Lt. Governor Newsom Cal China Platform

• Reestablish a state presence in selected foreign markets –

Particularly emerging markets – to support both export and

in-bound investments and business expansion.

• Create a China presence for California within 180 days, building

on existing efforts of the Yangtze Council and the Bay Area

Council, ChinaSF and LA Economic Development Corporation.

• Form an Action Team within 90 days, including business,

university and governmental leaders to prioritize expansion into

additional countries and markets based on California ’s major

industry clusters, export patterns and other factors.

• Create a California Metropolitan / Regional Export Initiative based

on the work underway in Los Angeles and supported by the 2011

National Export Initiative Strategy.

• Raise funds and launch a competition for matching grants to

metro regions that create and implement an evidence-based

export strategy that targets the most export-ready businesses,

developed through a 180-day local process.

• Dedicate state Action Teams to support development and

implementation in each region of a Metropolitan Export Plan.

• Assign a state-led team to coordinate a high-level interagency

group that oversees programs related to exports and foreign

direct investment to align in support of the plans.

• Advance applications to the federal SBA State Trade and Export

Program for FY 2011-FY 2013 funding and seek other potential

Federal funding to support implementation of the regional plans.

• Prepare a list of state funding, legislative and regulatory change

recommendations based on those regional plans to be pursued in

the next budget cycle.