



Global Access Program

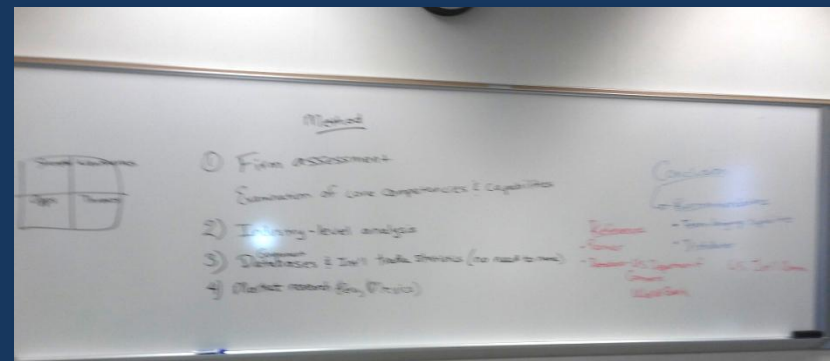
Doing Business in Latin America and the Caribbean

In collaboration with Cal State University San Bernardino, Jack H. Brown College of Business and Public Administration, Center for Global Management, Inland Empire Center for International Trade (CITD), and the Small Business Administration



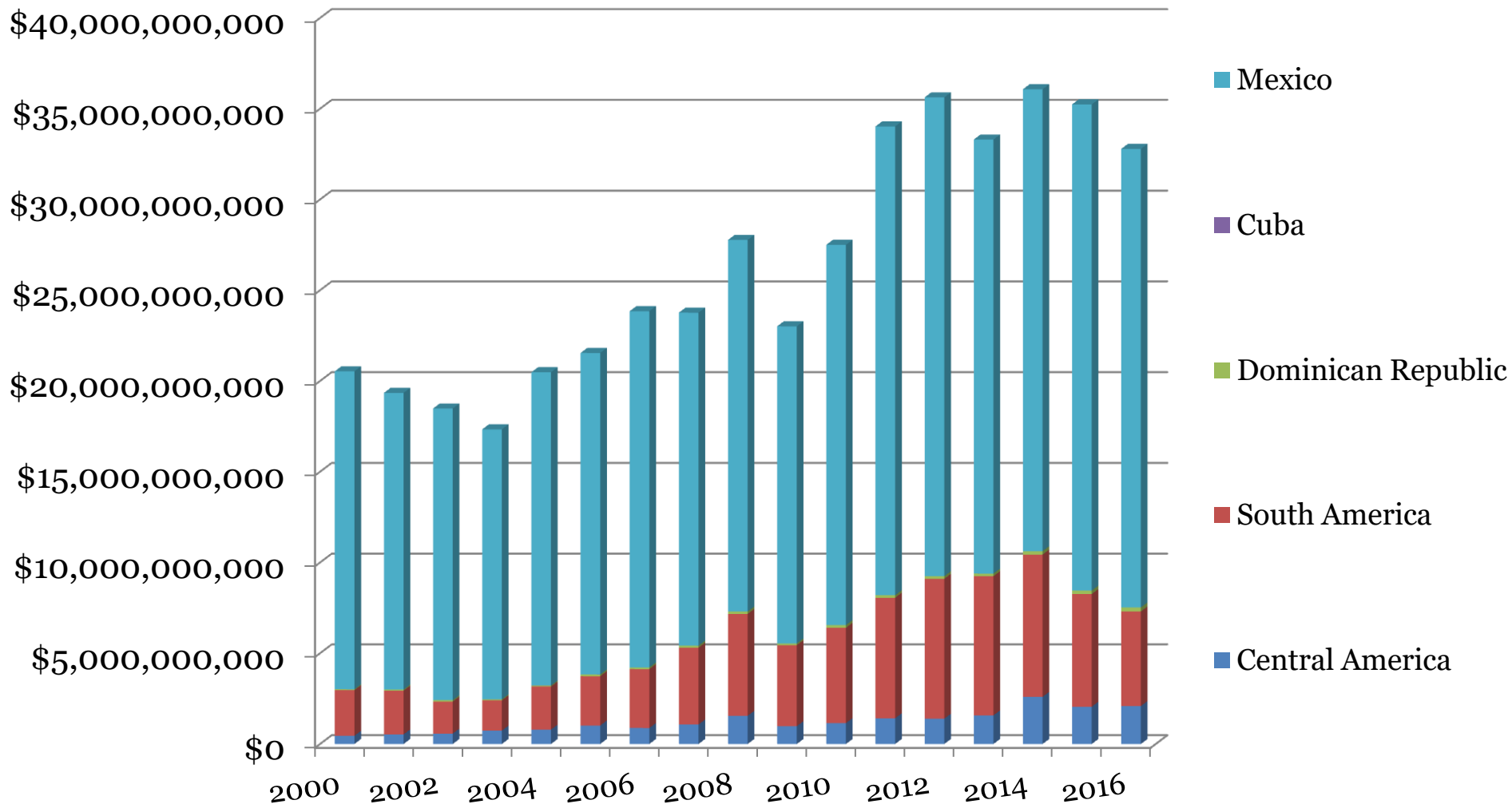
Global Access Program: Doing Business in Latin America and the Caribbean (LAC)

- I. The Importance of Latin America and the Caribbean to Californian Businesses
 - A. Californian Exports to Latin America and the Caribbean (Spanish-speaking Caribbean countries – Cuba and the DR)
 - B. Californian Industry Trade with Top LAC Trade Partner
- II. Global Access Program: Customized Market Research
 - A. Purpose
 - B. Participating Companies
 - C. Research Methodology
 - D. General Findings
- III. Next Steps



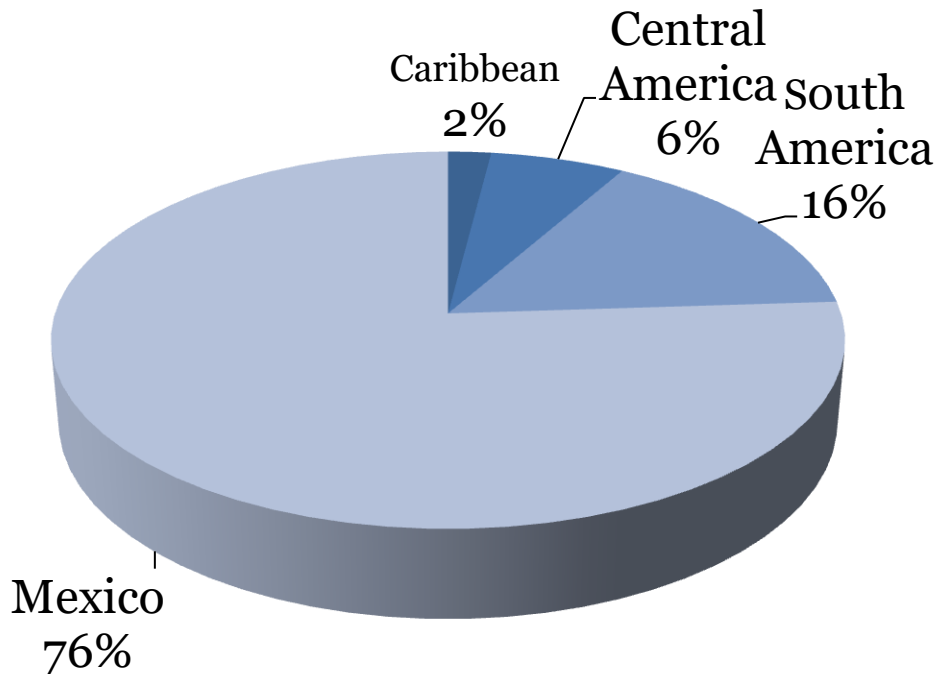
Californian Exports to Latin America and the Caribbean (US\$) (2000-2016)

(Spanish-speaking Caribbean countries)



California Exports to Latin America and the Caribbean (Spanish-speaking Caribbean countries): Share and Top Countries

Share of Californian Export Market to the LAC Region (%) (2016)

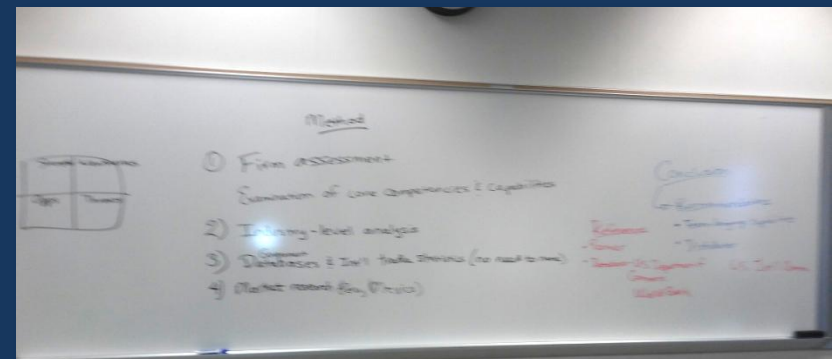


Rank (out of top 25 country exports)	Country	2016 value (US\$mill.)	2016 (% Share)
1	Mexico	\$25,263	15.4%
21	Brazil	\$1,644	1.0%



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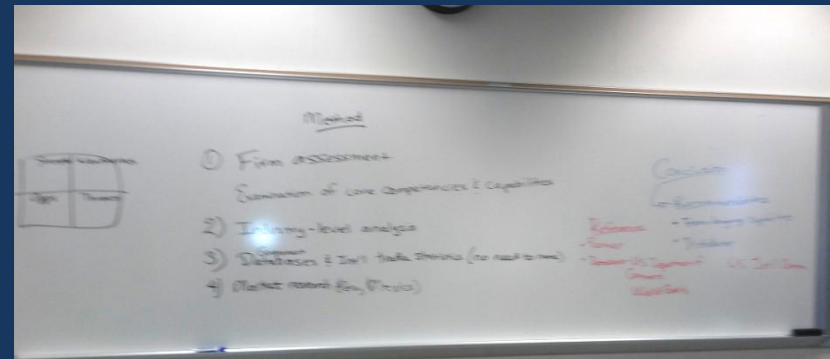
California Industry Trade with Top LAC Trade Partner

Mexico	Item	2016 (US\$billion)
	TOTAL	\$25.3
1	Computer & Electronic Products	\$5.5
2	Transportation Equipment	\$3.1
3	Machinery (except electrical)	\$2.0
4	Chemicals	\$1.7
5	Electrical Equipment	\$1.7
6	Plastics and Rubber Products	\$1.5
7	Fabricated Metal Products	\$1.3
8	Food Manufactures	\$1.3
9	Primary Metal MFG	\$1.2
10	Miscellaneous Manufactured Commodities	\$1.1



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Global Access Program: Customized Market Research



Purpose



Participating
Companies



Research
Methodologies

RESULTS

General
Findings

Global Access Program: Customized Market Research



Purpose

- Company-specific Research
- Preliminary Strategy Proposal
- Connect and Compete



Participating Companies



Research Methodologies



General Findings

Global Access Program: Customized Market Research



Purpose



**Participating
Companies**



Research
Methodologies

RESULTS

General
Findings

- Selection Process
- Manufacturing Sector
- 10 Companies

Global Access Program: Customized Market Research



Purpose



Participating
Companies



**Research
Methodologies**

RESULTS

General
Findings

- Company Assessment
- Industry-level Research
- Country Market Research
- SWOT Analysis
- Recommendations & Strategies

Global Access Program: Customized Market Research



Purpose



Participating
Companies



Research
Methodologies

RESULTS

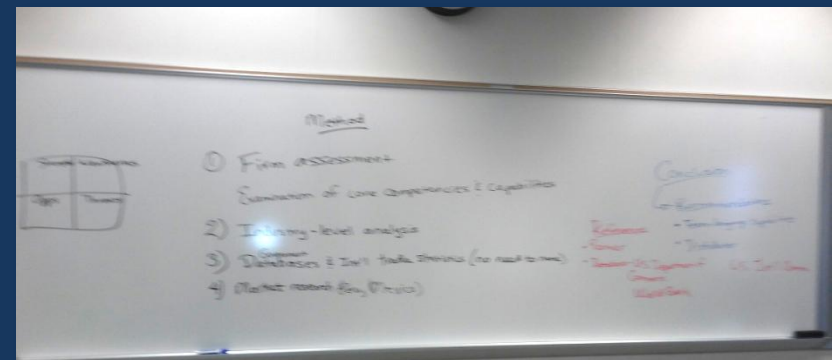
**General
Findings**

- Opportunities in Colombia, Costa Rica, DR, Mexico, Peru
- FTAs
- Government Procurement
- Strategic Partnerships



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Next Steps

GAP Conference: Connect and Compete!



Source of Data:

U.S. Department of Commerce
U.S. Census Bureau

Sarita D. Jackson, Ph.D.
President and CEO, GRIIT
Adjunct Professor, CSUSB

(310) 912-7950
sarita@griit.org

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