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## El Camino College Center For International Trade Development Offers “Green” Export Program for Area Businesses

Area companies looking to expand sales to China’s emerging “green” technology market are invited to participate in the new Green Export Enabler Program (GEEP) offered through the El Camino College Center for International Trade Development (CITD).

The program will help interested California "green" suppliers take advantage of China’s increased demand for clean energy, sustainable building, and environmental technology.

“China not only has enormous needs for cleaner energy, air and water, but is also the country best able to afford the massive investment and imports to meet the need,” said Maurice Kogon, director of the El Camino College CITD.

“The Chinese government projects an increase in China’s green technology market from \$186 billion in 2010 to \$555 billion in 2020. With active support from the U.S. Department of Commerce under the Green Export Enabler Program, the El Camino College CITD will directly assist more than 200 qualified and interested California ‘green’ suppliers to tap into this huge China market over the next three years.”

GEEP can help companies increase their global competitiveness and export readiness while increasing export skills and competency. Companies will also be helped to enter the huge China market, increase market exposure, and make ongoing export sales.

A highlight of the program includes a unique seven-step process that ensures companies are ready to compete not only globally, but in China specifically. The process includes a customized competitiveness audit, export readiness assessment, export training, market research kit, customized export market plan, export promotion at trade events, matchmaking with Chinese buyers and distributors, export financing, and transaction support. As part of the GEEP program, participating businesses can also meet with experts in export and the China market, including law, contracts, and intellectual property law – all facilitating the process of doing business in China.

GEEP clients will have access to all these services at zero net cost. A three-year federal Market Development Cooperative Program agreement from the U.S. Department of Commerce makes it possible to offset the more than \$7,500 market value of the Green Export Enabler Program and offer it at an entry cost of only \$1,000. This cost will be more than offset by a \$1,500 subsidy applied toward export promotion services provided by the Department of Commerce.

The El Camino College CITD offers "one-stop" access to a full range of international trade assistance services. The CITD assists businesses that are small or large, just starting out or experienced, in every aspect of exporting and importing. Services are provided free of charge or at a very low cost.

As one of 13 CITDs throughout California, the El Camino College CITD is funded by the Chancellor's Office of the California Community Colleges. The statewide CITD network was created to promote California's international trade and competitiveness, assist exporters and importers, and advance economic and job growth. For more information, call 310-973-3173 or go to <http://www.greenexport.org/>.

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