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USEFUL TRADE LINKS

- [NASBITE International](#)
- [SBA Office of International Trade](#)
- [California STEP](#)
- [eCertify](#)

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Web: www.WIT-LA.org



WIT-NEWS

Fall 2011

President's Column

Dear WIT-LA Community,

Welcome to the third quarter edition of the WIT-LA newsletter!

I want to call your attention to a couple of upcoming events. The first is a webinar on October 26. It is co-hosted by your friends with WIT Northern California. The subject of the webinar is Carnets. What is a Carnet? It is like a passport for merchandise and allows a product to be sent temporarily from one country to another free of customs duty, bonds and formalities. When used properly, a Carnet can reduce both hassles and costs. Attendance at the webinar is economical and you don't have to leave your desk to attend. Go to our website (www.wit-la.org) and sign up today!

The other is the WIT-LA WITmas event on Dec. 7. This year we are doing WITmas in Italy at the L'Opera restaurant in Long Beach. This is a great opportunity to meet your friends in the business (and some new ones too), win some raffle prizes, support our charity – Room to Read – and enjoy some great Italian food. Look for more information soon.

See you at the next WIT-LA event!



Bruce Leeds



Feature Article: Do you have your CGBP credential?

By Elizabeth Glynn, CGBP, EMG Global Business Solutions

Today's world is more globalized than ever. Opportunity for U.S. companies has never been greater. But, are you ready to seize emerging market opportunities? And, if you are trying to position with a U.S. company unfamiliar with the ins and outs of global trade – or one that values the global capability that you can bring to the organization – how are you able to certify your knowledge of global business? How do you position yourself as an individual knowledgeable about a broad range of global competencies? Simply stated, how do you distinguish yourself as a professional with a unique and valuable skill-set? Obtaining the CGBP credential may benefit you in today's fiercely competitive workplace.

The Certified Global Business Professional (CGBP) designation serves as a benchmark for competency in global commerce. As such, it certifies an individual's ability to conduct global business across four key domains: global business management, global marketing, supply chain management, and trade finance.

Another five topics are integrated across the domains; they include documentation, intercultural awareness, legal and regulatory compliance, technology, and resources. For professionals established in international trade, this certification confirms their body of knowledge in global business. For individuals new to international trade, it serves as a professional development tool to ensure increased understanding of the global business environment. For companies, the CGBP credential assures that employees are able to practice global business at the professional level required in today's highly competitive environment.



NASBITE International, with input from its valued partners, developed a comprehensive exam that encompasses the

resources and body of knowledge to which the CGBP exam was created. The first exam was administered in 2005. Today nearly 1,000 individuals throughout the United States, Canada, Mexico, and other countries are certified. The CGBP credential is supported by the U.S. Department of Commerce and the Small

Business Administration. If fact, in September at the 2011 Association of Small Business Development Centers (ASBDC), held in San Diego, it was announced that business counselors specializing in international trade are to be encouraged to secure the CGBP credential.

So how do you become a CGBP? For individuals seeking to sit for the CGBP exam, they are encouraged to review the 'CGBP info' on the NASBITE International website and to review the sample questions. There is also the ability to take a 'practice' exam. Another option is to enroll in a CGBP Exam Prep course. **Bronwen Madden, CGBP**, is scheduled to deliver such a course at UCLA Extension for the Winter 2012 term; it begins in January. This course will provide a 'refresher' for established professionals planning to take the exam, or an overview for those interested in learning about the dynamics of global trade.

To learn more about the NASBITE CGBP certification, visit www.NASBITE.org. Go to the 'CGBP Info' tab to learn when the next CGBP Exam will be offered, and how to prepare for the exam.

Dario J. Gomez Appointed to the position of Associate Administrator for International Trade at the U.S. Small Business Administration

Congratulations to Southern California native Dario J. Gomez on his recent appointment by the Obama Administration!

Appointed to the position of Associate Administrator for International Trade at the U.S. Small Business Administration in August 2011, Dario J. Gomez oversees programs that support small business engagement and growth in international markets. His office works in cooperation with other federal agencies and public- and private-sector trade groups to promote trade opportunities, facilitate access to export financing, and represent the interests of small businesses in U.S. trade negotiations. Dario also directs the delivery of the SBA's export assistance programs via 19 U.S. Export Assistance Centers throughout the country.



Prior to his appointment at the SBA, Dario served as Los Angeles Mayor Antonio Villaraigosa's Associate Director for Federal Affairs in his Washington DC office. He was responsible for representing the Mayor's positions on federal issues including ports

and goods movement; aviation; export promotion; and energy. Prior to this position, Dario was Mayor Villaraigosa's Director of International Trade for Los Angeles. In this capacity, he was integral in bringing the Americas Business Forum to Los Angeles, which is an annual export matchmaking event with the Department of Commerce to help businesses export to Latin America. He was also responsible for attracting foreign investment and raising the global profile of Los Angeles. In addition to his successes, he was instrumental in recruiting the Chinese electric automaker, BYD, to launch their North American headquarters in downtown Los Angeles.

From 1999-2001 Dario was a Presidential Appointee as a Congressional Specialist for Ambassador Charlene Barshefsky, the United States Trade Representative. During that time, he worked on such historic trade measures as Congressional approval for China's entry into the World Trade Organization, the African Growth and Opportunity Act, and the U.S.- Jordan Free Trade Agreement.

Prior to working for Barshefsky, Dario served on the White House staff in the Administration of President William Jefferson Clinton. Following his work in the Clinton Administration, Dario worked as a legislative

liaison for the City of Los Angeles, where he helped secure federal funding for Los Angeles after-school programs and public works projects. He also worked as a regional manager for the Los Angeles Economic Development Corporation prior to joining the Mayor's Office.

A Southern California native, Dario is a graduate of the IBEAR International MBA program at the University of Southern California, where he worked on global consulting projects for Fortune 100 companies involving the energy and telecommunication sectors. He holds a bachelor's degree in Political Science from the University of Colorado at Boulder.

Small Business Administration

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409 3rd St., S.W. Suite 8500
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Phone: (202) 205-6720
Fax: (202) 205-7272



California STEP

Exporting made easier for California Small Businesses

California receives \$2,540,924 of federal funding for focused export promotion activities under the State Trade and Export Promotion (STEP) Pilot Grant Initiative, CFDA# 59.061.

The STEP project combines a network of state, federal, private and non-profit trade promotion organizations in California to facilitate export promotion activities, serving targeted industries, to drive exports for small businesses.

More information about the California STEP project is available at www.CaliforniaSTEP.org.

The STEP program is funded in part through a grant award by the U.S. Small Business Administration

Compliance Corner: Importing Under Free Trade Agreements – Not as Simple as You Would Think

By Bruce Leeds, Braumiller Schulz LLP

It now appears that the free trade agreements with Korea, Colombia and Panama will soon be approved by Congress and signed by the President. This means that if you import from any of these countries you will be able to do so free of Customs duty and Merchandise Processing Fee (MPF) – right? Well.....maybe.

The most commonly used US free trade agreement is the North American Free Trade Agreement (NAFTA). Eligible imports from Canada and Mexico are exempt from duty and MPF. To support a duty free claim under NAFTA the importer must possess a NAFTA Certificate of Origin executed by the producer or exporter. However this is the exception rather than the rule.

The free trade agreements with Korea, Colombia and Panama will follow the methodology of other (non-NAFTA) US free trade agreements. To exempt an import from US Customs duty and MPF the importer will need to provide a certificate of origin executed by the importer. This is already the situation with other US free trade agreements, such as those with Singapore and Australia.

So, the Korean free trade agreement goes into effect and you receive a shipment from Korea. You want to claim free trade agreement benefits. One choice would be to have your customs broker declare the country of origin to be Korea and claim it under the free trade agreement. You now have imported the Korean product free of duty and MPF. US Customs & Border Protection (CBP) may never examine the transaction and never ask for any

proof of origin. On the other hand CBP can at any time prior to liquidation (typically 314 days after entry) ask for proof that the imported articles qualified under the Korean free trade agreement. You will then have 30 days to submit a certificate of origin signed by **you** stating that the articles qualified under the free trade agreement and specifying the rule of origin under which they qualified. Further, if your company is subject to a Focused Assessment audit by CBP, claims under free trade agreements will be viewed as an area of risk and therefore an area to be audited. Under these circumstances CBP could go as far back as five years and ask for evidence in the form of a certificate of origin signed by the importer to support the free trade agreement claim.

What if you cannot produce the certificate of origin on demand from CBP? The least worst thing that can happen is that you will be liable for duty and MPF on the subject import and all other imports of the same product from the free trade agreement country. You will also have to pay interest on the unpaid amounts. If CBP feels your inability to provide an acceptable certificate of origin is due to negligent or grossly negligent behavior, they can assess a penalty between two and four times the loss of revenue.

What is an acceptable certificate of origin? The Korea, Colombia and Panama free trade agreements will generally have the same requirements for qualifying products as other free trade agreements.

Articles can qualify under the free trade agreements:

1. If they are wholly the growth, produce or manufacture of the country. This may work for agricultural commodities or raw materials, but not for manufactured goods. In today's global economy how many products are 100% made from materials and processing of the origin country only?
2. If a product is made in a free trade agreement country using materials that came from other countries it is not wholly the growth, produce or manufacture of the free trade agreement country. Instead, the product must satisfy one of two tests to determine whether it qualifies under the free trade agreement. The first is the "tariff shift" rule in which the non-originating materials must undergo a change in tariff classification in the free trade agreement country. The second is the Regional Value Content rule in which the qualifying product must consist of 50% or 60% qualifying materials and processing costs (depending on the method of valuation). There is a third rule that is sometimes applied in which the product must meet both the tariff-shift and Regional Value Content rules.

The decision on which rule of origin to use is not yours – it is dictated by the Harmonized Tariff System (HTS) classification of the article. First you have to get the HTS classification right, then you have to determine what rule of origin applies to that classification, then you have to produce a certificate of origin to support your claim. Finally, you have to keep records of the certificate of origin and all associated records for a minimum of five years.

So, can't your customs broker do this for you? To classify the imported products accurately the broker may need information from you about those products. Many importers classify their own products and send the HTS classifications to the customs broker.

This is because a customs broker is acting as an agent for the importer and the importer is liable for any errors made by the broker. Most – if not all – customs brokers would be very reluctant to sign a certificate of origin for the importer. They don't have enough information and don't want to take on the liability. No – you have to do it.

Obviously, to determine whether a product qualifies under a free trade agreement and sign a certificate of origin to support a claim, you will need information from the supplier in the origin country. Did they make the product themselves or get it from someone else? Did they use any non-originating materials? If so, what were those materials and how did the manufacturer process them into the product? If you are not prepared to obtain and retain this and other necessary information you may want to think twice before claiming duty free entry under a free trade agreement.

Before we leave the subject, here are some by-the-ways (BTW):

BTW: The same rule in reverse applies to exports. The foreign importer must produce a certificate of origin, but they may come back to you for information to support their claim.

BTW: Imports qualifying under a free trade agreement are still subject to payment of the Harbor Maintenance Fee (0.125%) if imported by ocean. There are very few exemptions from the Harbor Maintenance Fee.

BTW: Ocean imports qualifying under a free trade agreement still require an Importer Security Filing (AKA "10+2"). Very few ocean imports are exempt from this declaration.

The good news is that the Korea, Colombia and Panama free trade agreements may soon go into effect. The bad news is that you may not want to claim benefits under these agreements.

FTA Fact Sheets Available and Tariff Tools

- A fact sheet on the U.S.-Korea Trade Agreement is available [HERE](http://1.usa.gov/hp0KcR).
<http://1.usa.gov/hp0KcR>
- A fact sheet on the U.S.-Panama Trade Agreement is available [HERE](http://1.usa.gov/dG1wHh).
<http://1.usa.gov/dG1wHh>
- A fact sheet on the U.S.-Colombia Trade Agreement is available [HERE](http://1.usa.gov/gtxmmC).
<http://1.usa.gov/gtxmmC>
- [FTA Online Tariff Tool](#)
- [Online Tariff Database](#)
- [U.S. Government Tariff Resources for Agricultural Exports](#)
- [Country Specific Tariff and Tax Information](#)
- [Tariff and Tax Information for U.S. Territories](#)
- [Additional Tariff Resources](#)

WIT-LA News

MEMBERSHIP

Member Profile

Each WITnews newsletter will highlight a WIT-LA member to help you better know your WIT-LA community. Our featured member this quarter is Ms. Marian Duntley, Foreign Trade Association Advisor, who was recently selected to be the recipient of the TIAW World of Difference 100 Awards. The article below is re-printed with permission from TIAW.

OWIT Founder Clinches International Award

An OWIT founder, Marian Duntley of Rancho Palo Verdes, CA, has been selected by The International Alliance for Women (TIAW) as a recipient of the 2011 TIAW World of Difference 100 Awards (Non-Profit/NGO category). Along with fellow award recipients, Marian will be recognized October 27, 2011 as part of the TIAW Global Forum at the Canadian Embassy in Washington, DC.



The 2011 awards recognize 100 achievers from 27 countries for their efforts in advancing the economic empowerment of women locally, regionally or worldwide. Recipients are selected from leaders of communities, organizations, corporations, regions or countries who have taken action to support women's economic empowerment and advancement in society and in business.

Marian has dedicated over 25 years of continuous service empowering women economically at both the local and international levels. She co-founded Women in International Trade, Los Angeles (WIT-LA) in 1985, one of the nine founding chapters of the Organization of Women in International Trade (OWIT), which she also co-founded with a goal to help women break through the class ceiling and provide them with the opportunity for advancement and economic empowerment. She has been a pillar and strong role model for women in the international trade community throughout the years and has also mentored corporate women around the world.

Marian also served on OWIT's advisory board for many years, guiding and supporting new board members. Committed to making chapters successful, her guidance has helped OWIT grow and created sustainable foundations for various chapters. Over the

years, Marian has mentored OWIT members and contributed to their professional development and economic empowerment. She has also served on WIT-LA's Advisory Board for many years.

Since 1990, when OWIT held its first conference in Washington D.C., Marian has continuously promoted OWIT and its educational conferences. She has also been instrumental in securing sponsorship for OWIT locally and for past OWIT conferences.

Now retired after a distinguished career with Toyota, DHL and other major corporations, Marian continues to support programs that contribute to the education, advancement and economic empowerment of women.

About OWIT

The Organization of Women in International Trade (www.owit.org) is a non-profit professional organization dedicated to advancing global trade opportunities for women by providing networking and educational opportunities. It has over 20 chapters worldwide as well as a virtual membership.

About TIAW

TIAW (www.tiaw.org) is an international umbrella organization which strives to support and promote professional women through resources and networks. Founded in 1980, it has emerged as the global voice of businesswomen who want to make a difference in their communities. TIAW connects leading women's organizations and their members worldwide to leverage their reach and resources. Located primarily in the Americas, Asia and Europe, they represent more than 35,000 members worldwide.

The TIAW Global Forum will be held October 26-28 when women leaders and thoughtful strategists from around the world gather at the Canadian Embassy, 501 Pennsylvania Avenue NW, Washington, D.C. Sessions will be held on entrepreneurship, microenterprise, and women in leadership. The World of Difference Awards banquet will be held on October 27. For more information on the TIAW Global Forum, visit www.tiaw.org.

If you would like to contact Marian, she can be reached at marian.duntley@trailstotrade.com.

WIT-LA News Continued

New Members

WIT-LA is pleased to announce our newest members and invite you to connect with them.

- > Sharon DeVestern Towne Air Freight
- > Cathy Hammer, Great American Insurance Group
- > Eileen McCarthy, U.S. Customs and Border Protection
- > Maria Palomino, Euler Hermes
- > Amandine Piquet, Student
- > Bang Sin, Great American Insurance Group
- > Marilyn Smith, Great American Insurance Group
- > Jackie Sukiasian, Willis Financial Solutions

Member Accomplishments

Congratulations to **Bianca Barredo** with Comerica Bank on her recent graduation! Bianca has earned her Master's degree in Business Administration from the UCLA Anderson School of Management. The UCLA Anderson School of Management ranks among the top-tier business schools in the world.

Do you have an accomplishment you would like to share in *WITnews*? Please contact us to be included in our next newsletter.

PHILANTHROPY

Marjorie Shostak Scholarship and Gladys A. Moreau Scholarship

Call for Applications! The WIT-LA Philanthropy Committee is currently reviewing all applications but there is still time! The deadline is November 1st. Please notify undergraduates that you know who may qualify. Announcements on scholarship awardees will be made publically at our annual *WITmas* celebration. For more information on our WIT-LA scholarships, visit <http://www.wit-la.org/scholarship.asp>.

Room To Read

WIT-LA is proud to report that our annual donation to Room to Read in last year was \$8,300. Thank YOU for your kind generosity!

Call to Serve

As a non-profit organization run entirely by volunteers, WIT-LA is in need of additional volunteer assistance in several key areas: Programs, Webinars and Membership.

Volunteers can help in many ways, either at events, or from their home or office, with access to a computer or telephone. We are looking for enthusiastic members who are committed to helping us grow our organization, and continue executing and deploying excellent events and programs.

If you are interested please contact us at info@wit-la.org to discuss open positions. We will match you with a board member and task or committee, which meets your skill set, interests, and schedule.

Thank you to all of you who currently volunteer to support WIT-LA, you truly do make a difference!

Corporate Members

A special note of thanks Corporate members!

- > [American Honda Motors](#)
- > [Avalon Risk Management](#)
- > [Avery Dennison](#)
- > [Bryan Cave LLP](#)
- > [Carmichael International](#)
- > [City National Bank](#)
- > [Coppersmith Global Logistics](#)
- > [FCL Logistics, LTD](#)
- > [FedEx Trade Networks](#)
- > [Great American Insurance Group](#)
- > [Grunfeld, Desiderio, Lebowitz, Silverman & Klestadt LLP](#)
- > [Herbalife](#)
- > [Mattel, Inc.](#)
- > [Meridian Finance Group](#)
- > [MKC Customs Brokers](#)
- > [NF Stroth and Associates](#)
- > [Panalpina, Inc.](#)
- > [Price Transfer, Inc.](#)
- > [Roanoke Trade Services Inc.](#)
- > [Stein Shostak Shostak Pollack & O'Hara LLP](#)
- > [Wells Fargo Bank](#)

Scholarship Circle

A special note of thanks to our Scholarship Circle members! Their support contributes to our Marjorie Shostak Scholarship.

- > [Avalon Risk Management](#)
- > [MKC Customs Brokers](#)
- > [Panalpina, Inc.](#)
- > [Roanoke Trade Services Inc.](#)
- > [Stein Shostak Shostak Pollack & O'Hara LLP](#)

WIT-LA commends and appreciates all our member support!

WIT-LA News Continued

OWIT International Call for Nominations

Help us recognize outstanding contributions to the organization and to advancing women in international trade. Act now to submit your nominations for OWIT's prestigious annual awards BY THE OCTOBER 31 DEADLINE. The categories include:

Member of the Year, honoring a Chapter member who has demonstrated outstanding contributions to OWIT International and the international business and trade community

Chapter of the Year, honoring a member chapter that has demonstrated outstanding contributions to OWIT International and the international business and trade community.

Woman of the Year, honoring an exceptional woman who has demonstrated outstanding contributions to the status of women within the international business and trade community.

For details on Award criteria and how to nominate, [click here](#).

The nomination deadline is OCTOBER 31. Submit today!

Special Note of Thanks!

WIT-LA would like to extend a warm thank you to American Honda Motor Co. for kindly hosting many of our events and board meetings at no cost to our organization. As a means to show our appreciation for their countless contribution, we present their corporate profile.

HONDA
The Power of Dreams

CORPORATE PROFILE

American Honda Motor Company, Inc., is a North American subsidiary of Honda Motor Company, Ltd. The company combines product sales, service and coordinating functions of Honda in North America, and is responsible for distribution, marketing and sales of Honda and Acura brand automobiles, Honda power sports products, including motorcycles, scooters and all-terrain vehicles, and Honda power equipment products, including lawnmowers, tillers, string trimmers, snow blowers, generators, small displacement general-purpose engines and marine outboard engines.

Upcoming Events

ATA Carnet Webinar

Wednesday, October 26th, 10:00 to 11:00 am ONLINE
Registration: \$35, through our sister chapter [WIT-NC](#)
Receive one CCS credit from the NACBFFA.

U.S. - Vietnam Trade Symposium

Wednesday, November 2nd, from 7:30 to 10:30 am
Location: USC Davidson Conference Center, Vineyard Room
3415 S. Figueroa St Los Angeles, CA 90089
Registration: www.WIT-LA.org

WITmas in Italy

Wednesday, December 7th from 5:30 to 8:30 pm
Location: L'Opera Restaurant, 101 Pine Avenue, Long Beach, CA 90802

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Location: L'Opera Restaurant, 101 Pine Avenue, Long Beach, CA 90802

Cooperating Organization Events

TIAW Global Forum and World of Difference Awards

October 26-28, 2011, Washington, DC
Registration: Call Maxine Westaway at 866-533-8429 or mwestaway@tiaw.org

Food & Drug Administration: An Update by the Foreign Trade Association

Thursday, November 3, 2011 from 8:00 to 11:30 am
Reef Restaurant. 880 Harbor Sceni Drive Long Beach, CA 90802
Registration: https://ftasc.org/index.php?option=com_dtregister&Itemid=102

