIT-LA honors Maryavis for her remarkable determination to brake a significant barrier to trade. While the “solution” to this problem rested with the State of California, clearly not with Maryavis, she took several very deliberate steps that resulted in the braking of a barrier to export.

Unable to obtain Certificates of Free Sale, a large number of exporters complained and looked for help, apparently in the wrong places. Once Maryavis became aware of the problem, and true to her nature, she jumped in to

assist. For certain products, foreign governments require that a Certificates of Free Sale accompany each export as a condition to allow importing it into their countries. The Certificates are issued by local offices of the Health and Human Services Agency of the State of California. Unable to get resolution from the responsible offices.

Maryavis took some very deliberate steps to resolve the situation. She added hours of extra work and relentlessly kept the issue on the forefront. She worked behind the scenes to consolidate data on the documentation requirements from several countries, and collected anecdotes from exporters that would help bring the case alive and demonstrate to local officials the impact the current process (or lack thereof) had on local export businesses. Maryavis briefed State officials directly, while also appealing for help within her network of experts. Among them were Southern California District Export Council (DEC) representatives. Maryavis persuaded the DEC to organize a small working group to fully understand the issue and to alert State authorities. The State of California got a wake-up call. It rang at the desk of California Governor Brown. He signed legislation to streamline the State’s Certificate Program in October 2013, which allowed adding staff and cut insurmountable backlogs.

Overcoming this roadblock to CA exports and helping the State of California improve operations is truly deserving of the Woman Exporter of the Year Award! - Thank you, Maryavis!



*Congratulations,
Kathy Hong!*



LAX

INNOVATIVE WOMAN IMPORTER OF THE YEAR

Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
— LOS ANGELES, 2015

Kathy Hong



Kathy Hong is a graduate of California State University – Northridge and President and Chief Executive Officer of DK Express, Inc. as well as a licensed customs broker. Ms. Hong has provided customs and trade consulting services for last 25+ years and contributed to the growth of international trade between South Korea and the U.S., in particular, through promotion of the Korea-U.S. Free Trade Agreement. Ms. Hong has very actively participated in KORUS FTA seminars, KORUS FTA academy, and other types of trade education programs as a key note speaker, panelist, and lecturer, all of which have been organized by the Korean Consulate General and Korean business community.

Kathy serves as a Customs Advisor to the Korean Consulate General in Los Angeles to assist Korean traders and investors entering U.S. markets. She has served as Vice-President of the Korean American Customs & Trade Study Association since August 2013.

Ms. Hong is noted for her two very innovative solutions of customs compliance developed on the basis of her tireless R&D activities and problem-solving way of thinking: KORUS FTA benefit solutions and FDA compliance solutions.

Rules of origin and origin verification procedures under Korea-U.S. Free Trade Agreement appeared as challenges for importers since they were new regulations and there was not initially much information about the best practices in the utilization of Free Trade Agreement benefits. Importers

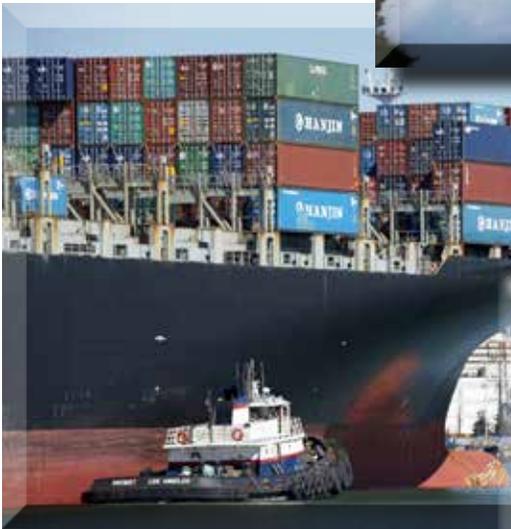
frequently failed to provide sufficient information to prove origin of goods. For example, the Free Trade Agreement's new requirements, through the Food Safety Modernization Act, initially acted as a critical barrier for the timely importation of food stuffs since the new regulations required steps more to secure food safety. A significant number of imported food products from Korea had been held and reshipped or destroyed due to violation of the new food safety rules.

Kathy's FTA & FDA innovative solutions worked very well to address and eliminate the hurdles that importers faced and ultimately contributed to the huge savings in time and customs duties that did not have to be paid.

While DK Express provides the full range of customs services, including import-export services between the U.S. and Mexico, Kathy is truly an innovative pioneer in the field of Korea-U.S. Free Trade Agreement solutions and FDA solutions.



*Congratulations,
Angela Rosenbach!*



LAX



GLOBAL TRADE AMBASSADOR OF THE YEAR

Angela Rosenbach BRAZIL

Born in Brazil, our Global Trade Ambassador, Angela Rosenbach, came to this country in 1979 and attended college here at San Diego State University. She graduated in May 1985 with a Bachelor of Science in Finances with further specialization in accounting. She rose through the ranks at the State Board of Equalization. While at BOE, she worked as an auditor eventually managing and rising up to handle special projects, such as training and recruitment for the district. Most significantly, Angela pioneered the establishment of the BOE's annual small business fair here in Los Angeles, drawing more than 15 governmental agencies, federal/state/local, and 500+ attendees to connect small businesses to business opportunities with government.



organizations to strengthen business ties between our two countries.

Ms. Rosenbach has led the Chamber's efforts in sponsoring marketing events, such as one highlighting the Brazilian luxury market and the demand for such goods by Brazilian consumers in the US; sponsoring information events like one for the entertainment industry, which included speakers from Brazil's film

regulatory agency, to promote a greater understanding of the entertainment opportunities in Brazil and the market there; and hosting Her Excellency Liliana Ayalde, U.S. Ambassador to Brazil, at a dialogue with business leaders in the local community on identifying and removing trade barriers between our countries. She works closely with the Consulate-General of Brazil in Los Angeles with the support of Consul General Bruno Bath.

We are honoring Angela this evening not only for her history in connecting people with business opportunities in the public sector but also for her leadership as President of the Brazil-California Chamber of Commerce. She is now in her second term as President of the Chamber. Under her leadership, the Chamber has risen to the ranks of an internationally known organization and a go-to place for making business connections.

In addition, Angela, both as a role model and advocate, seeks and mentors women business owners in international trade, particularly, those who are immigrants to this country, as she was, and is a frequent speaker at events and more recently at "Challenges of Immigrant Women in the Business World" sponsored by the Consulate-General of Brazil here in Los Angeles.

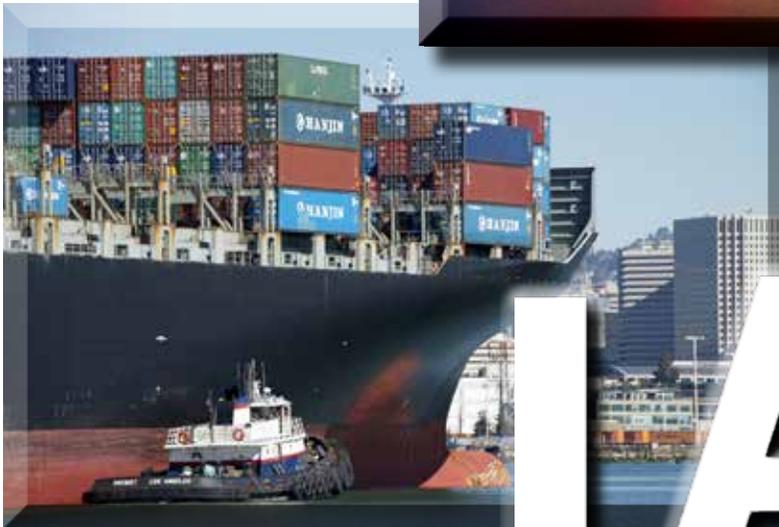
The focus of Ms. Rosenbach's leadership efforts is to grow business between Brazil and California by bringing awareness and information about Brazil and facilitating the needs of American businesses for Brazilian resources. Angela is a key liaison between our countries. She has worked closely with local organizations such as the Greater Los Angeles Chamber of Commerce, The Port of Los Angeles, US-Mexico Chamber of Commerce and other

A high priority for Angela is to work with international students, including students from Brazil at local schools, such as UCLA, by providing internships and guidance in business matters, an example of which is how business communications in this country can differ in approach compared to how it is done in Brazil.

This Global Trade Ambassador has and continues to be instrumental in connecting, addressing, and promoting international trade among the U.S., California and Brazil.



*Congratulations,
Rebecca Branham!*



LAX



GLOBAL TRADE AMBASSADOR OF THE YEAR

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Rebecca Branham CHINA

Rebecca Branham is an international entrepreneur who has had a profound impact as a trusted resource in her home country of China and with California-based businesses doing business there. Based in Shanghai, Ms. Branham frequently travels between the U.S. and China to conduct business and promote Chinese Professional Woman (CPW), a non-profit organization that Ms. Branham established to support and encourage Chinese women in their professional positions.



International Airport), and the new Disney Adventure Cars attraction at the California Adventure theme park. B&L assisted SASCO with strategies for obtaining additional projects throughout China and guidance through the nuances of setting up an office in China and hiring staff.

Over the years, Rebecca has been involved with the American Chamber of Commerce in Shanghai that is the largest in the world. She formerly served as its Co-Chair of Corporate Social Responsibility Committee and is the current Vice-Chair of its new Business Council for Sustainability and Responsibility.

Prior to her work with CPW, Rebecca co-founded B & L Group, Inc. that provides project management services to foreign companies investing in China. Rebecca is responsible for business activities with profit and loss accountability for daily operations. B&L's projects include R & D centers, manufacturing plants, chemical plants, and commercial buildings. For example, Rebecca's company completed the first platinum LEED manufacturing project in China. B&L Group oversaw the construction of the USA Pavilion at the 2010 Shanghai Expo where she worked with Burbank-based BRC Imagination Arts to meet schedule and quality requirements. Because of the impressive achievement of the USA Pavilion project, Rebecca was recognized by Secretary of State Hillary Clinton and invited to Secretary Clinton's reception for the opening ceremony of the USA Pavilion at the State Department in Washington, D.C.

Ms. Branham is a proud graduate of the Executive MBA program at USC's Marshall School of Business. This fall, she will be honored with a USC Widney House Alumni award for her volunteer service with the university.

Rebecca has been actively involved in charity activities in China since 1997. Rebecca and her husband recently came to Los Angeles as a part of a delegation in support of athletes from China for the 2015 Special Olympics, which they also financially supported.

Under Rebecca's leadership, her company also worked with Fullerton-based SASCO as they established a new office in Shanghai in anticipation of the Shanghai Disney project. SASCO is the electrical contractor that is involved with all the wiring for the upcoming Disneyland theme park and is well-known for performing the electrical wiring for LA Live, LAX Gateway Pylon Project Kinetic Light Installation (100 foot pylons that light up the entrance to Los Angeles

The achievements of Rebecca Branham, in work and philanthropy, reflect the professionalism and collegiality that WIT-LA supports through our programs and networking events in the international trade arena.

Thank you, Rebecca, for being such an outstanding Global Trade Ambassador of the Year!



*Congratulations,
Stella Poon!*



LAX



GLOBAL TRADE AMBASSADOR OF THE YEAR

Stella Poon HONG KONG

Hong Kong is a dynamic and fascinating environment for international business with its natural geographical advantages as an important gateway to the Chinese mainland and strong manufacturing labor force. Stella Poon grew up with parents who were among the hard-working small factory owners who helped contribute to the success of Hong Kong today, and longed to someday be part of that success. Her journey in international trade began after graduating from Hong Kong Baptist University in 1999 with a Bachelor's Degree in Chinese Journalism, and then joined Hong Kong Trade Development Council (HKTDC) where her passion and enthusiasm gained her oversight for numerous high-level programs and trade exhibitions in Hong Kong during her years as executive with HKTDC.



Like many working women living in a fast-paced cosmopolitan city like Hong Kong, Stella learned the art of balancing life and work – hers came with a passion of loving the community as a devoted Christian. Opportunities came knocking - in 2006, she was tendered an exciting assignment as Marketing Officer in HKTDC's Beijing, China office working with high-ranking Chinese government officials in international trade and enriching her knowledge base for doing business in China. During this 2 ½ year tenure in Beijing, Stella volunteer weekends at "Street Kids Center" helping children who were unable to attend school. Being proficient in both Cantonese and Putonghua dialects, Stella led the Emmanuel-Cantonese Group under Beijing International Christian Fellowship serving Hong Kong people living in Beijing and mentored Hong Kong students studying in Beijing.

Ms. Poon repatriated to Hong Kong in 2008 and promoted to Manager of the HKTDC Service Promotion

team overseeing promotion of Hong Kong's core industry sectors: Licensing, Digital Entertainment, Information Technology, etc. During her tenure, some of the renowned trade events including the Hong Kong International Licensing Show and the Animation and Digital Pavilion at FILMART completed, and her team also led the industry players to explore business opportunities around the globe, including in the United States.

With a heart passionate for Jesus, Stella undertook several short-term church missions to Bangalore (India), Istanbul and Izmir (Turkey) and witnessed first-hand the hard-ships and struggles that many people in these countries dealt with daily – specially the women, and her compassion for these individuals led her to financially contribute and volunteer as a Cantonese/Mandarin translator to these ministries at the Women on the Frontlines Conference 2012 held in Hong Kong.

Stella joined the HKTDC Los Angeles Team in September 2012 for their mega project "Think Asia Think Hong Kong" which drew almost 1,000 business executives. Under Stella's leadership, the HKTDC Los Angeles office was recognized by HKTDC management in 2013 as the "Best Branch Office" and "Best Team" for the mega project. Throughout all of this, Stella's love of providing assistance to other women and her local community continues with her continuous involvement and support in various local prayers groups and relevant ministries. She is very collaborative in the District Export Council of Southern California and the U.S. Commercial Services organizations.

Thank you, Stella, for being such a stellar promoter of trade between Hong Kong and the U.S.!



*Congratulations,
Nguyen Thi Tuyet Minh!*



LAX



GLOBAL TRADE AMBASSADOR OF THE YEAR

Global Trade Awards
WOMEN IN INTERNATIONAL TRADE
— LOS ANGELES, 2015

Nguyen Thi Tuyet Minh VIETNAM

Mrs. Nguyen Thi Tuyet Minh is Chairwoman of the Vietnam Women Entrepreneurs Council and hails to us from Vietnam. Her ongoing involvement in international trade began when she implemented international projects to promote Vietnamese enterprise development. She advocated better policies, enhanced capacity for small to medium-sized enterprises, promoted trading and investing in Vietnamese enterprises, and empowered women by supporting women-led enterprises then and now.



as other U.S. organizations, such as USAID and the U.S. Department of State on Women's Issues, in order to identify prime U.S. markets that would benefit from imported Vietnamese-made products. Currently, Mrs. Nguyen is promoting international trade opportunities for Vietnamese women entrepreneurs with a focus on businesses in Southern California in the garment and agriculture industries.

After realizing the difficulties enterprises in Vietnam faced in starting and operating a business, Mrs. Nguyen knew she could make a difference in the capacity of an officer within the Vietnam Chamber of Commerce and Industry. In 1997, she secured a position, where she applies her experience from working with international businesses. She is a true pioneer of initiating programs in Vietnam. She has developed the pilot program known as the Public-Private Partnership, which focuses on creating jobs for the underprivileged. She has also adopted the Women's Empowerment Principles created by the United Nations Entity for Gender Equality and the Empowerment of Women. With Mrs. Nguyen's expertise and support, thousands of jobs have been created for Vietnamese women, and in turn more than 500 Vietnamese women entrepreneurs are currently studying foreign enterprises and are expanding their businesses.

Ever looking out to promote and empower women in international business, she took action as soon as she recognized the vast and expanding market opportunities to import Vietnamese-made products into the U.S. She conducted joint-research with the United States Embassy and AmCham Vietnam, as well

These and other achievements landed her the appointment as the first Chairwoman of the ASEAN Women Entrepreneurs' Network (AWEN) in April 2014. Through the combined efforts with USAID/ACTI project and other partners, Mrs. Nguyen has supported hundreds of women entrepreneurs in AWEN, and under her leadership, the 1st ASEAN Women Entrepreneurs Forum was successfully organized in Hanoi, Vietnam. It hosted more than 300 participants, including 100 businesswomen from 9 ASEAN countries.

In recognition of her many invaluable efforts, Mrs. Nguyen has received various honorable awards and medals for her exceptional achievements. Her most distinguished award is the Certificate of Merit, awarded by the Prime Minister of Vietnam in 2011. Because of her prominent professional credentials, Mrs. Nguyen has become a bridge between the Vietnamese Government and the ever growing population of Vietnamese businesswomen.

WIT-LA is proud to have Mrs. Nguyen among our midst, and appreciate her time and travel schedule to be here today. We especially appreciate her accomplishments that have empowered so many business women and to develop opportunities for them to transact business in Southern California.

Thank you, Mrs. Nguyen, for being an outstanding Global Trade Ambassador of the Year!



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*We Thank
all our Guests and
Dignitaries*

*for joining us on this celebratory evening
and supporting our vision
of the Global Trade Awards Gala.
We look forward to seeing all of you
next year.*



*Congratulations
Again!*

*To All Our
Global Trade Award
Winners!*



THANK YOU!



John Burcher Band

The Brass Bandits are 11 musicians who have gravitated to Wrightwood to make music. They all have numerous musical experiences ranging from rock & roll to classical and they all love the Big Band Era. Their organizer, John Burcher, has played with ensembles in the High Desert

for several decades. His bands are known for always having a "horn section." He is on call with several bands when they need a "sub" whether for woodwinds, guitar or bass. While pursuing a career in Education Administration, he continued to perform in rock, country, and jazz bands, and often says, "If it sounds good it doesn't need a label."



Norman Harris, Photographer

WIT-LA Member Norman Harris has been involved with photography for more than 30 years through the Boys and Girls Club of America, Westchester HomeTown News, and The Santa Monica Star newspaper; in addition he has served as the official photographer at WESCCON.

Licensed as a Customs Broker in 1989, he is currently the Customs Services Manager at Panalpina, Inc., a member of WIT-LA and former Vice President of the Los Angeles Customs Brokers and Freight Forwarders Association.

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**Reserve Wednesday,
December 9th, 2015
6:00pm - 10:00pm**

**Join us for WITmas!
WIT-LA's Signature Annual
Holiday Dinner Gala and Charity Event**



Opportunity Drawing supporting global education and our preferred charity, Room to Read
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Until Nov. 3rd		
Guest \$80	Member \$70	Table of 8 \$560
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Guest \$95	Member \$80	Table of 8 \$640



Women in International Trade - Los Angeles (WIT-LA) is a California non-profit organization founded in 1985 by professional women involved in international trade to provide professional and personal enrichment to its members.
Women in International Trade, Los Angeles (WIT-LA)
info@wit-la.org www.WIT-LA.org (213) 545-6479
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