



NEWS

El Camino College | Public Relations & Marketing Department
16007 Crenshaw Blvd., Torrance, CA 90506
Contact: Ann M. Garten, Director, Community Relations
Telephone: (310) 660-3406 | E-Mail: agarten@elcamino.edu

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El Camino College Center for International Trade Development Delegation Travels to China

The El Camino College Center for International Trade Development (CITD) recently led a delegation of 28 U.S. companies to Hong Kong to participate in the environmental Eco Expo Asia 2010 trade show and promote the export of U.S. green technology to China under the Green Export Enabler Program (GEEP)-U.S. Department of Commerce Market Development Cooperative Program.

With support from the Hong Kong Trade Development Council (HKTDC) and the U.S. Commercial Service, participants visited Shenzhen Province, toured the Hong Kong Science & Technology Park (HKSTP), and had four full days to showcase their products and services at the trade show. A record 260 exhibitors attended the event, themed: "Business Solutions to Climate Change." The U.S. had the largest foreign pavilion and distinguished title as "Partner Country."

Within an hour of the Eco Expo Asia opening, a GEEP exhibitor of environmental instrumentation celebrated the first of six sales valued at US\$700,000. Other preliminary results include an engineering firm with three solid leads from mainland China and anticipated sales of US\$10-14 million, and a design firm looking to join two multi-million dollar projects based in India.

The GEEP program is designed to help interested California "green" suppliers take advantage of China's increased demand for clean energy, sustainable building, and environmental technology.

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, and access to all these services comes with a zero net cost.

For more information about the CITD and the GEEP program, call 310-973-3173 or go to <http://www.greenexport.org/>.

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