



# NEWS

---

**El Camino College | Public Relations & Marketing Department**  
**16007 Crenshaw Blvd., Torrance, CA 90506**  
**Telephone: (310) 660-3406 | FAX: (310) 660-3946 | Contact: Ann M. Garten**

**For Immediate Release**

**May 23, 2007**

## **El Camino College Center for International Trade Development Assists Bhutan Department of Trade**

The El Camino College Center for International Trade Development (CITD) recently hosted a delegation of 25 trade officials and business owners from Bhutan to discuss potential Bhutan exports to the United States. A Bhutan government representative learned about the CITD's export training and assistance programs at a Los Angeles Chamber of Commerce meeting attended by CITD Director Maurice Kogon.

The trade delegation was staged at the El Camino College Business Training Center (BTC) in Hawthorne and funded by the International Finance Corporation, a subsidiary of the World Bank.

"We are pleased that Bhutan representatives chose to visit the El Camino College CITD as part of their trade mission," said John Means, El Camino College dean of community advancement/BTC. "We look forward to helping them increase their exports to the United States."

CITD Director Kogon conducted a two-hour seminar for the delegates on how Bhutan manufacturers can best identify, prepare for and pursue export opportunities in the U.S. market. After hearing Kogon's presentation, Bhutan's Ministry of Trade Director Sonam P. Wangdi expressed great interest in having the CITD come to Bhutan later this year to conduct a more intensive export training program for its trade officials and local businesses.

"I am so pleased to be leading a trade delegation to the United States," he said. "We see the U.S. as not only an important destination for our goods and skills but also as a source of collaborative investment and the sharing of expertise. This project on export intensification is making an important contribution to our growth and development."

Bhutan is a small country high up in the Himalayas of South Asia with enormous growth potential and determination to preserve its nature and traditional heritage. Bhutan's economy grew at a rate of 7 percent in 2006, and it shows promise of increasing more with improved business relations with the U.S.

Bhutan's pristine environment has been identified as one of the 10 bio-diversity hot spots in the world. When Bhutan implemented its constitution on April 10, 2007, it became the first nation where its citizens have a constitutional obligation to protect biodiversity and

the environment. The location high in the Himalayan Mountains isolates it from industrial pollution and ensures that all its products are naturally clean and green.

Being in the Himalayas, the country has an astonishing variety of high altitude medicinal and other natural products. Bhutan's unique products include handicrafts, textiles, aromatic and traditional medicines, tea, essential oils, red rice, and pure bottled water.

The CITD is part of the El Camino College's economic development division and provides a full range of trade assistance services to companies and individuals. The CITD also works closely with federal, state, and local trade assistance partners to help promote international trade.

####