



# World TradeWinds

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## UPDATE

This summer issue features a report on the 'blue economy' of the Monterey Bay and its interaction with China, an important technology that can save our shorelines, update on the Middlebury Institute of International Studies (MIIS), an effort to prepare our workforce for the new global economy and our regular periodicals on finance, commerce and marketing. Enjoy!



Tony Livoti  
President

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## **Offshore energy production, desalination and marine aquaculture take center stage in the dynamic Monterey Bay as California and China combine their efforts for trade and investment opportunities in the 'blue economy'**

On June 11th an important event called ['America's Blue Silicon Valley Meets China's Blue Silicon Valley'](#) took place at the Moss Landing Marine Labs (MLML) in Moss Landing, Ca. The event was organized by [TradePort](#), the [Monterey Bay International Trade Association \(MBITA\)](#) and [Brand Monterey Bay \(BMB\)](#), in collaboration with the International [Ocean Technology Conference & Expo \(IOTCE 2015\)](#), [Oceans 16](#) and [Oceanography 2015](#). View presentations [HERE](#).

The event was designed as a precursor to the major marine science conference [Ocean Technology Conference & Expo \(IOTCE 2015\)](#) that will take place this September in China's [Blue 'silicon valley'](#), Qingdao, Shandong (PRC) and also as the beginning of collaboration for trade and investment in the marine science industries between the two 'blue silicon valleys' starting with IOTCE 2015 conference and the upcoming [Oceans 2016](#) conference coming to the Monterey Bay in 2016. Over 70 companies and individuals attended the event in Moss Landing, representing some of the leading marine science organizations and companies in the Monterey Bay and the Bay area.

Special guest was [Hao Yunxing](#), director of the [WELL Ocean Science Technology Association \(WOSTA\)](#) and main organizer of IOTCE 2015. Also featured was a 'live' virtual presentation from London, UK given by BBC's award winning producer, [Adam White](#), and producer for BBC's upcoming documentary on the Monterey Bay, ['Big Blue Live'](#)

The highlight of the day as part of a full [agenda](#) of marine science experts was an impressive panel on marine aquaculture and offshore energy production given by [Dr. Jonathan Trent](#), director of [Nasa Ames Research Center OMEGA Global Initiative](#) on marine algae cultivation for bio-fuel; [Tim O'Shea](#) of [CleanFish](#), who had some answers for the



C B F A N C



## **MBITA EVENTS**

### **International Ocean Technology Conference and Expo**

Qingdao, Shandong, PR  
China  
Sept 1-3, 2015

### **Global Trade Law and Taxes: Challenges and Solutions**

San Jose, CA  
Oct. 22, 2015

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public consumption of healthy farm grown seafood as well as a new concept on marine aquaculture; [Dr. Michael Graham](#) of the [Moss Landing Marine Labs](#) with a new look on growing seaweed in the ocean for lucrative byproducts and [Dr. Michael Lee](#), of Cal State, East Bay, summarizing all of the above breakthrough marine technologies that will face public policy realities and environmental challenges of offshore aquaculture and energy production.

"What was powerful about this panel was that all of these experts and their proprietary technologies and methodologies complimented each other presenting a combined futuristic look in my opinion on how we can produce healthy food and bountiful marine products and at the same time create a source for clean renewable energy while not using any land or precious fresh water. It was an amazing look into the future but also a blueprint for real solutions today", states Tony Livoti of MBITA who was the organizer of the event.

Special presentations and solutions for the main challenges of desalination and the latest procedures for underwater sea engineering were also presented.

Closing the full day of marine science excellence was a marine science marketing and outreach panel led by business leaders in the Monterey Bay region. In particular, [Donald Lewis](#), co-founder, **U.S.-China Trade & Innovation Initiative (USCTII)**, in partnership with the [Institute for Innovation and Economic Development \(iiED\)](#), [California State University Monterey Bay \(CSUMB\)](#) discussed how 'Blue Innovation' should dovetail with 'Green Innovation' in terms of U.S.-China scientific, technological, and commercial cooperation.

MBITA is taking applications for the Monterey Bay & California pavilion at IOTCE 2015 for exhibitors, panelists, presenters, scientists, engineers, academics and others representing all sectors of the marine science community. Click [HERE](#) for details.



L-R: Hao Yunxing, Director of Qingdao Well Ocean Science Technology Association (WOSTA); Li Mengnan, Interpreter from Middlebury Institute of International Studies at Monterey; Tony Livoti, President of MBITA/TradePort





### [Event Sponsorship Opportunities!](#)

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To register for  
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including the event title in  
the subject line.

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Award winning BBC producer, Adam White, gave a virtual presentation and a preview on the upcoming documentary called Big Blue Live to be aired at the end of August in the Monterey Bay.

[VIEW MORE PHOTOS](#)

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### **MBITA New Member: Madeline Calabrese Damkar of**



MBITA welcomes new member **Madeline Calabrese Damkar**.

Businesses involved in the global marketplace are sometimes stymied by the unique challenges of global trade. Employing people with the skills needed to face these challenges can create a huge competitive advantage for businesses to compete globally. Cabrillo Community College in Santa Cruz, Ca. is now conducting a survey on what specific skills are needed and what kind of coursework should be emphasized to prepare our workers for the new global economy.

Concerned about the ability of U.S. companies to compete in the global marketplace a few years ago, Ms. Damkar decided to find out what was going on in business schools.

Applying her M.A. in French and International Studies, MBA with emphasis in International Business, and thirty years of experience in working in sales, marketing, and management of international business on the Central Coast of California, she started teaching business courses at California State University East Bay in 2004 and later in 2012 at Cabrillo Community College. While the global marketplace is a subject of continual fascination, she recognizes that for many, it is more a challenge and sometimes frustrating fact of life.

Web: [www.mbita.org](http://www.mbita.org)

If you would like to publish an article in this newsletter please contact the editor by email.

This newsletter has been created by MBITA's editor Cristina Polesel  
[cristina@mbita.org](mailto:cristina@mbita.org)

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**World TradeWinds** is a monthly eZine distributed to over 20,000+ subscribers located domestically and overseas.

MBITA's World TradeWinds eZine is also posted in the [TradePort Collaborator](#), the online 'intranet' for California's global trade promotion service providers who collectively represent over 60,000 importers, exporters, trade promotion service providers and investors throughout California.

....  
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states Ms. Damkar.

There are so many opportunities for U.S. companies to compete successfully and Ms. Damkar thrives in helping companies seize upon those opportunities. "Organizations like MBITA are invaluable in highlighting the pitfalls, trends, possibilities and challenges of engaging in international business"



Ms. Damkar often reminds her students at both [California State University East Bay \(CSUEB\)](#) and [Cabrillo College](#) that they will be competing for jobs not just within California, or the West Coast, or the U.S. but on a global basis so they must be "top-notch" in order to be competitive to get the best jobs.

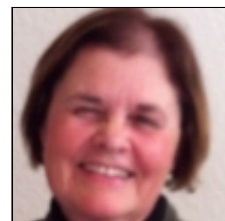
The Department of Business at Cabrillo College is very interested in knowing how they can produce students which satisfy best the needs of international businesses in our communities. While they offer a number of courses with specific international orientation, such as International Marketing, International Business, and Global Management, they also try to infuse their general business courses with an awareness and understanding of the global perspective.

In order to get a clearer understanding of what your current needs are as employers, the Department of Business at Cabrillo College is asking if you can share your experience and input about your current workforce requirements in a brief survey (8 questions). What type of employees do you need in order to maintain your competitive advantage in our highly competitive world? If you can take a moment to provide your perspective and guidance with them, please click on the link:



<https://www.surveymonkey.com/s/mbita-cabsurv15>

The Department of Business at Cabrillo College will be so grateful for your input-this valuable information will help them and other learning institutions to understand what the needs are in our communities so that they can better prepare the workforce for the challenges in the global marketplace.



**Madeline Calabrese Damkar**  
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Middlebury Institute of  
International Studies at Monterey

## **MBITA Member Middlebury Institute Revamps Three Degree Programs To Prepare Young Professionals for International Trade, Business, Development**



For 60 years, the [Middlebury Institute of International Studies \(MIIS\)](#) at Monterey has transformed graduate students into international professionals. A key to success has been its ability to continuously evolve its programs to address new global problems. Beginning in September 2015, three

reimagined degree programs continue this tradition.

The Fisher MBA in Global Impact Management trains students to build businesses that deliver social as well as economic profits and are sustainable and scalable. The new program offers either an accelerated 12-month program or a 20-month program, with concentrations in Resilient Business Management, Social Enterprise and Finance, and Corporate Risk Management and Compliance. Joint programs are also available, combining environment/business and public policy/business.



The Institute's new 18-month Master of International Trade & Economic Diplomacy program includes a year in Monterey, followed by a semester in Washington, D.C. Graduates emerge as advanced professionals ready to succeed in global economic progress, be it in government, business, or civil society.

The Development Practice and Policy program - offering degrees in public administration and international development policy - prepares students to become leaders in the nonprofit and public sectors, policy analysts, social change strategists, and advocates for human rights and gender equity. Launching will be a new concentration in 'Business, Sustainability, and Development,' jointly implemented with the faculty of MIIS' International Environment Program.

All three programs feature ample real-world, hands-on learning, emphasize teamwork and interdisciplinary collaboration, and aim to dissolve silos between public, private, and nonprofit sectors.



**Kent Glenzer**

Dean

**Graduate School of International Policy and Management**

**[Middlebury Institute of International Studies \(MIIS\)](http://www.miis.edu)**

Tel. (831) 647-4149

Web: [www.miis.edu](http://www.miis.edu)

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## **Ocean and River Shoreline Erosion Plague Our Global Landscape**

***by MBITA contributor Dick L. Holmberg. Founder of Holmberg Technologies, Inc.***

Dick L. Holmberg is a naturalist and master mariner with a long history of being a trailblazer in solving erosion and other related problems plaguing the earth's beaches, undersea areas and waterways. His career spans more than a half century and his companies have completed more than one thousand erosion control projects. He is the pre-eminent leader in providing permanent solutions to solving abnormal shoreline problems associated with manmade earth changes.

Holmberg has observed modern water management practices along with conventional marine engineering designs that have altered and turned rivers and streams into systems of drainage, navigation and sewage disposal and from an ecological sense are no longer rivers but plumbed channels that create erosion and flush waste. Natural river systems long a symbol of life in the art of all cultures, now carry death and loss to our seas in the form of upland runoff that transport hazardous materials, waste and contaminated sediments that are no longer filtered through fresh water flood plains, wetlands and coastal deltas.

Holmberg discovered that these unnatural erosion and de-stabilization processes are progressively and rapidly degrading and depleting fresh water supplies throughout the world as they actively destroy nature's fresh water filtration and soil retention systems: coastal beaches, deltas, flood plains, shallows, shoals wetlands, etc. whose functions were to protect and retain upland fresh water supplies and soils. This loss is the main reason two of earth's main resources its' arable soil and fresh water are vanishing from the earth's upland areas.

Holmberg now incorporates his experience, research and knowledge of the undersea world's working relationship with earth's ecosystems to pioneer the development of an evolutionary coastal restoration technology. His "Undercurrent Stabilizer"(UCS) systems have been documented in over twenty performance studies. All have confirmed his benign technology and innovative methods are not only successful, but more importantly, very beneficial without undesirable side effects associated with traditional engineering methods.

Some of his permanent systems are nearly thirty years old and still continuing to improve with age without any associated adverse impacts. He is the recipient of five U.S. and several Canadian Patents for his restoration techniques. His patented USS system has been installed in applications from the Great Lakes to ocean environments



including a recent installation under study in Saudi Arabia.

One of his most outstanding achievements was discovering how to reverse beach erosion to a natural state of accretion by using his patented USS System. He also designed a system to counteract sub-sea structural settlement caused by wave induced liquefaction, motion and seismic activity.

For over thirty years Dick Holmberg has been commercially field testing miscellaneous plant species along open coastlines to evaluate their growth and survival rates in altering terrains and adapting to harsh conditions and developed specialized techniques to restore dunes, rebuild undercut hillsides and landscape bluffs ranging in height from a few to several hundred feet high.

He has presented papers at International Erosion Control Association sessions and is recognized internationally as an expert in the field of coastal erosion and restoration. His concepts for solving earth's biosphere problems have been successfully tested beyond the standardized formats and are considered state of the art for preserving and restoring the world's interrelated eco-systems.

Mr. Holmberg is available for projects and consulting. Please contact the MBITA office at (831) 335-4780 for further details.



Before (20th century): avulsion causes erosion by displacing soils





After (21th century): accretion (natural soil deposition)

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## Ayse's Corner

Ayse's Corner is a periodic feature of the World TradeWinds eZine'. Ayse Oge is a published author and global trade marketing expert and author of ***Emerging Markets***.

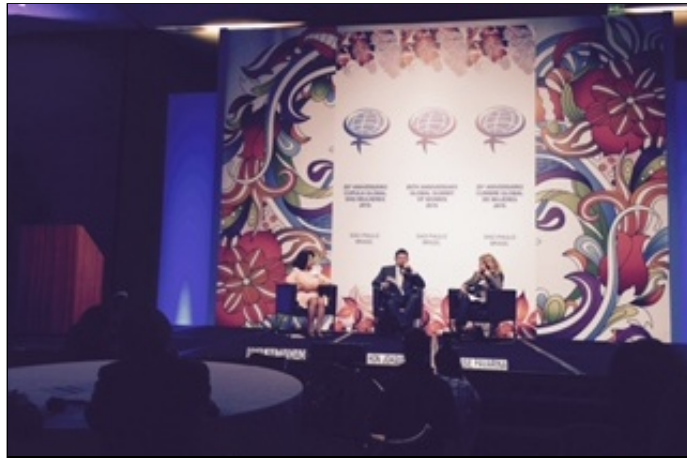
## Doing Business with Brazil



This year, the **Global Women Summit** was held in Sao Paulo, Brazil, from May 14-16th. The 2015 theme, 'Creative Women - Creative Economies', focused on how women bring a certain level of innovation to our world's economies.

The Summit provided an excellent platform to discuss a wide range of topics, from 'New Technologies' to 'Doing Business in Brazil.' Hon. Joaquim Levy, Minister of Finance of Brazil, and Denise Pavarina,

President of ANBIMA (Brazilian Association of Financial and Capital Markets), started us off with the first panel on doing business in Brazil, the largest economy of Latin America and 7th largest globally.



Even though the President of Brazil, Dilma Rousseff, is fighting against charges of widespread corruption related with an alleged embezzlement scheme at the State Oil Company (Petroleo Brasileiro) and the economy is entering its worst recession in 25 years, Brazilians have not lost their upbeat mood. Internationally, government officials are hoping to replicate the same success they had with the World Cup in 2014 and the 2016 Olympic Games in Rio de Janeiro.

Also, despite the fact that the Finance Minister, Mr. Joaquim Levy, indicated in his presentation that China's economic slowdown impacted Brazil adversely, Chinese Premier Li Keqiang's recent visit to Brazil ended in successful financing and trade deals for Brazil's largest companies, such as the mining giant, Vale, and state-controlled oil firm, Petrobras. These Chinese investments are aimed at improving Brazil's infrastructure and strengthening ties with the region to secure access to raw materials during an economic slowdown.

Brazil offers a large and diversified economy for U.S. products and services. Doing business in Brazil requires knowledge of the local market, including both direct and indirect costs (referred to as 'Custo Brasil'). Such costs are often related to distribution, government procedures, employee benefits, environmental laws, and a complex tax structure. Logistics pose a particular challenge, given the lack of sufficient infrastructure to keep up with nearly a decade of economic expansion. In addition to tariffs, U.S. companies will find a complex customs and legal system that they need to learn.

Mr. Levy indicated promising areas for exporters and investors, including products/services related to the health industry, building and constructions materials, infrastructure projects, transportation, and even pet products to cater to Brazilian pet owners and advocates.

Success in Brazil's business culture relies heavily upon the development of strong relationships. It is the key to cultivating productive business partnerships. In order to succeed, U. S. companies will need to have a local presence and invest their time in developing relationships with their local counterparts - possibly by having nice business meetings over some delicious Brazilian coffee.

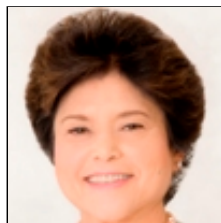


Foreign delegates from various countries



L-R: Ayse Oge with Canadian delegates Evnur Taran and Alicia Natividad

Ayse Oge is President of [Ultimate Trade, International Trade Consulting, Speaking and Training](#). She is also Board Member of California Business Education Association. She is currently writing a book entitled, *"World Smart Veterans, Transferring Your Skills to Global Business,"* which will be published as an e-book in October 2015.



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MBITA's trade finance column features articles from the experts in the field of EXPORT FINANCING.

**Export-Import Bank Chairman Fred P. Hochberg's Statement on Recent**

# Export Data Released from Commerce Department

## U.S. Exports Reach \$189.9 Billion in April

Washington, D.C. - According to the Bureau of Economic Analysis (BEA) of the U.S. Commerce Department, the United States exported \$189.9 billion of goods and services in April, 2015. Export-Import Bank of the United States (EXIM) Chairman and President Fred P. Hochberg issued the following statement with respect to April's export data released by BEA.

"These numbers are a testament to the ingenuity of U.S. exporters, who face off against tough foreign competitors in the global marketplace every day in order to win sales and create more middle class American jobs," said Hochberg. "At EXIM, we are proud to serve as a vital resource for thousands of American businesses, 90 percent of which are small, by equipping them with financing tools that empower them to confidently export while creating jobs here at home."

Small business exporters can learn about how Ex-Im Bank products can empower them to increase foreign sales by clicking [here](#). For more information about Ex-Im, visit [www.exim.gov](http://www.exim.gov).

This press release was issued on June 3rd by [Export-Import Bank](#). [Press release source article](#).

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## National Export Initiative (NEI) Update

### U.S. Free Trade Agreements

#### Why should you care about free trade agreements (FTAs)?



If you are looking to export your product or service, the United States may have negotiated favorable treatment through an FTA to make it easier and cheaper for you. Accessing FTA benefits for your product may require more record-keeping, but can also give your product a competitive advantage versus

products from other countries.

#### What is an FTA negotiated by the United States?

An FTA is an agreement between two or more countries where the countries agree on certain obligations that affect trade in goods and services, and protections for investors and intellectual property rights, among other topics. For the United States, the main goal of trade agreements is to reduce barriers to U.S. exports, protect U.S.



interests competing abroad, and enhance the rule of law in the FTA partner country or countries. The reduction of trade barriers and the creation of a more stable and transparent trading and investment environment make it easier and cheaper for U.S. companies to export their products and services to trading partner markets.

### **How can FTAs benefit U.S. exporters or investors?**

U.S. FTAs typically address a wide variety of government activity. One example is the reduction or elimination of tariffs charged on all qualified products coming from the other country. For example, a country that normally charges a tariff of 5% of the value of the incoming product will eliminate that tariff for products that originate (as defined in the FTA) in the United States.

Documenting how a product originates, or meets the rules of origin, can make using the FTA negotiated tariffs a bit more complicated. However, these rules help to ensure that U.S. exports, rather than exports from other countries, receive the benefits of the agreement.

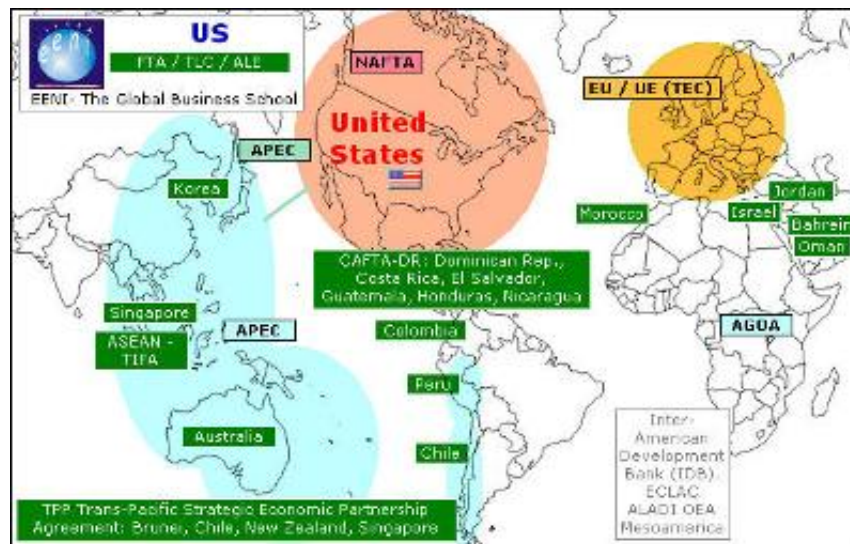
### **Some other types of opportunities frequently found in FTAs include:**

- the ability for a U.S. company to bid on certain government procurements in the FTA partner country;
- the ability for a U.S. investor to get prompt, adequate, and effective compensation if its investment in the FTA partner country is taken by the government (expropriated);
- the ability for U.S. service suppliers to supply their services in the FTA partner country;
- protection and enforcement of American-owned intellectual property rights in the FTA partner country;
- the ability for U.S. exporters to participate in the development of product standards in the FTA partner country.

### **With which countries does the United States have an FTA?**

The United States has 14 FTAs in force with 20 countries. The United States is also in the process of negotiating a regional FTA, the [Trans-Pacific Partnership](#), with Australia, Brunei Darussalam, Canada, Chile, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam.

U.S. FTA Partner Countries: [Australia](#); [Bahrain](#); [Chile](#); [Colombia](#); [DR-CAFTA](#): Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, & Nicaragua; [Israel](#); [Jordan](#); [Korea](#); [Morocco](#); [NAFTA](#): Canada & Mexico; [Oman](#); [Panama](#); [Peru](#); and [Singapore](#).



### How can U.S. companies identify tariffs on exports to FTA partner countries?

The [FTA Tariff Tool](#) can help you determine the tariff, or tax at the border, that U.S. FTA partners will collect when a U.S. exported product that meets the FTA rule of origin enters the country. You can look up the tariff rate for a given product today, as well as identify when in the future the tariff rate will go down further or be eliminated altogether.

[Read source article.](#)

The International Trade Administration (ITA) is the premier resource for American companies competing in the global marketplace. ITA has 2,100 employees assisting U.S. exporters in more than 100 U.S. cities and 72 countries worldwide. For more information on ITA visit [www.trade.gov](http://www.trade.gov)

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The National Export Strategy is available also at <http://trade.gov/NEI> and <http://export.gov>.

International Trade Update at <http://www.trade.gov/publications/ita-newsletter/>

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Click [HERE](#) to see the 'Making Hay' video by Dan Gardner of [Trade Facilitators, Inc.](#) This multi-industry webinar is a 'must see' for global trade students and practitioners of all levels and World TradeWinds considers it to be one of the most concise and informative webinars on the history, present state and the future of the Global Trade industry there is available today.



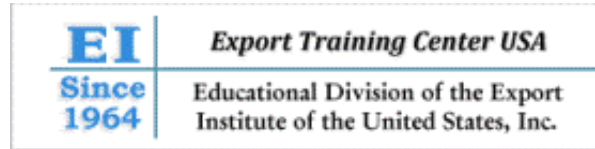
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aspires to give women and all people a much larger voice.

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[AudioAcrobat.com](http://AudioAcrobat.com).



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**CRISTINA POLESEL**

World TradeWinds eZine Editor