



Cal-Asia and the U.S. Department of Commerce Form Strategic Partnership

Collaborate to Expand Exports



San Francisco – In an innovative public-private sector agreement between the California-Asia Business Council (Cal-Asia) and the US Department of Commerce, the two organizations have agreed to work together more closely to promote US export opportunities.

The strategic partnership was signed on July 23, 2012 in San Francisco by the Hon. Francisco J. Sanchez, US Commerce Under Secretary for International Trade, and (Ms.) Jeremy W. Potash, executive director of Cal-Asia.

At the ceremony, Sanchez welcomed the expanded level of collaboration. “Our aim in working with your group is to support the national goal of doubling the value of US exports in five years (by end of 2014).” The administration’s export initiative is designed to increase US jobs and boost the economy. Sanchez, who heads the International Trade Administration, oversees the development of U.S. trade policy and promotes U.S. companies in the global economy.



Commerce Under Secretary Sanchez, visiting from Washington, D.C., and Cal-Asia's executive director Jeremy Potash, pen the new Memorandum of Agreement at Commerce offices in San Francisco.



Participating in the signing are, back row (left to right): William Fong, East West Bank; (Cal-Asia President) Mark Dosker, Squire Sanders; Commerce Under Secretary Francisco Sanchez; Cal-Asia's Jeremy Potash; Patricia Yeh, SOM; Dennis Wu, Wu Hoover; and Vanessa Totten-Ryan, Chevron. In front row are (left to right) Stephen J. Potash, Potash & Company; Elizabeth Y.A. Ferguson, Drexel Oceania; and Sandra McCandless, SNR Denton.

“Our two organizations have collaborated for many years,” said Mark Dosker, president of Cal-Asia and a partner at Squire Sanders. “This agreement formalizes the relationship and opens new opportunities for us to work creatively and productively together to open doors for US companies in Asian markets.”

Sanchez said US exports to China last year exceeded \$100 billion for the first time, up some 17 percent. “But with the economies in Europe and markets such as China, Brazil, and India experiencing somewhat reduced growth rates, we face headwinds.”

He noted that the South Korean market should expand following the signing of the US bilateral trade agreement (KORUS), and said he is hopeful that Myanmar (Burma) and Mongolia will become promising new markets for American goods and services. He also said the ASEAN economies remain good markets.

Jeremy Potash said “The combination of USDOC’s superb on-the-ground work here and abroad, and Cal-Asia’s outreach to the private sector -- along with our combined experience and contacts, will be very useful to California-based companies.”

Department of Commerce’s US Commercial Service trade professionals work in more than 100 US cities and more than 75 countries to help American companies get started in exporting or increase sales to new global markets.

Cal-Asia, established in 1974, is a leading San Francisco-based non-profit, private-sector business league that helps open doors for companies seeking to expand trade and commerce with Asia.