

CAPCC

California Asian Pacific Chamber of Commerce

2016-CAPCC

Executive Summary

Applicant city/state	Sacramento, CA		
Industry			
Primary	Added value food and beverages products		
Secondary	Agricultural manufacturing and processing equipment		
Other			
Target focus	<u>Market</u>	<u>Size</u>	<u>U.S. share</u>
Primary	Korea	\$53,500,000,000	\$7,000,000,000 13%
Secondary	China		
Possible			
Project period start/end	2016 Oct 01	2019 Sep 30	
Exports to be generated:	<u>During project period</u>	<u>4-years after period</u>	
	\$67,500,000	\$131,760,000	
FedShare/match=total	\$299,911 /	\$635,707 =	\$935,618 32%
Key project elements	<ol style="list-style-type: none">1 Conduct export readiness assessment of participating firms.2 Facilitate sales channel development: eCommerce, trade show, reverse trade missions3 Provide technical assistance to firms in partnership with service providers.4 Market entry services, including translate/localize product for Korea.5 Conduct after-action surveys for outcomes and impressions, along with post-export assistance.		
Collaborators	<u>Organization</u>	<u>Name</u>	<u>Name</u>
ITA	Office of Consumer Goods	Jim Rice	Corey Wright
		Jamie Ferman	
	U.S. Export Assistance Center	George Tastard	Bobby Hines
		Glen Roberts	Bernadette Rojas
		Rod Hirsch	Elizabeth Krauth
		Fed Latuperissa	James Mayfield
	U.S. Based Country Desk Officer	Simon Kim	
	U.S. Embassy Korea	David Gossack	Yoo Shil Chay

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2. Project Narrative File (page limit 20)

A. Executive Summary – attached

B. Background

- 1) Current competitive position of the U.S. Industry, including market potential for the industry's products and services;

Manufacturing is the backbone of America and California in the nation's premier manufacturing state. In 2015, California manufacturers employed roughly 1,278,400 according to the National Association of Manufacturers.¹ As the state's third largest manufacturing industrial sector, the processed food and beverage industry generates a significant direct and indirect socio-economic impact across communities that are home to some aspect of the food supply chain or "food system," as well as all levels of government.

<p>\$25.2 billion in direct value-added \$56.7 billion in additional value-added through indirect and induced impacts \$82 billion of total value added</p> <p>198,000 direct full- and part-time jobs 562,000 jobs through indirect and induced activity 760,000 total jobs \$220 billion in total value output \$10.5 billion in Federal tax revenue \$8.2 billion in State/local tax revenue</p> <ul style="list-style-type: none">• Jan 2015, <i>The Economic Impact of Food and Beverage Processing in California and Its Cities and Counties</i>, Richard J. Sexton, Josué Medellín -Azuara, and Tina L. Saitone, California League of Food processors
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This impact is even greater in the mainly rural jurisdictions of California, home to much of California's food system industrial production, processing and distribution base. According to the California League of Food Processors (CLFP) study "Food and beverage processing is a key driver of county and metropolitan area economies in many parts of California, most notably its Central Valley, where the sector contributes nearly \$20 billion in value added to the regional economy and nearly 205,000 jobs. The largest relative impact of food and beverage processing is in Colusa County, where the sector is responsible for nearly half (48%) of all jobs. Food and beverage processing is responsible for 20% or more of all jobs in Kings, Merced, and Stanislaus Counties. The comparable story can be told for many metropolitan areas in California, where food and beverage processing is directly or indirectly responsible for a third or more of total employment in cities such as Williams, Corning, and Turlock. Food and beverage processing accounts for 28% of total employment in Tulare, and, even in the large and diversified city of Fresno, food and beverage processing is responsible for 14% of total employment—nearly 27,000 jobs." Coincidentally these are also the counties with the highest unemployment rates², for much of the processing and distribution is located in close proximity to the seasonal nature of agricultural production, which in California accounts for an additional 348,900 employees.³ Further stress has been placed on this value-chain and the communities due to California's four-year historic drought which has resulted in a 6.6 million acre-feet reduction in surface water for growers and processors.⁴

¹ National Association of Manufacturers, <http://www.nam.org/Data-and-Reports/State-Manufacturing-Data/>

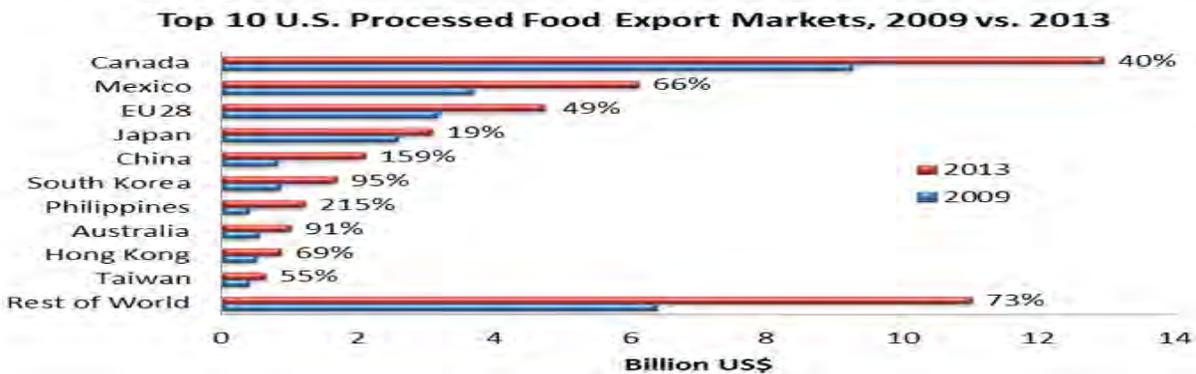
² http://www.labormarketinfo.edd.ca.gov/LMID/Geographic_Information_Systems_Maps.html

³ Employment Development Department: California Agriculture <http://www.calmis.ca.gov/file/agric/2013-4cab.pdf> -accessed July 29, 2014

⁴ Economic Analysis of the 2014 Drought for California Agriculture http://www.circleofblue.org/waternews/wpcontent/uploads/2014/07/Economic_Impact_of_the_2014_California_Water_Drought_0.pdf -accessed July 16, 2014

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Despite these threats to the industry, California’s food and beverage products have never been as popular as they are today. “...Asians are interested in all things Californian. And their diets include grocery bags full of California products, from walnuts to wine to cheese and cashew nuts.” According to a CNN opinion piece written by Mark L. Clifford.⁵ California is one of only five agricultural regions in the world that has a Mediterranean growing climate (lands around the Mediterranean Sea, Western/Southern Australia, southwestern South Africa, sections of Central Asia, and in Central Chile), producing over 400 commodities, more than any other state in the nation.⁶ It are these commodities that are then processed, packaged and shipped both domestically and around the world. According to a May 2014 International Agricultural Trade Report, from the U.S. Department of Agriculture’s Foreign Agricultural Service ... *Exports of high-value, processed food products* have been a significant contributor to the strongest five-year period for agricultural exports in U.S. history. Processed food exports climbed to more than \$45 billion in 2013, up from \$29 billion in 2009. Over the past five years, exports in the 20 processed food categories monitored by FAS grew by 61 percent.*⁷



⁸ United States Department of Agriculture

Global food demand and consumption is on the rise with American, and especially California producers, positioned to take advantage of global trends, especially those in the Asian and the Pacific market.

Economic power is continuing to shift south and east, driving new pattern of trade and investment, according to EY’s ***Megatrends 2015: Making Sense of a World in Motion***. “The growing middle-class will continue to drive the emergence of lucrative new markets. ... Two-thirds of the global middle-class will be Asia-Pacific residents by 2030, up from just one-third in 2009.”⁹

According to “Euromonitor, a market research firm, who estimates that the retail value of packaged food (a proxy category for high-value food products) will increase by \$316 billion over the next five years to \$2.6 trillion. One challenge for U.S. exporters is to translate this expansion in food retail into export opportunities. Another challenge is steep competition from other principal suppliers.”¹⁰ Yet the value proposition is assured for producers as the U.S. Chamber of Commerce notes “Markets Outside our borders represent: 80% of the world’s purchasing power; 92% of the world’s economic growth; and a further 95% of the world’s consumers.”¹¹

Californian firms are poised to leverage the following megatrends:

⁵ <http://www.cnn.com/2015/05/11/opinions/clifford-california-asia-water-solutions/>

⁶ California Department of Food and Agriculture, “California Agricultural Statistics Review: 2012-2013,”- accessed July 15, 2014 <http://www.cdfa.ca.gov/Statistics/PDFs/2013/FinalDraft2012-2013.pdf>

⁷ <http://www.fas.usda.gov/data/us-processed-food-exports-growth-outlook>

⁸ <http://www.fas.usda.gov/data/us-processed-food-exports-growth-outlook>

⁹ [http://www.ey.com/Publication/vwLUAssets/ey-megatrends-report-2015/\\$FILE/ey-megatrends-report-2015.pdf](http://www.ey.com/Publication/vwLUAssets/ey-megatrends-report-2015/$FILE/ey-megatrends-report-2015.pdf)

¹⁰ <http://www.fas.usda.gov/data/us-processed-food-exports-growth-outlook>

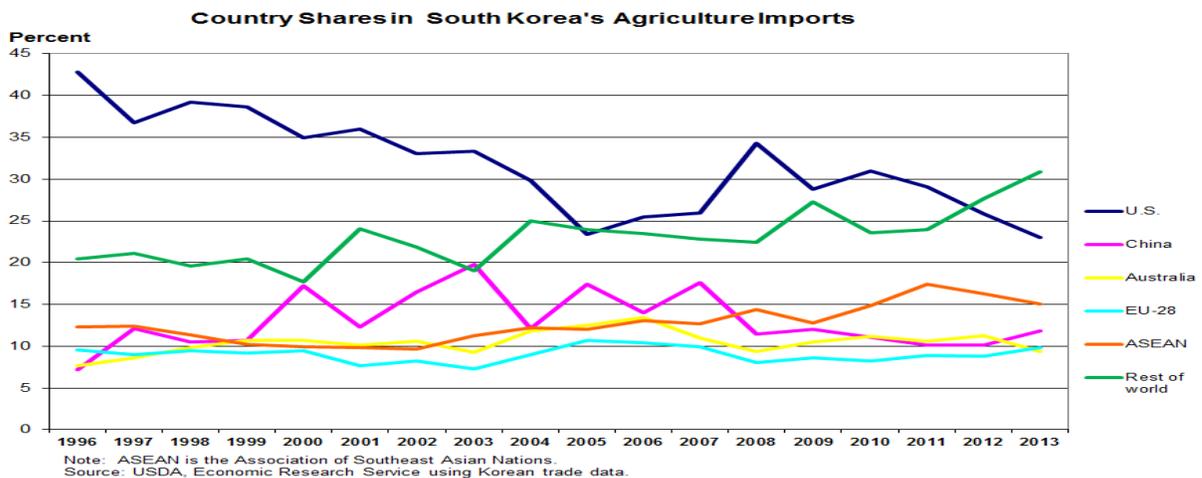
¹¹ <https://www.uschamber.com/ad/95-worlds-consumers-live-outside-united-states>

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- Global Trade Liberalization Agreement: KORUS and TPP
- Global brand recognition – CALIFORNIA
- Middle class income growth and urbanization
- Highest Growth Market are now in Asia and the Pacific region
- Strong consumer attitudes and beliefs including: nutrition; food safety; flavor; and cost of food in their purchasing decisions
- Power of the Internet of Things:
 - Social media phenomenon allows for consumer research and influencing of behavioral purchasing decisions
 - Online Food and Beverage cross-border ecommerce platforms are on the rise

2) Local and third-country competitors in the target markets;

Food security is an important issue for Koreans. As the country is unable to produce enough food to support themselves, Korea's reliance on imports is set to grow. This domestic consumer market reality is coupled with changing dietary patterns driven by the increasingly wealthier consumer who's developing a palate for higher-end food and beverages along with increasingly healthier life-style choices, ensuring Korea will remain a competitive market for international food and beverage export for some time to come.¹²



As Korean consumers move up the adoption scale, multilateral regulatory conditions are also forcing changes in the marketplace. These externalities are wide ranging, from the Korea Government's conclusion of 8 Free Trade Agreements with 47 countries representing diverse national export competitors (the European Union, ASEAN, and the United States)¹³ to that of the Korean Government's forward leaning and externally focused economic

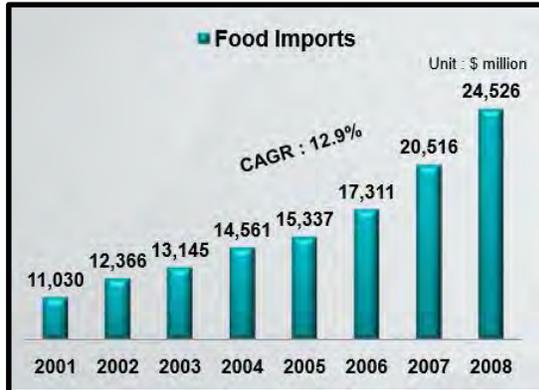
Food imports showed a high growth rate (CAGR 12.9%), reaching \$25 billion in 2008
US: \$6.5 billion (27%); China: \$3.6 billion (15%); Australia: \$2 billion (8%)

¹² USDA, Economic Research Services website, <http://www.ers.usda.gov/topics/international-markets-trade/countries-regions/south-korea/trade.aspx>

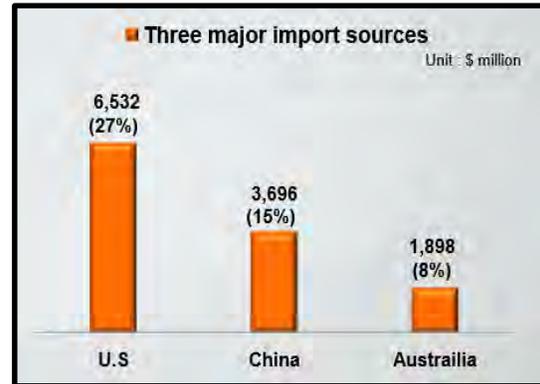
¹³ FOODPOLIS, Korean National Food Cluster, leaflet Pg. 5 [http://foodpolis.kr/download/brochure/foodpolis_leaflet\(eng\)m2.pdf](http://foodpolis.kr/download/brochure/foodpolis_leaflet(eng)m2.pdf)

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development initiatives (Hallyu¹⁴ and FOODPOLIS¹⁵) that are all converging to increase the importance of the Korean food and beverage agri-foods industrial ecosystem to the world.



¹⁶ Korea international trade association



¹⁷ Korea international trade association

The future of this market is bright as the United States has concluded a free trade agreement (KORUS) that is now full implemented, with California especially well-positioned to gain from this convergence of trends. Despite competition from China and Australia, California can draw on its strong international brand as a clean, safe, and organic food producer with high safety standards to supply the Korean, and by extension other Northeast Asian markets, with premium products. More than most other national food and beverage exporters, California has a competitive advantage in that it has the largest Korean-American expatriate concentration in all of the United States.¹⁸ The Brookings Institute’s Hamilton Project has ten economic facts about immigrant economic development of which **#9 Immigrants Start New Businesses And File Patents At Higher Rates Than U.S.-Born Citizens** is borne out by the Korean-American entrepreneurial community in California. It’s this “community of affinity” who actively maintains their links with the home market, establishing businesses with bilateral ties that are surging forward in the development of a socio-economic channel for California products in Korea and beyond.

- 3) **Target market economic conditions and the likelihood that potential buyers will purchase U.S. goods or services to be offered;**

Republic of Korea Economic Snapshot:

- 13th largest economy in the world;
- 5th largest import market for American agriculture, and 1st Californian agricultural products;
- 49 million consumers;
- \$36,700 per capita income;
- Growing economy: 3.3 % in 2014; 32.7% projected in 2015;
- Strong ties to U.S.;
- Women in workforce;
- Urbanized – 80%;
- Slowing agricultural output;
- Leading consumer behavior influencer within the Asian-Pacific Region.

¹⁴ John Walsh, *Hallyu as a Government Construct: The Korean Wave in the Context of Economic and Social Development*

http://link.springer.com/chapter/10.1057%2F9781137350282_2

¹⁵ FOODPOLIS, Korean National Food Cluster website, <http://eng.foodpolis.kr/>

¹⁶ https://www.ecluster.net/en/common/file_control/file_Download.jsp?property=upload.path.eng_data&filename=13018171689090.pdf&realname=National-Food-Cluster.pdf

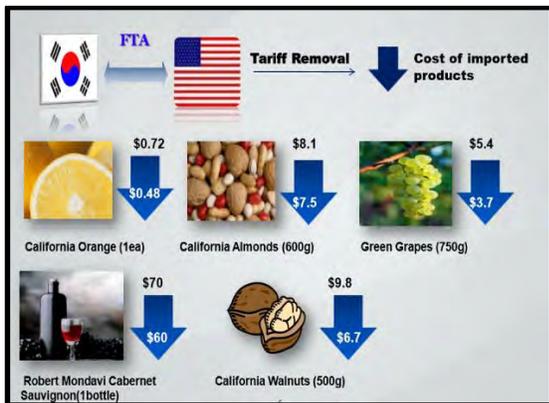
¹⁷ https://www.ecluster.net/en/common/file_control/file_Download.jsp?property=upload.path.eng_data&filename=13018171689090.pdf&realname=National-Food-Cluster.pdf

¹⁸ **The East West Center**, Asia Matters for America, America Matters for Asia website, <http://www.asiamattersforamerica.org/asia/data/population/states>

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Changing trend lines in the regulatory framework (trade policy), global and local economics (i.e. disposable income), consumer behaviors, and technological revolution all intersect in Korea to provide the America/California food and beverage producer a great opportunity to sell products to the Korean and expanding Asian-Pacific consumer base.

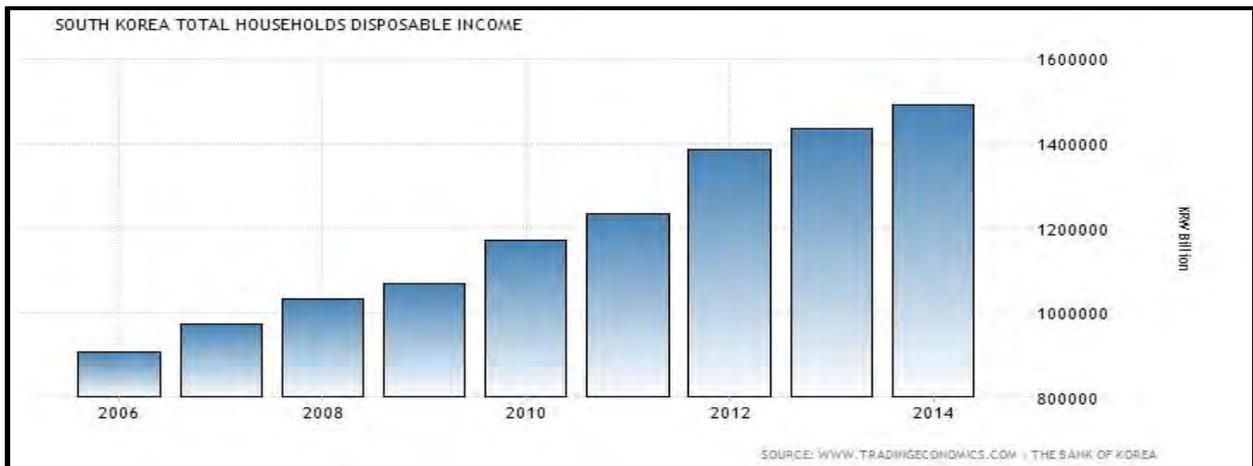
Regulatory changes (Trade policy) with the implementation of the Korea-United States Free Trade Agreement (KORUS FTA), implemented March 15th of 2012, will eliminated 95 percent of all bilateral tariffs by 2017. As a result of this action, American/California products have become less expensive and more available in the Korea market.



¹⁹ KOTRA, Korea's Food Industry and The National Food Cluster



These tariff removal trends are being reflected in South Korean household income data (see below slide) which in turn translates into a growth of disposable personal income that is repurposed in the form of increasing consumer demand for imported products. One such product is American (California wine) as shown by the following slide.



²⁰ Tradingeconomics.com; South Korea Total Households Disposable Income

¹⁹ KOTRA, Korea's Food Industry and The National Food Cluster, https://www.e-cluster.net/en/common/file_control/file_download.jsp?property=upload.path.eng_data&filename=13018171689090.pdf&realname=National-Food-Cluster.pdf

²⁰ <http://www.tradingeconomics.com/south-korea/disposable-personal-income>

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Price changing due to FTA

In 2012, the United States and South Korea established a Free Trade Agreement, so the two economies are not limited by any barriers to trade. The free trade agreement removed the tariffs on various industries including food & beverage market. After FTA has been effectuated Korean consumers can buy American food & beverages in lower price. For example, the most popular American wine, Robert Mondavi Cabernet Sauvignon’s price fell from 76,000 to 67,000 about 11.8%.

Prices of U.S. goods			(Unit: won)
Product	Before FTA	After FTA	% change
Orange (250 grams)	1,300	950	-29.6
Pomegranate (450 grams)	6,800	5,000	-26.5
Cherries (300 grams)	12,800	9,800	-23.4
Lemon (kilogram)	5,800	5,000	-13.8
Robert Mondavi Cabernet Sauvignon (bottle)	76,000	6,7000	-11.8
Carlo Rossi Red Wine (bottle)	8,800	7,900	-10.2
Welch’s Juice (liter)	4,050	3,700	-8.6
Miller Beer (355 milliliters)	2,150	2,150	0
Calvin Klein Jeans	89,000	89,000	0
Tommy Hilfiger shirt	72,000	72,000	0
BeneFit Dear John moisturizer	45,000	45,000	0
Chuck eye roast (100 grams)	2,080	2,200	+5.8
Grapefruit (250 grams)	2,000	2,500	+25.0

Source: E-Mart, Lotte Mart, Lotte Department Store

²¹ E-Mart, Lotte Mart, Lotte Department Store

Furthermore, according to *Reaching the Consumer* a March 2016 publication by SantanderTrade.com, the Korean consumer profile is less nationalistic and more brand conscious than most. An even more interesting trend is that of SENSE.

Consumer Profile	
Growing Sectors	Education & training services, healthy products (food, nutritional complements), household consumer goods, housing decoration, computer software, medical equipment, new energy power generation, pharmaceuticals, fashion & luxurious goods, "silver services", and travel & tourism.
Consumer Behavior	Korean consumers are very sensitive to the power of the brand name, the healthy aspect of a product and perfect after sales services. They are ready to pay for the quality. Korean consumers like to be guided and well informed when they buy something. They are less and less nationalist in their purchasing preference.
Consumer Profile and Purchasing Power	A large part of Korean’s households are rich or very rich. They value the brands because in Korean you are what you wear or what you show to other people. As a result, Korean consumers are quite conformist and so it is important to follow the trend and local trend-makers (pop stars, actors, talents...).
Consumer Recourse to Credit	The use of consumer credits through credit cards is high. However, since the credit card crisis of the 2002, Korean consumers are more strictly monitored by financial authorities.
Consumers Associations	<p>Consumers Korea</p> <p>Korean National Council of Consumer Organisations</p> <p>KCA , Korea Consumer Agency</p>

²² <https://en.santandertrade.com/analyse-markets/south-korea/reaching-the-consumers>

²¹ <http://mengnews.ioins.com/view.aspx?gcat=050&aid=2968619>

²² Santandertrade.com, SOUTH KOREA: Reaching the Consumer website, <https://en.santandertrade.com/analyse-markets/south-korea/reaching-the-consumers>

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New consuming trend ‘SENSE’

Also, there is a new consuming trend in Korea called ‘SENSE’. People tend to ‘S’ave and control their unnecessary expenditure because of these day’s bed economic situation. And especially women spend their money ‘E’motionally. It’s related to next ‘N’ which means they ‘N’eed to be healed. But they do not ‘S’pare money on kids. The money they spend on kid’s education is growing. And they are eager for new ‘E’njoyable experience, too.

According to McKinsey & Company, “the world economy’s operating system is being rewritten.”²³ One of the four global trends rewriting the system, according to McKinsey Global Institute, is that of accelerating technological change. Nowhere is that change felt more than in Korea. Korea has one of the world’s highest penetration rates of mobile telephony, its deployed 4G-LTE and is well into testing the capabilities of 5G networks due in the 2020s, coupled with dramatic growth of ecommerce platforms their associated social media and matching logistical supply-chains facilitating the movement of goods worldwide. These trends all combine in Korea to create an incredibly rich food and beverage ecosystem for American/California producers.

The Digital Power of South Korea

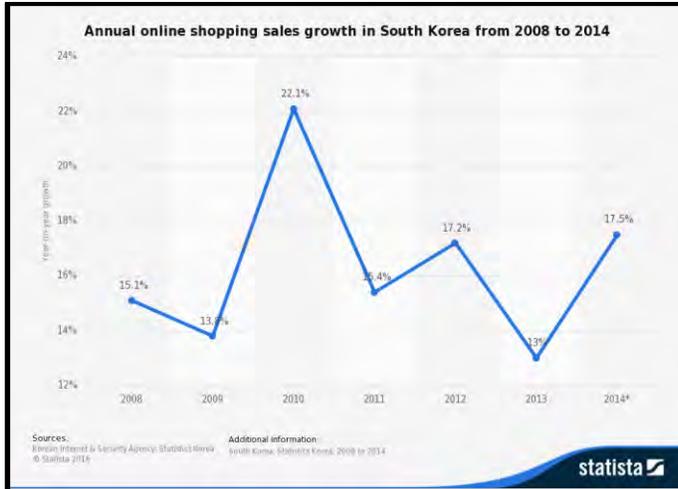
The latest statistics from various major sources show that the way of living in South Korea has become digitized in all facets of daily life. Supported by the highest average network connection speed (205 MBPS) in the world, 90% of the South Koreans use the Internet to access information, share data, participate in social media, and purchase items. According to the year 2015 data, out of the 50.40 million population in South Korea, 45.31 million (90%) are internet users, 38.40 million (76%) are active social media users, and 35.30 million (70%) are active mobile internet users.

The New Way of Purchasing Goods: Overseas Direct Purchasing

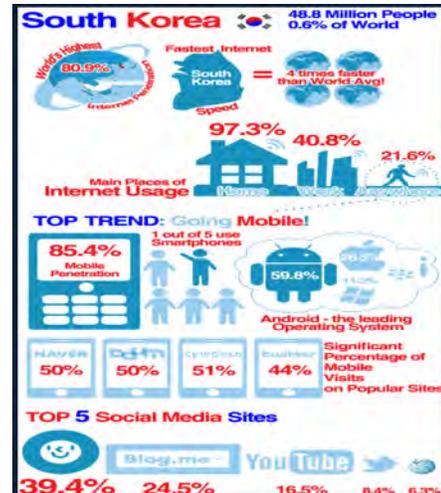
This digital-driven life style has produced a profound impact in all activities of daily life in South Korea including the way people purchase goods. In 2014, buying goods directly online from overseas represented more than 2 billion dollars in volume, a 100% increase from 2013. Combined with the growing number of South Koreans traveling abroad and the mandatory second language education from the grade school level and up, South Koreans now have more opportunities to become familiar with overseas goods and getting more savvy with making overseas direct purchasing. As for the goods from the U.S., the implementation of the free trade agreement between South Korea and the U.S. in 2012 has made the direct online purchasing even more viable for South Koreans. According to Global Web Index, a survey conducted in Q4 2015 showed that 72% of the South Korean population was active e-commerce shoppers, meaning that they made a purchase via online in the past 30 days. The e-commerce sales in South Korea is expected to reach more than US \$40 billion in 2016. According to the Department of Customs and Excise, the overseas direct purchase will exceed US \$10 billion within five years. Along with the growth of e-commerce market, the overseas direct purchasing market will no doubt evolve and expand as well.

²³ McKinsey & Company, Book Excerpt, <http://www.mckinsey.com/mgi/no-ordinary-disruption>

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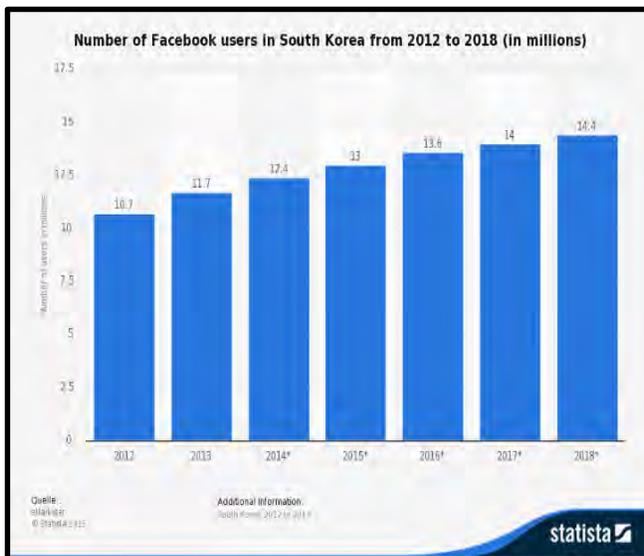
²⁴ Statista dataset



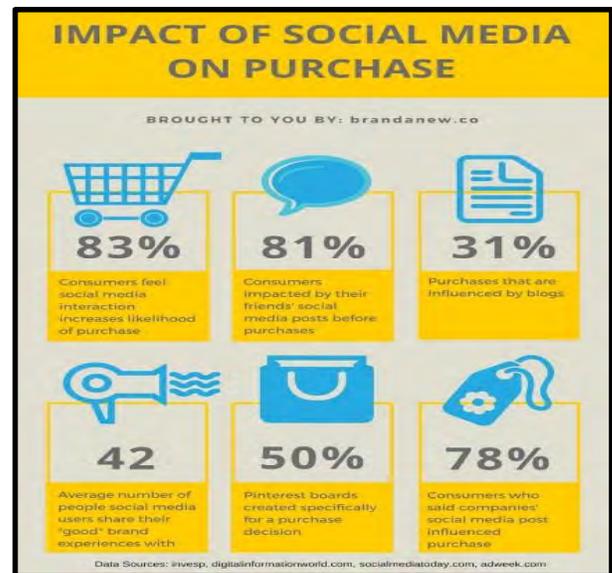
²⁵ Digital Media in South Korea

Digital Marketing via Social Media in South Korea

When it comes to social media, South Korea leads the world for having the highest percentage of population using social media. 76% of the South Korean population are active social media users. In fact, South Koreans are ranked number one in the world for mobile social use. As such, social media is fast becoming an important platform to market products in South Korea. The top social media platform in South Korea is its own messenger application Kakaotalk (41%). Facebook is next at 27%, followed by Kakaotalk-related Kakaostory at 17%. Although Twitter and Instagram show only 10% and 7%, respectively, these two social media platforms are used by younger and more digital-savvy population. The Korean Online Advertising Association forecasts that by year 2017, more than 1/3 of mobile marketing and advertising in South Korea will go through social media platforms.



²⁶ Statista dataset ²⁷ Impact of Social Media on Purchase, Brandanew.com



²⁴ Enakshi Sharma, July 15, 2015, **How does Social Media Impact Consumer Purchases**, <http://www.brandanew.co/how-does-social-media-impact-consumer-purchases/>

²⁵ **Digital Media in South Korea**, https://wiki.smu.edu.sg/digitalmediaasia/Digital_Media_in_South_Korea

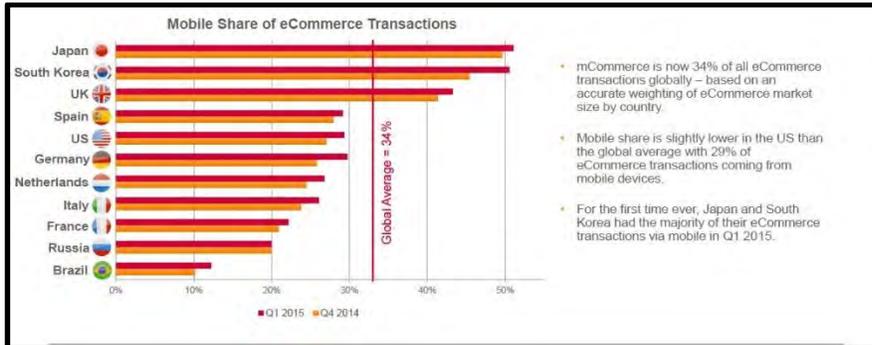
²⁶ <http://www.statista.com/statistics/304833/number-of-facebook-users-in-south-korea/>

²⁷ Enakshi Sharma, July 15, 2015, **How does Social Media Impact Consumer Purchases**, <http://www.brandanew.co/how-does-social-media-impact-consumer-purchases/>

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Digital Marketing Strategy

A cost-effective and immediate way to promote and market goods/products would require a combination of an active presence in Naver, both blog and café, and regular postings on the social media platforms popular in South Korea. The active blogging and social media activities can generate interest of the potential consumers who may be looking for the latest and trendy California products that are not well known to South Koreans or unavailable in South Korea, leading to direct online purchasing.

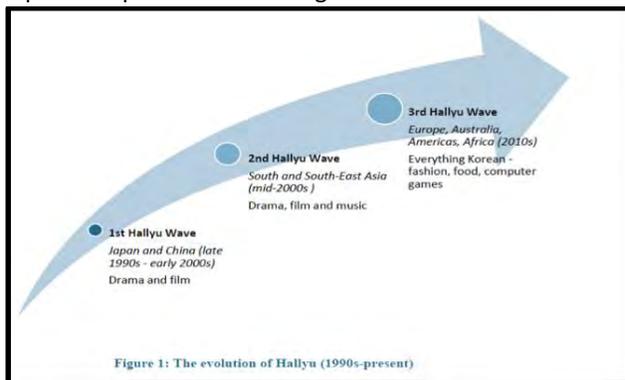


²⁸ State of Mobile Commerce

This confluence of these trends is not occurring without the notice of the Korea government, and global agri-food system. As the 13th largest economy in the world, lacking in natural resources, South Korea relies heavily on imports. Recognizing this fact and the above mentioned trends, the Korean government has initiated within their outward-looking Korean National Food Cluster (economic development strategy) a strategic North-East Asian food industrial complex FOODPOLIS.²⁹ FOODPOLIS located in the City of Iksan, is within a two-hour flight of 60 cities with over one million populations. FOODPOLIS will comprise a number of research and development facilities, coupled with global food manufacturers and related industries, a foreign trade zone, multi-modal transportation and logistics capabilities providing a one-stop central location for accessing the 1.5 billion North-East Asian consumers of China, Japan, and Korea.

Coupled with the FOODPOLIS, the Korean government relies on a Hallyu or The Korean Wave cultural strategy.

“The term Hallyu or Korean wave refers to Korea becoming the most important cultural force in Asia and beyond. Korean movies, television shows and K-pop are enjoyed everywhere in the world.”³⁰ Below is the evolution of the Korean cultural export strategy, Hallyu, that American/California food and beverage producers can hope to capitalize upon when entering the Korean market.



²⁸ Criteo, State of Mobile Commerce, <http://www.criteo.com/media/1894/criteo-state-of-mobile-commerce-q1-2015-ppt.pdf>

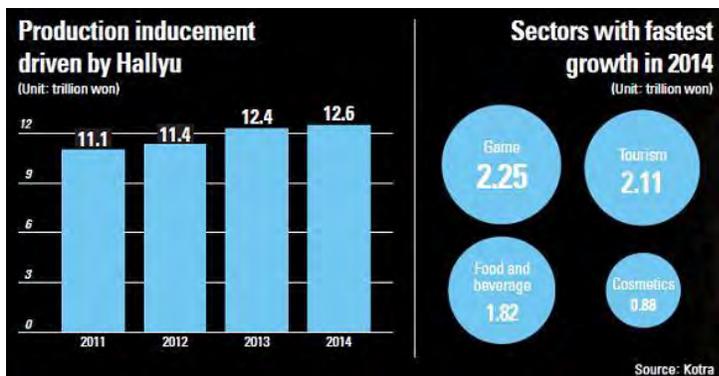
²⁹ Korean National Food Cluster FOODPOLIS, <http://eng.foodpolis.kr/>

³⁰ William Tuk, Master thesis, Leiden University, <https://openaccess.leidenuniv.nl/bitstream/handle/1887/20142/hallyu%20version%207.pdf?sequence=1>

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³¹ The Rice Bowl article, September 8th, 2015 by David Barratt-Due

To help in leveraging the Hallyu (Korean Wave) phenomenon and Korean National Food Cluster Policies, CalAsian Chamber and Tao Networks International have, in 2015 during the initial fact-finding trade mission to the Seoul Food and Hotel Show, entered into two Memorandum of Understanding's (MOU). The first is with the Gwangju Technopark located in the city of Gwangju, in southeastern Korea. The purpose of this MOU is the development of bilateral economic, cultural, research and educational exchanges between Gwangju Technopark and similar entities in California. The second and more applicable to the KOREA DIRECT program is the MOU with the City of Iksan which hosts the Korea National Food Cluster or FOODPOLIS. It is the FOODPOLIS which the KOREA DIRECT will collaborate with and utilize in developing channels for the KOREA DIRECT program clients into the local as well as food and beverage export markets. The below slide demonstrates the value of leveraging the K-Wave strategy as a means for re-exporting into third-party national food and beverage markets around the Pacific Rim utilizing Korea in much the same manner as California once set the national and world-wide trends in consumer taste and behavior.



³² K-Wave Boost Economic Growth

4) U.S. industry resources that can be brought to bear on developing target markets;

The California Asian Pacific Chamber of Commerce (CalAsian Chamber) has a combined staff of 12 employees, located in Sacramento the State Capital of California and headquarters for many of California's food and beverage processing cooperatives as well as the majority of the commodity marketing boards, commissions, and councils. ³³ In addition, CalAsian Chamber maintains a network of 46+ strategic alliance partners or commonly referred to as MOU partners, throughout the state as well as a growing CRM platform – powered by Salesforce – referred to as the API Smart network, for a combined database of 251,000 contacts across the state and some around the world. In addition, CalAsian Chamber maintains relationships with three partner offices in China (Chongqing (2) and Shanghai) under the 2014 MDCP award for the CHINA DIRECT program. Descriptions of those complimentary programs and partners re as follows:

- While CalAsian hosts a number of programs and initiatives which interact to support each other, we envision a cross-pollination of support from the following program and support staff. These Include:
 - Administration
 - President & CEO Pat Fong Kushida
 - Ryan Fong, Operations Manager
 - Marketing

³¹ David Barratt-Due, The Korea Wave: an overview, September 8, 2015, <http://www.the-rice-bowl.net/artdesign/2015/9/7/ehq725lanfeur8f16dliuy6vzn002x>

³² K-Wave boosts economic growth, Korea Joongang Daily, May 4th 2014, <http://koreaajoongangdaily.joins.com/news/article/Article.aspx?aid=3003773>

³³ California Department of Food and Agriculture marketing board website, <https://www.cdffa.ca.gov/mkt/mkt/ordslaws.html>

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- Lauren Oto, Marketing Manager
 - Jefferson Jaramillo, Graphic Designer
- Events and Logistical Planning
 - Joe Wilson, Director of Events
- Public Policy
 - Julian Canete, Direct of Public Policy and Advocacy
 - Kathleen Soriano, Public Policy & Global Initiatives Coordinator
- Global Initiatives
 - Sam Driggers, Director of Global Initiatives
- CalAsian Chamber Memorandum of Understanding partners (**Attachment x-1**)
 - API SMART Network (Support Market Advocate Research Translate) The CalAsian API Network utilizes a proprietary software (Salesforce CRM) to assimilated the voices of the API business community into a strong and viable tool. The aggregation of community based organizations throughout the state coupled with State and Federal resources have provided the CalAsian Chamber and its partners with the ability to communicate strategic messages to specific industries, geographic locations, company sizes and other targeted audiences. (**Attachment x-2**)
 - CalNOW Account - With a long history of supporting our rich and diverse business community, the CALASIAN Chamber of Commerce is pleased to announce it has partnered with NOWaccount® – the payment solution that works for B2B – to help our small business members gain better access to growth capital.
- TaoNetworks International, Inc. is an international consulting company based in San Bruno, California with operations in Korea. TaoNetworks specializes in providing localization consulting for the creation of cooperative business relationships between the U.S. and the Pacific Rim countries.
- The Central Valley AgPlus Food and Beverage Manufacturing Consortium is a regional network of food and beverage manufacturers (private sector), sub-regional community economic development, educational, non-profit and governmental partners in the Central Valley committed “... to foster growth and the creation of food and beverage businesses and middle-skills manufacturing jobs in the Central Valley.”³⁴
- Expotech™ is a national program, produced by NIST, administered in California by the California Manufacturing Technology Consulting (CMTC) in Southern California and in Northern California by MANEX with the express purpose of helping firms develop export promotion plans and well as in-house skills.
- Export 101 workshops. DHL Express has previously partnered with the U.S. Commercial Service (USCS), a specialized Department of Commerce division, in helping existing and to new exporting clients increase exporting sales. In Q1 2016, DHL Express USA and CalAsian agreed to offer – see letter of support – similar services through the Export 101 workshops model here in California. Below are some of the services available, free of charge from DHL the USCS and CalAsian’s network of partners. CalAsian and DHL Express partner with export specialists from 15 USCS offices available across California and 80 countries around the world support the President’s National Export Initiative.³⁵
- California Centers for International Trade Development (CITD) were established in 1989, and are funded by the Chancellor’s Office of the State of California to promote the state’s international trade and competitiveness, assist exporters and importers, and advance economic and job growth. The CITDs assist California business to expand internationally as well as help colleges become more globalized. With offices across the state, the CITDs are considered a force multiplier for the KOREA DIRECT program in that they are not only an awareness partner they are embedded into our SME Delivery component of the program, the CITDs provide a full range of trade assistance services to companies and individuals in the state of California. All services are either free or low cost. Their free or low-cost programs and services include one-on-one technical assistance and consulting, market research, training and educational programs, trade leads and special events.

³⁴ The Central Valley AgPlus Food and Beverage Manufacturing Consortium, <http://cvagplus.org/>

³⁵ DHL Express Export Services, <http://goglobal.dhl-usa.com/shipping-support-center/export-with-dhl/dhl-export-services/export-growth>

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- University of California at Davis, World Food Center is located on the campus of one of the top-ranked universities in the world for agriculture. The World Food Center will help generate economic development in the Northern California region and expand the connections between agriculture, innovation and entrepreneurship. UC Davis is the one university to make this vision come alive.
- 5) U.S. industry's ability to meet potential market demand; and

According to data from the East West Center's AsiaMattersforAmerica.org website, "29 U.S. States and 11 South Korean Regions have more than doubled exports in the last decade." The top exporting state remains California at \$7.9 Billion in goods exported in 2012 according to the website.³⁶ Despite a long-term drought, California's food processing and agricultural industry continues to rebound from the significant hit in 2008-2009. According to a June 2014 article in Business Expansion Journal, "... like most sectors of our economy, new technology, shifting consumer tastes, impacts of climate change and rebounding global demand are driving food processing and agricultural businesses to new heights in all clusters across North America."³⁷

As of January 2015 report prepared for the California League of Food Processors, titled **The Economic Impact of Food and Beverage Processing in California and Its Cities and Counties**, the authors acknowledge California as having the largest number food and beverage processing establishments in the United States and that these products are demanded by consumer worldwide.³⁸ In another significant study detailing the Food Manufacturing in California, stated that this cluster generated in excess of \$90 Billion in revenue in 2010 with its greatest concentration in the Great Central Valley. The report cited proximity to natural resources (raw product, growing season, water) and lower operating costs as fundamentals for that geographic concentration.³⁹

In 2013 California agriculture generated roughly \$37.5 billion annually, more than any other state. According to U.S. Department of Agricultural, Foreign Agricultural Service (FAS) report "California's agricultural exports reached an estimated \$19.5 billion in 2013*, up from \$11.7 billion in 2009. California's exports help boost farm prices and income, while supporting about 147,700 jobs both on the farm and in related industries such as food processing, transportation, and manufacturing."⁴⁰ These factors all combine to underscore a trend in which "...California commanded a 65.3% share and a 54.7% share of total US Fruits & Products and total US vegetable export value, respectively in 2007."⁴¹

As global demand – and demographic trends - for fresh fruit and beverages continue to expand, California food and beverage producer's products will remain in high-demand with more producers looking at Asia as a natural gateway to consumers.

6) U.S. industry's after-sales service capability in target markets.

After-sales service in the Korean market typically involves a guarantee, warranty, or a contractual obligation to repair or replace the damaged good. In the case of food and beverages, after-sales support can encompass a wide array of services that specifically cater to the end-user or consumer. These are designed to assist a customer in using the product correctly, which could generate repeat customers, develop brand loyalty among those same customers and ensure consumer satisfaction.

The various types of after-sales support may consist of the following:

³⁶ East West Center, AsiaMattersforAmerica website, <http://www.asiamattersforamerica.org/southkorea/data/trade/importexport>

³⁷ June 2014, page 11, **Business Expansion Journal**, Appetites Return to Food Processing.

³⁸ January 2015, Page 1, *The Economic Impact of Food and Beverage Processing in California and Its Cities and Counties*, Richard J. Sexton, Josué Medellín-Azuara, and Tina L. Saitone, California League of Food processors

³⁹ 2012 Chancellor's Office California Community Colleges Economic and Workforce Development Program, **California's Top Manufacturing Clusters**, Page 14, <http://www.makingitincalifornia.com/documents/California's%20Top%20Manufacturing%20Clusters%20Report%20-%202012.pdf>

⁴⁰ USDA, FAS report, http://www.fas.usda.gov/sites/default/files/2015-02/california_tpp_feb_2015.pdf

⁴¹ 2011, Page 18, **California Food Processing: A Powerhouse of Value**

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- Customer Service Hotline: Includes services advising the consumer how to use the product
- Automated Customer Service: provides 24 hour assistance and is available online
- Social Media or Blog: Includes online knowledge bases or forums in which consumers can ask questions and receive proactive feedback or advice

After-sales support includes customer support and customer service, which are standard in the Korean food and beverage sector.

C. Project Description

Building off the CalAsian Chamber Board of Director's approved Global Initiatives Strategy, organized around four key themes or priority areas (see below), that the chamber is actively pursuing a forward leaning international trade promotion/community economic development agenda on behalf of our members and California small- to medium sized businesses. The purpose, to grow businesses and local employment by providing tool and resources by which they can become connected and sell into the growth markets in Asia Pacific Region.

- Export & Trade Promotion
- Research & Data
- Investment & Business Attraction
- Cultural Diplomacy

Working towards this goal, CalAsian Chamber has conducted a number of trade missions and other promotional activities (hosting reverse trade missions, cultural diplomacy delegations, familiarization events and international trade workshops) over the past several years. In addition, August 2014 we were awarded a MDCP program grant to build out the CHINA DIRECT program and have used that funding to structure a state-wide multiplier network engaged in export development. These include: industry associations, trade groups, service providers, community economic development professionals, and commercial service officers from across California. It has been through these efforts, and the lessons learned during our May 2015 Korea-Japan Trade & Leadership Mission that have convinced us of the intrinsic value the Korean market and global E-commerce sourcing platforms hold for domestic California branded food and beverage producers.

Structuring the KOREA DIRECT program, the CalAsian Chamber, in collaboration with Tao Networks International, and in partnership with the U.S. Department of Commerce, have woven a number of existing programs (AgPlus, DHL Export 101) and service providers (CMTC/MANEX, CITD, SBDC) with relationships developed during prior trade missions (City of Iksan and Gwangju Technopark) into a seamless service provider pipeline connecting local producers to the Korean marketplace via E-commerce platforms, annual trade missions, and match-maker opportunities with in-bound buyers groups. The purpose, to help leverage existing trends and market demand to sell more products in Korea and the Asian-Pacific Region as a whole. The following outlines the KOREA DIRECT program (see attachment x-3).

KOREA DIRECT leverages four distinct competitive advantages: Brand California; Quality Products; National Affinity Linkages; Technologically Savvy Entrepreneurs in order to sell into the aspirational growth markets of the Asia-Pacific Region. We envision utilizing the newly installed CalAsian Salesforce CRM system – referred to as **API Smart Network** – as a centralized repository for the following series of technical assistance activities:

AWARENESS – A multichannel marketing campaign leveraging:

- CalAsian and Tao Networks International customized business information database that utilizes competitive intelligence (Hoovers) on more than 65 million companies, 85 million contacts, and 900 industry segments;
- Our MOU partners existing BRE outreach programs and their communication mediums (electronic, print, web, so forth) as well as participating in or hosting events, workshops, local API community and business meetings, or other physical activity wherein API businesses congregate;

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- Lastly we envision all these efforts will utilize a single brand and marketing campaign to be known as KOREA DIRECT. The campaign will communicate, reinforcing the availability, types, and value of technical assistance on offer to help food and beverage (F & B) industry enterprises in accessing the Korean market for growing their business and the community.

INTAKE/TRIAGE – Gathering interested food and beverage businesses and funneling them to the KOREA DIRECT program manager (single point of contact) for an Export Readiness assessment (see attachment x-4) and client registration in the API SMART Network (CRM system). The initial intake and assessment process is designed to solicit information through either an online survey or a conversation that assesses the business’s level of acumen and proficiency in international trade and export development, financial matters, regulatory issues, or other areas of need. It will match the business with the appropriate services and providers most likely to help the firm increase their level of enterprise proficiency and/or growth opportunities. Recognizing every business is not created equal, our service delivery mechanism is not either. The technical assistance services and training will be tailored to the food and beverage enterprise needs during this intake/triage process.

SERVICE DELIVERY – Resources and services are assigned according to the client’s responses and needs. Registrant’s are personally connected either by the program manager or via an electronic introduction from the API Smart Network to one or more of the following SME services:

- E-Commerce and In-Country Partners: Utilizing already established reciprocal in-country programming offices in the City of Iksan FOODPOLIS and/or Gwangju Technopark, Republic of Korea (see attachments x-6 and x-7) and here Sacramento, California, USA.
 - i. Conduct international marketing campaigns via social media outlets;
- Collaborate with CMTC and MANEX ExportTech workshops in California, providing discounted exhibitor rate (\$500.00 off price) to firms graduating from this program;
- Partner with DHL Express in establishing a series of Export Workshop 101 around the state. We aim to have between three and five per annum, either embedded into exiting CalAsian events or with partnering organizations;
- Refer clients to the California Center for International Trade Development for 1 to 1 Counseling and business plan assistance;
- Recruit for and execute an annual Trade Mission to a Korean Food and Beverage Trade Show and associated in-country activities;
 - i. Utilize and supplement trade show and in-country partner match-maker meetings and Commercial Service Gold-Key Services;
 - ii. Conduct foreign market sales trip / take our clients on site visit to farm tours, processors, retailers;
 - iii. Provide translation of marketing materials into foreign languages (two page maximum included in registration);
 - iv. Export trade show exhibits
 - v. International trade training workshops
 - vi. Other export activities that may be
- Reverse Trade/Buyer Missions (RTM): Conduct/invite USTDA, KOTRA, WUSTA delegations
 - i. Utilize USTDA RTM contractors and foreign national economic development agencies to connect domestic businesses with these opportunities;
 - ii. Foreign buyer sales trip / conduct site visit to farm tours, processors, retailers;
 - iii. Guide influencers and others in aspirational or experiential leadership positions, retailers, importers, government officials, bloggers, and those associated with the supply chain!
PURPOSE: Emotionally connect key points in Korean supply and cold chains with food and beverages associated with California Grown Lifestyle!

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- Connect clients to private and non-profit Micro-loan financiers (EDOs, SBA, private or non-profit financial institutions, etc.);
- Conduct a number of strategically located international trade/technical assistance, workshops and match-maker opportunities throughout the state with our partners at the Commercial Service, GoBiz, CALED, CITD,, community economic development organizations and trade associations, etc.;
- As well as connecting clients to the relevant Federal, state, regional, local and non-profit and other service providers based upon the client needs assessment.

OUTCOMES – Through the use of both the KOREA DIRECT team members as well as technological applications (CRM system), client satisfaction and outcomes/impacts will be measured via a series of after-action surveys. CalAsian, Tao Networks International, and our partners will collect measurable outcomes - depending upon the type of services provided and export channels utilized - on an annual basis, to be shared with U.S. Department of Commerce, the team, and the community.

- Post-Client Survey: Conduct satisfaction and impressions surveys (API SMART Network)
 - Annual client satisfaction and service survey
 - Quarterly of targeted SMEs for impressions

It is from this outcomes research and in consultation with our partners, that we will establish baseline metrics for Year One, focusing on the following measurable outcomes:

- Technical Assistance provided
- Trade Show and E-commerce Platform Export Actions or Contract negotiated
- Investments/Jobs Created
- Export Finance or Insurance obtained
- Legislation/Policy Changes impacting SME’s
- Other Value Proposition data as to be determined
- After Action and Best Practices report
- Annual How to do Business in the Pacific Rim event and/or regional export workshops

D. Performance Measurement

- 1) ITA performance Measures (quarterly report part A)

The KOREA DIRECT program anticipated exports have been calculated in the budget narrative section of the application. Project specific milestones are:

- Number of firms and their E-commerce transactions:
During first 3 years - #60 total for \$24.84 million in transactions
Post award 4 years - #120 total for \$69.66 million in transactions
- Number of firms participating in Trade Show/Trade Mission and their transactions:
During first 3 years - #51 total for \$27.54 million in transactions
Post award 4 years - #76 total for \$41.04 million in transactions
- Number of firms participating in Reverse Trade Mission buyer activities and their transactions:
During first 3 years - #71 of which 42 make sales for a total of \$15.12 million
Post award 4 years - #96 of which 56 make sales for a total of \$25.9 million
- Number of firms participating in overall KOREA DIRECT program: goal 475 participating firms for export transaction total \$199.26 million (three + four years)

- 2) Applicant-Designed Measures (quarterly report part B)

CalAsian #	Measure	Instances	Explanation	Reporting Method
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5a	U.S. firms participating in briefing Global Policy Summit	70	Number of firms to participate in at least one of the 3 Global Policy Summit.	Success Agreement follow-up
5b	U.S. firms participating in How to do Business in the Pacific Rim event	70	Number of firms to participate in at least one of the 3 annual Pac Rim events.	
6	U.S. firms converted to program clients via outreach activities	125	Number of firms recruited from one of the annual outreach events.	
7	U.S. firms utilizing adopting Cross-border E-commerce strategy for export sales to Korea	60	Number of firms requesting and completing online export profile and Korean translations.	
8	U.S. firms participating in trade shows/trade missions	51	Number of firms participating in at least one of the three missions.	
9	Reverse Trade Missions (RTM) potential customers participating in Food Processing Expo or other California F & B industry events	72	CalAsian and Tao Networks International to promote RTM from USDA, KOTRA, or other sponsoring agencies.	RTM contractor feedback/Survey KOREA DIRECT clients
10	U.S. firms participating in ExporTech, Export 101 workshops, CIRD 1:1 counseling or other “SME Delivery” activities that can be measured	185	Number of firms participating in at least one of the SME Service Delivery activities or partner organizations programs.	Success Agreements, Client feedback, partner feedback

- 3) Estimate Performance in application - The KOREA DIRECT program anticipated exports have been calculated in the budget narrative section of the application.
- 4) Performance Measure Recording and Reporting System

Export actions are to be assembled using the API SMART Network system from the following reporting channels: success agreements; verbal and site visit feedback; self-reporting via electronic surveys; E-commerce collaboration feedback. (see attachment x-2)

E. Partnerships with ITA and other federal agencies

The CalAsian Chamber continues to enjoy a long-standing working relationship between our Federal partners in the U.S. Department of Commerce, both in California as well as at headquarters. These relationships include the local U.S. Export Assistance Center and Minority Business Development Agency locations across the state, the U.S. Census Bureau in Los Angeles, as well as Small Business Administration and EXIM Bank representatives situated around California. Several of these Federal representatives have been instrumental in help CalAsian establish our Global Initiatives programs and will be involved in the implantation of the KOREA DIRECT program. These include:

ITA’s Office of Consumer Goods Industries Team: Jim Rice (Team Leader); Corey Wright (International Trade Specialist); Jamie Ferman (International Trade Specialist)

U.S. Based Commercial Service: George Tastard (Sacramento, U.S. Export Assistance Center; Glen Roberts and Bernadette Rojas (Fresno, U.S. Export Assistance Center); Bobby Hines (Los Angeles, U.S. Export Assistance Center); Rod Hirsch (Oakland, U.S. Export Assistance Center); Elizabeth Krauth (North Bay, U.S. Export Assistance Center); Fed Latuperissa (Ontario, U.S. Export Assistance Center); James Mayfield (Orange County, U.S. Export Assistance Center)

ITA’s U.S. Based Country Desk Officer: Simon Kim (Washington, D.C., Commercial Desk Officer)

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Foreign Embassy Commercial Officers and Trade Specialists: David Gossack (Minister-Counselor-Counselor for Commercial Affairs, U.S. Embassy Korea); Yoon Shil Chay (Senior Commercial Specialist – Korea)

F. Credentials (resumes)

1) KOREA DIRECT (See attachment x-3)

KOREA DIRECT Program Manager (Rancho Cordova-Sacramento, California, USA) will demonstrate a superior knowledge of the American/California food and beverage industry, including trends and opportunities for both domestic as well as international export opportunities with focus on Korea and the Asian-Pacific region. This program manager will have the personality and client relations management experience to manage all aspects of an outreach and trade promotion campaign concentrated in the processed food and allied industries of California. The program manager will conduct several types of outreach activities including but not limited to: trade show, trade missions, industry events, workshops, speaking engagements site visits. The program manager will also be fluent in written and spoken English and Korean.

Duties include:

Establishing program in California and interfacing with in-country programming partners (City of Iksan and Gwangju Technopark) in Korea in addition to U.S. Commercial Service partner both domestically as well as internationally with the specific focus of helping companies with export related inquiries about the Korean market. Establishing and maintaining good relations and frequent communications with relevant government regulators, industry organizations, and individual Korean companies in the industry. Maintaining a database of industry contacts and a calendar of industry events, using the API SMART Network system. Domestic and international travel is required.

City of Iksan, and the Gwangju Technopark are the international in-country programming partners of the CalAsian Chamber of Commerce for the KOREA DIRECT program. They will contribute in-country programming staff who demonstrate an in-depth understanding of the national processed food and beverage markets as well as allied industries. These partners will develop in-country networks for matching American firms seeking to export to Korea and beyond as well as coordinate project activities including briefings, seminars and on-the-ground trade mission related activities for the in-bound delegations.

2) Team Resumes

- CalAsian President & CEO, Pat Fong Kushida

Ms. Fong Kushida is the founding President and CEO of the California Asian Pacific Chamber of Commerce. Through her efforts, relationships have been developed to link one of the most prominent business organizations to opportunities throughout the state and provide advocacy and outreach to a significant portion of California' over 600,000 Asian Pacific Islander owned businesses. Ms. Fong Kushida designed a web-based platform to connect small, disadvantaged business enterprises to contracts in the public and private supplier diversity contract arena, currently being utilized by the California Public Utility Commission and the Department of Transportation as well as local public and private entities. She has partnered with the California Community College System on a Contract Readiness Program that delivers contract curriculum to the 112 community colleges in California. She was recently appointed by the Governor to serve on the California Student Aid Commission. Ms. Kushida graduated with honors from California State University, Sacramento with a minor in Communications and a Bachelor's of Science in Business Administration, Marketing concentration.

- CAPPC Director of Global Initiatives, Sam Driggers, M.A., CEcD

Mr. Driggers came to CalAsian in 2013, as Certified Economic Developer (CEcD) with more than 20 years of international, statewide and local experience in business and economic development, international trade promotion and agricultural resource development. Sam began his professional career in Washington D.C. as a political operative for a national political party, later transitioning as an international development recruiter for an agricultural focused non-governmental organization that relocated him to their West Coast operations in Sacramento, California. His work experience extends from the California Technology, Trade and Commerce Agency as an international trade specialist and later program manager for the manufacturing technology program, to director of business and economic development at the Sacramento Metro Chamber later recruited to be the lead economic developer for El Dorado County, and in his current position with the City of Oroville as

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economic development manager he is responsible for building local organizational capacity, developing strategic relationships with diverse stakeholder groups while catalyzing investment in the local community.

Sam earned his Master of Arts degree in international trade and policy studies from the Monterey Institute of International Studies. Most recently he earned an Executive Education Certificate in Leading Economic Growth from Harvard University’s, John F. Kennedy School of Government. Sam received his undergraduate degrees in Economic History and African Political Studies from the University of Cape Town and Rhodes University, in South Africa. Sam is a graduate of the University of Oklahoma’s, Economic Development Institute and maintains his Certified Economic Developer professional accreditation from the International Economic Development Council.

- CAPCC Administration Manager, Ryan Fong

Mr. Fong has served as CAPCC’s Administration Manager since October 2012. He holds a Bachelor of Arts in Integrative Biology (Emphasis in Human Biology and Health Sciences Experience) from the University of California, Berkeley. Mr. Fong performs monthly internal financial audits on federal grants, manages all daily accounting needs of the organization and manages human resources.

- Tao Networks International, President & CEO, HeeJin Park

HeeJin currently serves as the Chief Executive Officer at TaoNetworks Int’l, Inc. In this capacity, he leads all projects in business planning and execution. His project experiences in formulating U.S. go-to-market & sales channel strategies are for various clients in the areas of network security, telecommunications, rich-media, wireless, mobile applications, telematics and payment/settlement. Since 2011, HeeJin has expanded his expertise in planning and executing projects to coordinating various inbound and outbound local governmental economic cooperative functions including the ChungNam Economic Promotion Agency’s mission trip to Sacramento in 2014 and the visiting of the mayor from City of Iksan, South Korea, to West Sacramento in 2015. Along with the California Asian Pacific Chamber of Commerce, he successfully led a trade and leadership mission to South Korea in 2015.

- Tao Networks International, Program Manager, Candice Park

Currently serving as Vice President at TaoNetworks International, Inc. Candice Y. Park is involved in planning and coordinating inbound and outbound local governmental economic cooperative functions between South Korea and California as well as managing various documentation projects for companies from South Korea.

G. Evidence of support from U.S. firms interested in participating

Listed below is a partial roster of CalAsian Chamber members or food and beverage industry businesses who have either participated on previous trade missions, workshops, or accessed international trade promotion services and agree to participating again in the future. worked with CalAsian Chamber on previous trade missions either interested or agree to participate on future trade missions who have either exhibited with CalAsian Chamber in the past and agree to participate in the future or

COMPANY	NAICS SECTOR	PROJECT
[REDACTED]	[REDACTED]	[REDACTED]

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- Gold Key Matchmaking Services organized by the U.S. Commercial Service to include customized, pre-screened one-on-one meetings with prospective trade partners.
- Translation of product brochure/materials (up to two pages)
- Translators on-site to facilitate discussions with buyers
- Site visits to local facilities
- Exhibition fees and participation in the CalAsian Chamber’s booth (for 2017-2020 trade show in South Korea only)

PARTICIPANT’S RESPONSIBILITIES – REPORTING YOUR SUCCESS

- Submit a confidential quarterly report to discuss your export results based on your participation in the trade mission, including dollar value and number of sales, types of goods sold, contracts formed, and any other examples of your success in developing the South Korean market.
- If ITA or the CalAsian Chamber would like to publicize any of your success, we will ask for your approval in writing.

U.S. PRODUCT

I certify that I am, that my company is, or that I or my company represents: (a) a United States citizen; (b) a corporation, partnership or other association created under the laws of the United States or of any State; or (c) a foreign corporation, partnership, or other association, more than 95 percent of which is owned by persons described in (a) and (b) above; AND I am, my company is, or the entity I or my company represents is, exporting, or seeks to export goods or services produced in the United States, or goods or services that contain at least 51 percent U.S. content.

- I understand that this certification is a requirement to participate in the MDCP project activity described above and that an intentionally false certification may result in termination of participation in such activity.
- Information provided to the International Trade Administration (ITA) is intended solely for internal use. ITA will protect business confidential information to the full extent permitted by law and Administration policy. U.S. law prohibits U.S. government employees from disclosing trade secrets
- I agree to the terms of the success agreement with CalAsian Chamber as set forth above.

Company name

Email/Phone

Address

Name

Title

Signature

Date

CAPCC

California Asian Pacific Chamber of Commerce

Quarter end	Food Week Korea 2016		eCommerce Platform 2017		Reverse Trade Missions 2017		Seoul Food Show 2017		eCommerce Platform 2018		Reverse Trade Missions 2018		Seoul Food Show 2018		eCommerce 2019		Reverse Trade Missions 2019		Total	
	Sales	Value	Sales	Value	Sales	Value	Sales	Value	Sales	Value	Sales	Value	Sales	Value	Sales	Value	Sales	Value	Sales	Value
2016 Dec 31	14	\$2,520,000																	14	\$2,520,000
2017 Mar 31	18	\$3,240,000																	18	\$3,240,000
2017 Jun 30	9	\$1,620,000	7	\$1,260,000	5	\$900,000	15	\$2,700,000										36	\$6,480,000	
2017 Sep 30	5	\$900,000	8	\$1,440,000	7	\$1,260,000	20	\$3,600,000											40	\$7,200,000
2017 Dec 31			6	\$1,080,000	9	\$1,620,000	10	\$1,800,000											25	\$4,500,000
2018 Mar 31			3	\$540,000	9	\$1,620,000	5	\$900,000											17	\$3,060,000
2018 Jun 30					4	\$720,000			18	\$3,240,000	5	\$900,000	17	\$3,060,000					44	\$7,920,000
2018 Sep 30					2	\$360,000			24	\$4,320,000	7	\$1,260,000	23	\$4,140,000					56	\$10,080,000
2018 Dec 31									12	\$2,160,000	9	\$1,620,000	11	\$1,980,000					32	\$5,760,000
2019 Mar 31									6	\$1,080,000	9	\$1,620,000	6	\$1,080,000					21	\$3,780,000
2019 Jun 30											4	\$720,000			27	\$4,860,000	5	\$900,000	36	\$6,480,000
2019 Sep 30											2	\$360,000			36	\$4,860,000	7	\$1,260,000	45	\$6,480,000
2019 Dec 31	46	\$8,280,000	24	\$4,320,000	36	\$6,480,000	50	\$9,000,000	60	\$10,800,000	36	\$6,480,000	57	\$10,260,000	63	\$9,720,000	12	\$2,160,000	384	\$67,500,000
2020 Mar 31														18	\$3,240,000	9	\$1,620,000	27	\$4,860,000	
2020 Jun 30														9	\$1,620,000	9	\$1,620,000	18	\$3,240,000	
2020 Sep 30																4	\$720,000	4	\$720,000	
2020 Dec 31																2	\$360,000	2	\$360,000	
2021 Mar 31																			0	\$0
2021 Jun 30																			0	\$0
2021 Sep 30																			0	\$0
2021 Dec 31																			0	\$0
2022 Mar 31																			0	\$0
2022 Jun 30																			0	\$0
2022 Sep 30																			0	\$0
2022 Dec 31																			0	\$0
2023 Mar 31																			0	\$0
2023 Jun 30																			0	\$0
2023 Sep 30																			0	\$0
	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	27	\$4,860,000	24	\$4,320,000	51	\$9,180,000

CAPCC

California Asian Pacific Chamber of Commerce

Quarter end	Food Week Korea 2019		eCommerce Platform 2020		Reverse Trade Missions 2020		Seoul Food Show 2020		eCommerce Platform 2021		Reverse Trade Missions 2021		Seoul Food Show 2021		eCommerce Platform 2022		Reverse Trade Missions 2022		Seoul Food Show 2022		eCommerce Platform 2023		Reverse Trade Missions 2023		Grand Total		
	19 Exhibitors		30 Exhibitors		24 Participants		19 Exhibitors		30 Exhibitors		24 Participants		19 Exhibitors		30 Exhibitors		24 Participants		19 Exhibitors		30 Exhibitors		24 Participants		475 Exhib booths		Value
	Sales	Value	Sales	Value	Sales	Value	Sales	Value	Sales	Value	Sales	Value	Sales	Value	Sales	Value	Sales	Value	Sales	Value	Sales	Value	Sales	Value	Sales	Value	
2016 Dec 31																								14	\$2,520,000		
2017 Mar 31																								18	\$3,240,000		
2017 Jun 30																								36	\$6,480,000		
2017 Sep 30																								40	\$7,200,000		
2017 Dec 31																								25	\$4,500,000		
2018 Mar 31																								17	\$3,060,000		
2018 Jun 30																								44	\$7,920,000		
2018 Sep 30																								56	\$10,080,000		
2018 Dec 31																								32	\$5,760,000		
2019 Mar 31																								21	\$3,780,000		
2019 Jun 30																								36	\$6,480,000		
2019 Sep 30																								45	\$6,480,000		
	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	384	\$67,500,000	
2019 Dec 31	17	\$3,060,000																						44	\$7,920,000		
2020 Mar 31	23	\$4,140,000																						41	\$7,380,000		
2020 Jun 30	11	\$1,980,000	27	\$4,860,000	5	\$900,000	17	\$3,060,000																64	\$11,520,000		
2020 Sep 30	6	\$1,080,000	36	\$6,480,000	7	\$1,260,000	23	\$4,140,000																74	\$13,320,000		
2020 Dec 31			18	\$3,240,000	9	\$1,620,000	11	\$1,980,000																38	\$6,840,000		
2021 Mar 31			9	\$1,620,000	9	\$1,620,000	6	\$1,080,000																24	\$4,320,000		
2021 Jun 30					4	\$720,000			27	\$4,860,000	5	\$900,000	17	\$3,060,000										53	\$9,540,000		
2021 Sep 30					2	\$360,000			36	\$6,480,000	7	\$1,260,000	23	\$4,140,000										68	\$12,240,000		
2021 Dec 31									18	\$3,240,000	9	\$1,620,000	11	\$1,980,000										38	\$6,840,000		
2022 Mar 31					9	\$1,620,000	9	\$1,620,000	9	\$1,620,000	6	\$1,080,000												24	\$4,320,000		
2022 Jun 30										4	\$720,000			27	\$4,860,000	5	\$900,000	17	\$3,060,000					53	\$9,540,000		
2022 Sep 30										2	\$360,000			36	\$6,480,000	7	\$1,260,000	23	\$4,140,000					68	\$12,240,000		
2022 Dec 31										18	\$3,240,000	9	\$1,620,000	11	\$1,980,000									38	\$6,840,000		
2023 Mar 31										9	\$1,620,000	9	\$1,620,000	6	\$1,080,000									24	\$4,320,000		
2023 Jun 30											4	\$720,000												27	\$4,860,000		
2023 Sep 30												2	\$360,000											36	\$6,480,000		
	57	\$10,260,000	90	\$16,200,000	36	\$6,480,000	57	\$10,260,000	90	\$16,200,000	36	\$6,480,000	57	\$10,260,000	90	\$16,200,000	36	\$6,480,000	51	\$9,180,000	63	\$11,340,000	12	\$2,160,000	732	\$131,760,000	

STATE CAPITOL
P.O. BOX 942849
SACRAMENTO, CA 94249-0065
(916) 319-2065
FAX (916) 319-2165

DISTRICT OFFICE
6281 BEACH BOULEVARD, SUITE 304
BUENA PARK, CA 90621
(714) 521-6505
FAX (714) 521-6515

Assembly
California Legislature



YOUNG O. KIM
ASSEMBLYWOMAN, SIXTY-FIFTH DISTRICT

COMMITTEES
VICE CHAIR: JOBS, ECONOMIC
DEVELOPMENT, AND THE ECONOMY
BANKING AND FINANCE
BUDGET
EDUCATION
TRANSPORTATION
SUBCOMMITTEES
BUDGET SUBCOMMITTEE NO. 2
ON EDUCATION FINANCE

March 7, 2016

Pat Fong Kushida, President & CEO
California Asian Pacific Chamber of Commerce
2012 H Street, Suite 101
Sacramento, CA 95811

RE: Korea Direct - Market Development Cooperator Program (MDCP) proposal

Dear Ms. Pat Fong Kushida:

I am writing to express my full support for the California Asian Pacific Chamber of Commerce (CalAsian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) proposal to establish and manage the Korea Direct Initiative in California.

California is the nation's leading producer of agricultural products and the food and beverage processing industry has the third largest manufacturing sector in the Golden State. In 2012 California's food and beverage processing sector contributed \$82 billion in value added to the economy, 3,421 establishments employed 760,000 full- and part-time workers, paid \$10.5 billion in federal tax revenues, and \$8.2 billion in state and local tax revenues.

The Republic of Korea is a promising growth market for California food and beverage exports, as well as non-food products in key segments such as health and wellness, cosmetics, and personal care products. As a key influencer of other Pacific Rim consumer's purchasing behaviors, the implementation of a Korea Direct program, based upon the successful China Direct program model, under the MDCP award will help California lifestyle manufacturing enterprises export to Korea and the 1.5 billion consumers of the Northeast Asia Market.

I am proud to join and support the growing network of partners -- from across industry, business, labor, growers, processors, manufactures, government, NGOs, educational and research institutions -- who are banding together for the promotion of California food and beverage exports to Korea and through to other growth markets around the Pacific Rim. Thank you for your leadership on this issue.

Sincerely,

A handwritten signature in black ink, appearing to read "Y. Kim", with a large, sweeping flourish at the end.

Young O. Kim
Assemblywoman, 65th District



GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT

STATE OF CALIFORNIA • OFFICE OF GOVERNOR EDMUND G. BROWN JR.

March 15, 2016

Pat Fong Kushida
President/CEO
California Asian Pacific Chamber of Commerce
2012 H Street, Suite 101
Sacramento, CA 95811

RE: Korea Direct - Market Development Cooperator Program (MDCP) proposal

Dear Pat:

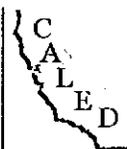
The Governor's Office of Business and Economic Development's (GO-Biz) understands that California Asian Pacific Chamber of Commerce (CalAsian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) seek to establish and manage the Korea Direct Initiative in California.

We recognize California's role as the nation's leading producer of agricultural products and the socio-economic significance that the food and beverage processing industry has as the third largest manufacturing sector in the Golden State. In 2012 California's food and beverage processing sector contributed \$82 billion in value add to the economy, 3,421 establishments employed 760,000 full- and part-time jobs, \$10.5 billion in federal tax revenues, and \$8.2 billion in state and local tax revenues. GO-Biz supports the growing network of partners - from across industry, business, labor, growers, processors, manufactures, Non-Governmental Organizations (NGOs), educational and research institutions along with government - who are banding together for the promotion of California food and beverage exports to Korea and through to other growth markets around the Pacific Rim.

GO-Biz supports efforts which improve trade opportunities for businesses in our state and wish you success in your initiative.

Sincerely,

Brian Peck
Deputy Director
International Affairs and Business Development



California Association for Local Economic Development

CALED Board 2015 – 2016

Executive Committee

Kevin Ham, Chair
City of Vista

Jason Crawford, Chair Elect
City of Santa Clarita

Bruce Stenslie, Past Chair
ED Collaborative of Ventura County

Mike Nuby, Treasurer
Southern California Edison

Carrie Rogers, Secretary
Los Angeles County EDC

Mike Dozier, Vice Chair
Fresno State, Office of Community & ED

Joshua Townsend, Vice Chair
Pacific Gas & Electric Company

Keith Boggs
County of Stanislaus

Richard Chapman
Kern EDC

Tonya Dowse
Siskiyou County EDC

Mather Kearney
Sacramento Municipal Utility District

Tim Kelley
Imperial Valley EDC

Stewart Knox
Employment Training Panel

Aaron Laurel
City of West Sacramento

Margaret Silveira
City of Lakeport

David L. Spaar
County of Monterey

Larry Vaupel
City of Redding

Advisory Board Committee

Panorea Avdls
Governor's Office of Business & ED

Mary Ingersoll
TeamCalifornia

Kraig Kojian
Downtown Long Beach Associates

Larry Kosmont
Kosmont Companies

Ralph Lippman
CA Community Economic Dev. Assn.

Dorothy Rothrock
CA Manufacturing & Technology Assn.

David Zehnder
Economic & Planning Systems

Ryan Sharp
University of California, Davis

Jim Simon
Rosenow Spevacek Group, Inc.

March 14, 2016

Pat Fong Kushida, President & CEO
California Asian Pacific Chamber of Commerce
2012 H Street, Suite 101
Sacramento, CA 95811

RE: Korea Direct - Market Development Cooperator Program (MDCP) proposal

Dear Ms. Pat Fong Kushida:

On behalf of the California Association for Local Economic Development (CALED), I am writing to express support for the California Asian Pacific Chamber of Commerce (CalAsian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) proposal to establish and manage the Korea Direct Initiative in California.

CALED has been supporting economic development in California since 1980. With over 800 members, we value the work and partnership with the CalAsian Chamber. Agriculture is an important part of California and supports jobs and economic growth. We recognize California's role as the nation's leading producer of agricultural products and the socio-economic significance that the food and beverage processing industry has as the third largest manufacturing sector in the Golden State. In 2012 California's food and beverage processing sector contributed \$82 billion in value add to the economy, 3,421 establishments employed 760,000 full- and part-time jobs, \$10.5 billion in federal tax revenues, and \$8.2 billion in state and local tax revenues.

We are proud to join and support the growing network of partners - from across industry, business, labor, growers, processors, manufactures, Non-Governmental Organizations (NGOs), educational and research institutions along with government - who are banding together for the promotion of California food and beverage exports to Korea and through to other growth markets around the Pacific Rim. The partnership between CalAsian and Tao Networks, along with the growing number of in-country service providers offer critical trade promotion and localization expertise in securing distribution while Foodpolis (Korea National Food Cluster Strategy) and several cross-border ecommerce partners will operate as channel partners helping food and beverage enterprises sell into the 1.5 billion consumers of the Northeast Asian Market.

If you have questions, please feel free to contact me at (916) 448-8252.

Sincerely,

Gurbax Sahota
President & CEO
CALED



California Association for
Micro Enterprise Opportunity

1 Hallidie Plaza, Suite 715
San Francisco, CA 94102
ph 415.992.4480
fax 415.445.9529
www.microbiz.org

March 14, 2016

Pat Fong Kushida, President & CEO
California Asian Pacific Chamber of Commerce
2012 H Street, Suite 101
Sacramento, CA 95811

RE: Korea Direct - Market Development Cooperator Program proposal

Dear Ms. Kushida:

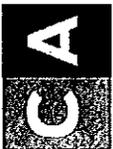
I am writing to express full support for the California Asian Pacific Chamber of Commerce (CalAsian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) proposal to establish and manage the Korea Direct Initiative in California.

California is the nation's leading producer of agricultural products and the food and beverage processing industry is the third largest manufacturing sector in the Golden State. In 2012, the sector contributed \$82 billion in value add to the economy, 3,421 establishments employed 760,000 full- and part-time jobs, \$10.5 billion in federal tax revenues, and \$8.2 billion in state and local tax revenues. We are proud to join the growing network of partners who are banding together for the promotion of California food and beverage exports to Korea and through to other growth markets around the Pacific Rim. The partnership between CalAsian and Tao Networks, along with in-country service providers, offers critical trade promotion and localization expertise in securing distribution while Foodpolis (Korea National Food Cluster Strategy) and several cross-border ecommerce partners will operate as channel partners helping food and beverage enterprises sell into the 1.5 billion consumers of the Northeast Asian Market.

Please contact us directly if you have any questions or comments concerning this letter and/or CAMEO's engagement in the promotion and operation of the Korea Direct Initiative.

Sincerely,

Claudia Viek
CEO, CAMEO





March 11, 2016

Pat Fong Kushida, President & CEO
California Asian Pacific Chamber of Commerce
2012 H Street, Suite 101
Sacramento, CA 95811

RE: Korea Direct - Market Development Cooperator Program (MDCP) proposal

Dear Ms. Pat Fong Kushida:

On behalf of the Center for Economic Development, CSU, Chico I am writing to express full support for the California Asian Pacific Chamber of Commerce (CalAsian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) proposal to establish and manage the Korea Direct Initiative in California.

We recognize California's role as the nation's leading producer of agricultural products and the socio-economic significance that the food and beverage processing industry has as the third largest manufacturing sector in the Golden State. In 2012 California's food and beverage processing sector contributed \$82 billion in value add to the economy, 3,421 establishments employed 760,000 full- and part-time jobs, \$10.5 billion in federal tax revenues, and \$8.2 billion in state and local tax revenues. We are proud to join and support the growing network of partners - from across industry, business, labor, growers, processors, manufactures, Non-Governmental Organizations (NGOs), educational and research institutions along with government - who are banding together for the promotion of California food and beverage exports to Korea and through to other growth markets around the Pacific Rim. The partnership between CalAsian and Tao Networks, along with the growing number of in-country service providers offer critical trade promotion and localization expertise in securing distribution while Foodpolis (Korea National Food Cluster Strategy) and several cross-border ecommerce partners will operate as channel partners helping food and beverage enterprises sell into the 1.5 billion consumers of the Northeast Asian Market.

Please contact us directly if you have any questions or comments concerning this letter and/or our organization's engagement in the promotion and operation of the Korea Direct Initiative.

Sincerely,

A handwritten signature in black ink that reads "Dan Ripke".

Dan Ripke
Director
The Center for Economic Development

February 16, 2016

Ms. Pat Fong Kushida, President & CEO
California Asian Pacific Chamber of Commerce
2012 H Street, Suite 101
Sacramento, CA 95811

RE: Korea Direct - Market Development Cooperator Program (MDCP) proposal

Dear Ms. Pat Fong Kushida:

On behalf of the Corporation for Manufacturing Excellence (Manex), I am writing to confirm our strong support for and commitment to the California Asian Pacific Chamber of Commerce (CalAsian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) application to establish and manage the Korea Direct Initiative in California.

We recognize California's role as the nation's leading producer of agricultural products and the socio-economic significance that the food and beverage processing industry has as the third largest manufacturing sector in the Golden State. In 2012 California's food and beverage processing sector contributed \$82 billion in value add to the economy, 3,421 establishments employed 760,000 full- and part-time jobs, \$10.5 billion in federal tax revenues, and \$8.2 billion in state and local tax revenues.

We are proud to join and support the growing network of partners - from across industry, business, labor, growers, processors, manufactures, Non-Governmental Organizations (NGOs), educational and research institutions along with government – who are banding together for the promotion of California food and beverage exports to Korea and through to other growth markets around the Pacific Rim.

The partnership between CalAsian and Tao Networks, along with the growing number of in-country service providers offer critical trade promotion and localization expertise in securing distribution while Foodpolis (Korea National Food Cluster Strategy) and several cross-border ecommerce partners will operate as channel partners helping food and beverage enterprises sell into the 1.5 billion consumers of the Northeast Asian Market.

As a committed partner to this endeavor, we agree to provide the services on Attachment I on an annual basis and have identified an in-kind value to each item.

Please contact us directly if you have any questions or comments concerning this letter and/or our organization's engagement in the promotion and operation of the Korea Direct Initiative.

Sincerely,



Gene Russell
President and CEO





**CITY
OF
WEST
SACRAMENTO**

CITY HALL
1110 West Capitol Avenue
West Sacramento, CA 95691

City Council
(916) 617-4500

City Manager's Office
City Clerk
Early Learning Services
Information Technology
(916) 617-4500
Economic Development
(916) 617-4535

Community Development
Planning/Development Engineering
(916) 617-4645
Housing & Community Investment
(916) 617-4555
Building
(916) 617-4683
Code Enforcement
(916) 617-4925

Public Works
Administration
Transportation
Engineering
Flood Protection
(916) 617-4850
Environmental Services
(916) 617-4590
Utility Billing
(916) 617-4589

Administrative Services
Finance
(916) 617-4575
Human Resources
(916) 617-4567

Parks & Recreation
Administration
(916) 617-4620
Recreation Center
2801 Jefferson Boulevard
West Sacramento, CA 95691
(916) 617-4770
Community Center
1075 West Capitol Avenue
West Sacramento, CA 95691
(916) 617-5320

FIRE
2040 Lake Washington Boulevard
West Sacramento, CA 95691
(916) 617-4600
Fax (916) 371-5017

POLICE
550 Jefferson Boulevard
West Sacramento, CA 95605
(916) 617-4900

PUBLIC WORKS
Operations
1951 South River Road
West Sacramento, CA 95691
(916) 617-4850

March 14, 2016

Pat Fong Kushida, President and CEO
California Asian Pacific Chamber of Commerce
2012 H Street, Suite 101
Sacramento, CA 95811

RE: Korea Direct - Market Development Cooperator
Program (MDCP) Proposal

Dear Ms. Fong Kushida:

I am writing to express our strong support and commitment to the California Asian Pacific Chamber of Commerce (Cal Asian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) proposal to establish and manage the Korea Direct Initiative in California.

West Sacramento is proud to be home to numerous food and beverage companies. We have an active business attraction and retention program focused on the industry and regularly engage in trade promotion activities with the Cal Asian Pacific Chamber.

We commit to provide the services described on Attachment I on an annual basis with an associated in-kind value for each item to promote California food and beverage exports to Korea and around the Pacific Rim. The partnership between Cal Asian and Tao Networks, and the growing number of in-country service providers offer critical trade promotion and localization expertise in securing distribution while Foodpolis (Korea National Food Cluster Strategy) and several cross-border ecommerce partners will operate as channel partners helping food and beverage enterprises sell into the 1.5 billion consumers of the Northeast Asian Market.

Please contact me directly if you have any questions regarding our participation in the Korea Direct Initiative.

Sincerely,



Diane Richards
Senior Program Manager

City of West Sacramento, California

Attachment 1		
Activity	Detail *\$/hr excludes benefits	In-Kind value # rounded
Dedicated office space for business and technical assistance consultations		-
Dedicated meeting space for large workshops (x per year/# week days)	2 per year/1 weekday	\$ 2,000
Sponsorship and booth space at events each year	- 1 sponsorship/booth space	\$ 2,000
Promoting Korea Direct via outreach meetings	-\$25/hour x 20 hours	\$ 500
Link on website/info distribution via e-mail & social media	-\$25/hour x 20	\$ 500
Primary contacts – promote Korea Direct via daily activities in addition to calls, emails, website	12/year	\$ 500
Workshop Planning	20 hours/year @ \$25	\$ 500
Workshop Outreach	20 hours/year @ \$25	\$ 500
TOTAL	100 hours	\$6,500



March 8, 2016

Pat Fong Kushida
President and CEO
Cal-Asian Chamber of Commerce
2012 H Street Suite 101
Sacramento, California 95811

Dear Mrs. Kushida,

I am writing to explore the Cal-Asian Chamber of Commerce's interests in a strategic partnership with DHL Express USA to increase trade and business investment awareness among the California business community.

Over the last five years, DHL Express has partnered with the U.S. Department of Commerce and local Chamber of Commerce's throughout the U.S. in developing Exporting 101 educational programs and services, which seek to grow the U.S. exporter base; assist companies in understanding how to leverage Federal, State and Local export assistance programs; and increase awareness of the benefits of international trade and foreign investment to the U.S. economy.

The objectives of our partnership would be to create Exporting 101 programs for small and medium-sized business throughout the state of California. DHL Express would provide our internal international trade experts and the Cal-Asian Chamber would provide venues and access to your vast network of businesses. We believe that through a collaborative effort we could advance our joint goals of growing and empowering the California business community.

I look forward to hearing from you. Thank you for your consideration.

Sincerely Yours,

A handwritten signature in black ink, appearing to read 'Eugene Laney Jr.', is located below the 'Sincerely Yours,' text.

Eugene Laney Jr.
Head of International Trade Affairs
DHL Express USA

A handwritten signature in black ink, appearing to read 'Joe Siegel', is located to the right of Eugene Laney Jr.'s signature.

Joe Siegel
Director of Marketing
DHL Express USA



February 26, 2016

Rakuten, Inc
Rakuten Crimson House
Tokyo, Setagaya
Japan 158-0084

RE: Korea Direct - Market Development Cooperator Program (MDCP) proposal

Dear Ms. Pat Fong Kushida:

On behalf of Rakuten, Inc, I am writing to express full support for the California Asian Pacific Chamber of Commerce (CalAsian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) proposal to establish and manage the Korea Direct Initiative in California.

We recognize California's role as the nation's leading producer of agricultural products and the socio-economic significance that the food and beverage processing industry has as the third largest manufacturing sector in the Golden State. In 2012 California's food and beverage processing sector contributed \$82 billion in value add to the economy, 3,421 establishments employed 760,000 full- and part-time jobs, \$10.5 billion in federal tax revenues, and \$8.2 billion in state and local tax revenues. We are proud to join and support the growing network of partners - from across industry, business, labor, growers, processors, manufactures, Non-Governmental Organizations (NGOs), educational and research institutions along with government - who are banding together for the promotion of California food and beverage exports to Korea and through to other growth markets around the Pacific Rim. The partnership between CalAsian and Tao Networks, along with the growing number of in-country service providers offer critical trade promotion and localization expertise in securing distribution while Foodpolis (Korea National Food Cluster Strategy) and several cross-border ecommerce partners will operate as channel partners helping food and beverage enterprises sell into the 1.5 billion consumers of the Northeast Asian Market.

Please contact us directly if you have any questions or comments concerning this letter and/or our organization's engagement in the promotion and operation of the Korea Direct Initiative.

Sincerely,

Reid Wegner
Merchant Development Manager
Rakuten, Inc

MONTEREY COUNTY

OFFICE OF ECONOMIC DEVELOPMENT
168 WEST ALISAL STREET, 3RD FLOOR, SALINAS, CALIFORNIA 93901-2439
(831) 755-5387 FAX: (831) 755-5398



DAVID L. SPAUR , CEcD, EDFP
DIRECTOR

March 14, 2016

Pat Fong Kushida
President & CEO
California Asian Pacific Chamber of Commerce
2012 H Street, Suite 101
Sacramento, CA 95811

Re: Korea Direct - Market Development Cooperator Program (MDCP) proposal

Dear Ms. Pat Fong Kushida:

On behalf of the County of Monterey and the Economic Development Department, I am writing to express full support for the California Asian Pacific Chamber of Commerce (CalAsian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) proposal to establish and manage the Korea Direct Initiative in California.

Please accept this letter as our request to join in supporting the CalAsian/TaoNetworks International proposal – **Korea Direct** program – to help small- to medium-sized “California Lifestyle” consumer products manufacturers increase their exports to Korea.

Annually, the **U.S. Department of Commerce, Market Development Cooperator Program (MDCP)** seeks proposals from a cross-section of trade and industry groups, chambers of commerce, state departments of trade, world trade centers, and other organizations who are engaged in the promotion of American private sector exports.

It is just such an industry partnership formed by CalAsian-TaoNetworks International, Inc. that has identified the Republic of Korea as a promising growth market for California products and as a key influencer of other Pacific Rim consumer’s purchasing behaviors. The implementation of a Korea Direct program – based upon the successful China Direct program model - under the MDCP award will help California Lifestyle manufacturing enterprises export to Korea.

For the purposes of this proposal and requesting your support, CalAsian/TaoNetworks International, Inc. has identified California Lifestyle producers as firms with annual revenues of between \$250K and \$250M in the fast-moving consumer goods (FMCG) sales in both the food and beverage as well as non-food products in key segments such as health and wellness – including organic or all-natural cosmetics, beauty and personal care products, along with package nutritional supplement space -, lifestyle, impulse and convenience products.

Sincerely,

David L Spaur

David L. Spaur, Director

City of
SACRAMENTO
Economic Development

March 3, 2015

Pat Fong-Kushida
California Asian Pacific Chamber of Commerce
212 H Street, Suite 101
Sacramento, CA 95811

RE: Korea Direct - Market Development Cooperator Program (MDCP) proposal

Dear Ms. Fong-Kushida:

On behalf of the City of Sacramento Economic Development Department, I am writing to confirm our strong support and commitment to the California Asian Pacific Chamber of Commerce (CalAsian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) application to establish and manage the Korea Direct Initiative in California.

We recognize and embrace California's role as the nation's leading producer of agricultural products and the socio-economic significance that the food and beverage processing industry has as the third largest manufacturing sector in the Golden State. In 2012, California's food and beverage processing sector contributed \$82 billion in value added to the economy, 3,421 establishments employed 760,000 full- and part-time jobs, \$10.5 billion in federal tax revenues, and \$8.2 billion in state and local tax revenues. We are proud to join and support the growing network of partners from business, labor, growers, processors, manufacturers, Non-Governmental Organizations (NGOs), educational and research institutions and government who are collaborating to promote California food and beverage exports to Korea and other growth markets around the Pacific Rim. The partnership between CalAsian and Tao Networks, along with the growing number of in-country service providers offer critical trade promotion and local expertise in logistics and distribution. Foodpolis (Korea National Food Cluster Strategy) and several cross-border eCommerce partners will operate as channel partners, helping food and beverage enterprises sell to the 1.5 billion consumers who comprise the Northeast Asian Market.

The City of Sacramento will use its social media resources and network of partners to support the promotion of the Korea Direct Program. In addition, our Chongqing, PRC trade office can support the program by marketing within the Chongqing trade area.

We are pleased to support this initiative, and look forward to its success. We commend you on pursuing this important work that will expand economic activity here and throughout California.

Sincerely,



Larry Burkhardt, Director
City of Sacramento Economic Development Department

915 I STREET, 4TH FLOOR
SACRAMENTO, CA 95814
TEL 916.808.7223
WWW.CITYOF SACRAMENTO.ORG

March 14, 2016

China-California Golf Group & Monterey Bay Trade, Tourism & Investment
California Asian Pacific Chamber of Commerce
2012 H Street, Suite 101
Sacramento, CA 95811

RE: Korea Direct - Market Development Cooperator Program (MDCP) proposal

Dear Ms. Pat Fong Kushida:

On behalf of the China-California Golf Group AND Monterey Bay Trade, Tourism and Investment, I am writing to express full support for the California Asian Pacific Chamber of Commerce (CalAsian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) proposal to establish and manage the Korea Direct Initiative in California.

As a representative of "The Salad Bowl of the World", agriculture and APEC opportunities are always of great importance to us and our partners.

We recognize California's role as the nation's leading producer of agricultural products and the socio-economic significance that the food and beverage processing industry has as the third largest manufacturing sector in the Golden State. In 2012 California's food and beverage processing sector contributed \$82 billion in value add to the economy, 3,421 establishments employed 760,000 full- and part-time jobs, \$10.5 billion in federal tax revenues, and \$8.2 billion in state and local tax revenues. We are proud to join and support the growing network of partners - from across industry, business, labor, growers, processors, manufactures, Non-Governmental Organizations (NGOs), educational and research institutions along with government - who are banding together for the promotion of California food and beverage exports to Korea and through to other growth markets around the Pacific Rim. The partnership between CalAsian and Tao Networks, along with the growing number of in-country service providers offer critical trade promotion and localization expertise in securing distribution while Foodpolis (Korea National Food Cluster Strategy) and several cross-border ecommerce partners will operate as channel partners helping food and beverage enterprises sell into the 1.5 billion consumers of the Northeast Asian Market.

Please contact us directly if you have any questions or comments concerning this letter and/or our organization's engagement in the promotion and operation of the Korea Direct Initiative.

Sincerely,

Gene Pini
President
408-781-5017



Monday, March 14, 2016

California Asian Pacific Chamber of Commerce
2012 H Street, Suite 101
Sacramento, CA 95811

RE: Korea Direct - Market Development Cooperator Program (MDCP) Proposal

Dear Ms. Pat Fong Kushida:

On behalf of the Imperial Valley Economic Development Corporation (IVEDC), a regional marketing organization, located in El Centro, CA, I am writing to express full support for the California Asian Pacific Chamber of Commerce (CalAsian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) proposal to establish and manage the Korea Direct Initiative in California.

We recognize California's role as the nation's leading producer of agricultural products and the socio-economic significance that the food and beverage processing industry has as the third largest manufacturing sector in the Golden State. In 2012 California's food and beverage processing sector contributed \$82 billion in value added to the economy, 3,421 establishments employed 760,000 full- and part-time jobs, \$10.5 billion in federal tax revenues, and \$8.2 billion in state and local tax revenues. We are proud to join and support the growing network of partners - from across industry, business, labor, growers, processors, manufactures, Non-Governmental Organizations (NGOs), educational and research institutions along with government – who are banding together for the promotion of California food and beverage exports to Korea and through to other growth markets around the Pacific Rim. The partnership between CalAsian and Tao Networks, along with the growing number of in-country service providers offer critical trade promotion and localization expertise in securing distribution while Foodpolis (Korea National Food Cluster Strategy) and several cross-border ecommerce partners will operate as channel partners helping food and beverage enterprises sell into the 1.5 billion consumers of the Northeast Asian Market.

IVEDC is excited to partner with CalAsian and TAO's Korea Direct Initiative. Imperial County is ranked a top 5 California producer of alfalfa hay, alfalfa seed, dates, sweet corn, sudan hay and wheat. Along with being a top agriculture producer, Imperial County proudly produces specialty commodity goods including: honey wine, olive oil, seeds, grain-feed beef and beer. A successful award of the Korea Direct Initiative would greatly assist Imperial County food and beverage processors grow their market share, increase higher-wage employment opportunities in the region and further position Imperial County and the State of California as a leader in the production of high-quality processed food and beverage goods.

IVEDC commits to work closely with CalAsian and TAO to help identify Imperial County producers that can participate in a trade mission to Korea to promote regional processed food and beverage goods.

March 15, 2016

Pat Fong Kushida, President & CEO
California Asian Pacific Chamber of Commerce
2012 H Street, Suite 101
Sacramento, CA 95811

RE: Korea Direct - Market Development Cooperator Program (MDCP) proposal

Dear Ms. Pat Fong Kushida:

On behalf of the Irvine Chamber of Commerce, I am writing to express full support for the California Asian Pacific Chamber of Commerce (CalAsian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) proposal to establish and manage the Korea Direct Initiative in California.

We recognize California's role as the nation's leading producer of agricultural products and the socio-economic significance that the food and beverage processing industry has as the third largest manufacturing sector in the Golden State. In 2012 California's food and beverage processing sector contributed \$82 billion in value add to the economy, 3,421 establishments employed 760,000 full- and part-time jobs, \$10.5 billion in federal tax revenues, and \$8.2 billion in state and local tax revenues. We are proud to join and support the growing network of partners - from across industry, business, labor, growers, processors, manufactures, Non-Governmental Organizations (NGOs), educational and research institutions along with government - who are banding together for the promotion of California food and beverage exports to Korea and through to other growth markets around the Pacific Rim. The partnership between CalAsian and Tao Networks, along with the growing number of in-country service providers offer critical trade promotion and localization expertise in securing distribution while Foodpolis (Korea National Food Cluster Strategy) and several cross-border ecommerce partners will operate as channel partners helping food and beverage enterprises sell into the 1.5 billion consumers of the Northeast Asian Market.

Please contact us directly if you have any questions or comments concerning this letter and/or our organization's engagement in the promotion and operation of the Korea Direct Initiative.

Sincerely,



Linda DiMario
Vice President, Economic Development & Tourism
Irvine Chamber of Commerce



LOS ANGELES AREA
CHAMBER OF COMMERCE

February 23, 2016

Ms. Pat Fong Kishida
President & CEO
California Asian Pacific Chamber of Commerce
2012 H Street, Suite 101
Sacramento, CA 95811

RE: Korea Direct - Market Development Cooperator Program (MDCP) proposal

Dear Ms. Pat Fong Kushida:

On behalf of the Los Angeles Area Chamber of Commerce, I am writing to express full support for the California Asian Pacific Chamber of Commerce (CalAsian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) proposal to establish and manage the Korea Direct Initiative in California.

We recognize California's role as the nation's leading producer of agricultural products and the socio-economic significance that the food and beverage processing industry has as the third largest manufacturing sector in the Golden State. In 2012 California's food and beverage processing sector contributed \$82 billion in value add to the economy, 3,421 establishments employed 760,000 full- and part-time jobs, \$10.5 billion in federal tax revenues, and \$8.2 billion in state and local tax revenues. We are proud to join and support the growing network of partners - from across industry, business, labor, growers, processors, manufactures, Non-Governmental Organizations (NGOs), educational and research institutions along with government - who are banding together for the promotion of California food and beverage exports to Korea and through to other growth markets around the Pacific Rim. The partnership between CalAsian and Tao Networks, along with the growing number of in-country service providers offer critical trade promotion and localization expertise in securing distribution while Foodpolis (Korea National Food Cluster Strategy) and several cross-border ecommerce partners will operate as channel partners helping food and beverage enterprises sell into the 1.5 billion consumers of the Northeast Asian Market.

Please contact us directly if you have any questions or comments concerning this letter and/or our organization's engagement in the promotion and operation of the Korea Direct Initiative.

Sincerely,

A handwritten signature in cursive script that reads "Gary Toebben".

Gary Toebben
President & CEO
Los Angeles Area Chamber of Commerce



February 16, 2016

Pat Fong Kushida, President & CEO
California Asian Pacific Chamber of Commerce
2012 H Street, Suite 101
Sacramento, CA 95811

RE: Korea Direct - Market Development Cooperator Program (MDCP) proposal

Dear Ms. Pat Fong Kushida:

On behalf of the Sierra Business Council, I am writing to express full support for the California Asian Pacific Chamber of Commerce (CalAsian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) proposal to establish and manage the Korea Direct Initiative in California.

We recognize California's role as the nation's leading producer of agricultural products and the socio-economic significance that the food and beverage processing industry has as the third largest manufacturing sector in the Golden State. In 2012 California's food and beverage processing sector contributed \$82 billion in value add to the economy, 3,421 establishments employed 760,000 full- and part-time jobs, \$10.5 billion in federal tax revenues, and \$8.2 billion in state and local tax revenues. We are proud to join and support the growing network of partners - from across industry, business, labor, growers, processors, manufactures, Non-Governmental Organizations (NGOs), educational and research institutions along with government - who are banding together for the promotion of California food and beverage exports to Korea and through to other growth markets around the Pacific Rim. The partnership between CalAsian and Tao Networks, along with the growing number of in-country service providers offer critical trade promotion and localization expertise in securing distribution while Foodpolis (Korea National Food Cluster Strategy) and several cross-border ecommerce partners will operate as channel partners helping food and beverage enterprises sell into the 1.5 billion consumers of the Northeast Asian Market.

Please contact us directly if you have any questions or comments concerning this letter and/or our organization's engagement in the promotion and operation of the Korea Direct Initiative.

Sincerely,

Steve Frisch
President
Sierra Business Council



March 14, 2016

California Asian Pacific Chamber of Commerce
2012 H Street, Suite 101
Sacramento, CA 95811

RE: Korea Direct - Market Development Cooperator Program (MDCP) proposal

Dear Ms. Pat Fong Kushida:

On behalf of the Solano Economic Development Corporation, I am writing to express full support for the California Asian Pacific Chamber of Commerce (CalAsian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) proposal to establish and manage the Korea Direct Initiative in California.

Founded in 1983, the Solano EDC is a collaboration of private and public stakeholders that provide a leadership role for economic development efforts in Solano County and its seven cities. In today's environment, it is essential Solano County preserve its economic development base and also strive to enhance all prospects for expansion of existing business and industry. Solano EDC is committed to supporting partnerships and developing new opportunities that will increase economic activity and job generation.

The Solano EDC is interested in attracting, growing, and retaining business and industry in Solano County that will enhance the economic vitality and quality of life in our communities. In EDC's 2014 review of *Index of Economic and Community Progress*, an increases in agricultural employment as well as an increase in the share of the County's GDP attributed to agricultural were charted.

The Solano EDC recognizes California's role as the nation's leading producer of agricultural products and the socio-economic significance that the food and beverage processing industry has as the third largest manufacturing sector in the Golden State. In 2012 California's food and beverage processing sector contributed \$82 billion in value add to the economy, 3,421 establishments employed 760,000 full- and part-time jobs, \$10.5 billion in federal tax revenues, and \$8.2 billion in state and local tax revenues. We are proud to join and support the growing network of partners - from across industry, business, labor, growers, processors, manufactures, Non-Governmental Organizations (NGOs), educational and research institutions along with government - who are banding together for the promotion of California food and beverage exports to Korea and through to other growth markets around the Pacific Rim. The partnership between CalAsian and Tao Networks, along with the growing number of in-country service providers offer critical trade promotion and localization expertise in securing distribution while Foodpolis (Korea National Food Cluster Strategy) and several cross-border ecommerce partners will operate as channel partners helping food and beverage enterprises sell into the 1.5 billion consumers of the Northeast Asian Market.

Please contact us directly at (707) 864-1855, if you have any questions or comments concerning this letter or the EDC's engagement in the promotion and operation of the Korea Direct Initiative.

Sincerely,

Sandy Person
President
Solano Economic Development Corporation

Sandy Person

President

sandy@solanoedc.org

Patrick McGuire

Vice President

patrick@solanoedc.org

J. Paul Harrington

Project Manager

Solano Energy Watch

jpaul@solanoedc.org

Sean Quinn

Project Manager

Moving Solano Forward Phase 2

sean@solanoedc.org

Patricia Uhrich

Office Manager

pat@solanoedc.org

Address:

360 Campus Lane, Suite 102

Fairfield, CA 94534

Phone:

707.864.1855

Fax:

707.864.6621

Toll Free:

888.864.1855

Website:

www.solanoedc.org



February 19, 2016

Pat Fong Kushida, President & CEO
California Asian Pacific Chamber of Commerce
2012 H Street, Suite 101
Sacramento, CA 95811

RE: Korea Direct - Market Development Cooperator Program (MDCP) proposal

Dear Ms. Pat Fong Kushida:

On behalf of the Central Valley AgPlus Food and Beverage Manufacturing Consortium, I am writing to confirm our strong support for and commitment to the California Asian Pacific Chamber of Commerce (CalAsian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) application to establish and manage the Korea Direct Initiative in California.

AgPLUS is a designated Investing in Manufacturing Communities Partnership (IMCP) region focused on Food and Beverage Manufacturing. The Central Valley is a 28-county economic powerhouse with \$34.7 billion in farm gate value and \$11.0 billion exports. Its food and beverage manufacturing produces \$43.2 billion in annual output.

The IMCP program is an initiative designed to revolutionize the way federal agencies leverage economic development funds. It encourages communities to develop comprehensive economic development strategies that will strengthen their competitive edge for attracting global manufacturer and supply chain investments. Through IMCP, the federal government is rewarding best practices – coordinating federal aid to support communities' strong development plans and synchronizing grant programs across multiple departments and agencies.

The Central Valley AgPlus Food and Beverage Manufacturing Consortium received IMCP designation in July 2015. Accelerating the growth of value-added food and beverage manufacturing will bring added economic opportunity and shared competitive advantage to the region, California and the nation by minimizing leakage of \$4.1 billion of output and 5,000 jobs outside of the region.

UCDAVIS

WORLD FOOD CENTER

February 16, 2016

Pat Fong Kushida
California Asian Pacific Chamber of Commerce
2012 H Street, Suite 101
Sacramento, CA 95811

RE: Korea Direct - Market Development Cooperator Program (MDCP) proposal

Dear Ms. Fong Kushida:

I am writing to strongly support of the California Asian Pacific Chamber of Commerce (CalAsian)'s proposal to the Market Development Cooperator Program (MDCP) to establish and manage the Korea Direct Initiative in California.

As the leading agricultural producer in the US, agriculture is one of California's top five exports by value. Indeed, the food and beverage processing industry comprises the third largest manufacturing sector in our state, contributing \$82 billion in value add to the economy, 760,000 full- and part-time jobs, \$10.5 billion in federal tax revenues, and \$8.2 billion in state and local tax revenues. Promotion of exports, particularly to Pacific Rim markets is important to keeping California agriculture and food industries globally competitive and retaining this economic value to our state.

We are very pleased to support the partnership between CalAsian and Tao Networks to offer critical trade promotion and localization expertise to California's food and beverage industries to access the 1.5 billion consumers of the northeast Asian market. CalAsian's ability to build networks of partners - from across industry, business, labor, growers, processors, manufactures, Non-Governmental Organizations (NGOs), educational and research institutions along with government - is indicative of their ability build the connectivity necessary to facilitate new export relationships.

Please do not hesitate to contact me if I can address any questions. We strongly hope this proposal will be successful.

Sincerely,



Josette Lewis
Associate Director
World Food Center



美亚创新促进会

February 12, 2016

Pat Fong Kushida, President & CEO
California Asian Pacific Chamber of Commerce
2012 H Street, Suite 101
Sacramento, CA 95811

RE: Korea Direct - Market Development Cooperator Program (MDCP) proposal

Dear Ms. Pat Fong Kushida:

On behalf of the US-Asia Innovation Gateway, I am writing to express full support for the California Asian Pacific Chamber of Commerce (CalAsian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) proposal to establish and manage the Korea Direct Initiative in California.

We recognize California's role as the nation's leading producer of agricultural products and the socio-economic significance that the food and beverage processing industry has as the third largest manufacturing sector in the Golden State. In 2012 California's food and beverage processing sector contributed \$82 billion in value add to the economy, 3,421 establishments employed 760,000 full- and part-time jobs, \$10.5 billion in federal tax revenues, and \$8.2 billion in state and local tax revenues. We are proud to join and support the growing network of partners - from across industry, business, labor, growers, processors, manufactures, Non-Governmental Organizations (NGOs), educational and research institutions along with government - who are banding together for the promotion of California food and beverage exports to Korea and through to other growth markets around the Pacific Rim. The partnership between CalAsian and Tao Networks, along with the growing number of in-country service providers offer critical trade promotion and localization expertise in securing distribution while Foodpolis (Korea National Food Cluster Strategy) and several cross-border ecommerce partners will operate as channel partners helping food and beverage enterprises sell into the 1.5 billion consumers of the Northeast Asian Market.

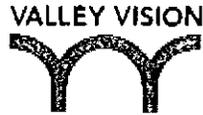
Please contact us directly if you have any questions or comments concerning this letter and/or our organization's engagement in the promotion and operation of the Korea Direct Initiative.

Sincerely,

A handwritten signature in black ink, appearing to read "Stephanie Xu".

Stephanie Xu

President
US-Asia Innovation gateway



Connect. Partner. Impact.

FOUNDING EMERITUS

Len McCandliss
James McClatchy
Gordon Schaber

BOARD OF DIRECTORS

Chair
Jose Hermocillo

Vice Chair
Keri Thomas

Treasurer
Tim Johnson

Directors
Veronica Blake
Edmundo Castaneda
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Cheryl Dell
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William Duncan
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Linda Katehi
Bran King
Gary Maisel
Kathy McKim
Fred Mendez
Steven R. Mills
Arlen Orchard
Scott Shapiro
Scott Syphax
Tina Thomas
Maggie Townsley

Chief Executive
Bill Mueller

March 11, 2016

**Pat Fong Kushida, President & CEO
California Asian Pacific Chamber of Commerce
2012 H Street, Suite 101
Sacramento, CA 95811**

**RE: Korea Direct - Market Development Cooperator Program (MDCP)
proposal**

Dear Ms. Pat Fong Kushida:

On behalf of Valley Vision, Inc., I am writing to express full support for the California Asian Pacific Chamber of Commerce (CalAsian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) proposal to establish and manage the Korea Direct Initiative in California.

California is the nation's leading producer of agricultural products and the food and beverage processing industry is the third largest manufacturing sector. In 2012 California's food and beverage processing sector contributed \$82 billion in value add to the economy, 3,421 establishments employed 760,000 full- and part-time jobs, \$10.5 billion in federal tax revenues, and \$8.2 billion in state and local tax revenues. In recognition of the vital importance of this industry, the U.S. Economic Development Administration designated California's Central Valley as an Investing in Manufacturing Communities Partnership (IMCP) region to accelerate the growth of the food and beverage manufacturing industry, including through expanded international trade. Valley Vision is the lead for the Sacramento region and as such will work closely with the California Asian Pacific Chamber of Commerce.

We are committed to being part of the growing network of partners - from across industry, business, labor, growers, processors, manufacturers, Non-Governmental Organizations (NGOs), educational and research institutions along with government - who are collaborating to promote California food and beverage exports to Korea and to other growth markets around the Pacific Rim. The partnership between CalAsian and Tao Networks, along with the growing number of in-country service providers offer critical trade promotion and localization expertise in securing distribution while Foodpolis (Korea National Food Cluster Strategy) and several cross-border ecommerce partners will operate as channel partners helping food and beverage enterprises sell into the 1.5 billion consumers of the Northeast Asian Market.



WORLD TRADE CENTER
NORTHERN CALIFORNIA

February 16, 2016

Pat Fong Kushida, President & CEO
California Asian Pacific Chamber of Commerce
2012 H Street, Suite 101
Sacramento, CA 95811

RE: Korea Direct - Market Development Cooperator Program (MDCP) proposal

Dear Ms. Pat Fong Kushida:

On behalf of the Northern California World Trade Center, I am writing to express full support for the California Asian Pacific Chamber of Commerce (CalAsian) and TAO Networks International, Inc. Market Development Cooperator Program (MDCP) proposal to establish and manage the Korea Direct Initiative in California.

We recognize California's role as the nation's leading producer of agricultural products and the socio-economic significance that the food and beverage processing industry has as the third largest manufacturing sector in the Golden State. In 2012 California's food and beverage processing sector contributed \$82 billion in value add to the economy, 3,421 establishments employed 760,000 full- and part-time jobs, \$10.5 billion in federal tax revenues, and \$8.2 billion in state and local tax revenues. We are proud to join and support the growing network of partners - from across industry, business, labor, growers, processors, manufactures, Non-Governmental Organizations (NGOs), educational and research institutions along with government - who are banding together for the promotion of California food and beverage exports to Korea and through to other growth markets around the Pacific Rim. The partnership between CalAsian and Tao Networks, along with the growing number of in-country service providers offer critical trade promotion and localization expertise in securing distribution while Foodpolis (Korea National Food Cluster Strategy) and several cross-border ecommerce partners will operate as channel partners helping food and beverage enterprises sell into the 1.5 billion consumers of the Northeast Asian Market.

Please contact us directly if you have any questions or comments concerning this letter and/or our organization's engagement in the promotion and operation of the Korea Direct Initiative.

Sincerely,

Renée Taylor
President & CEO

Other Attachments

- x-1 CalAsian Chamber MOU Partner Network
- x-2 CalAsian API SMART Network
- x-3 KOREA DIRECT program overview
- x-4 CalAsian Export Readiness Assessment overview)
- x-5 CalAsian Trade Mission Business Development model)
- x-6 City of Iksan, Republic of Korea (FOODPOLIS) Memorandum of Understanding
- x-7 Gwangju Technopark (GJTP), Gwangju, Republic of Korea, Memorandum of Understanding
- x-8 California Manufacturing Technology Consulting (CMTC) Expotech Memorandum of Understanding
- x-9 The Central Valley AgPlus Food and Beverage Manufacturing Consortium overview
- x-10 Use of ITA emblem – China Direct
- x-11 Use of ITA emblem – China Trade Mission 2015
- x-12 Use of ITA emblem – China Trade Mission 2016

Partner Network

Northern California

Asian Business Alliance
Asian Inc.
Chinese American Chamber of Commerce Santa Clara County
Filipino American Chamber of Santa Clara County
Hispanic Chamber of Commerce of Silicon Valley
Indo American Chamber of Commerce of Northern California
Japanese Chamber of Commerce of Northern California
NAAAP San Francisco
National Asian American Coalition
Oakland Chinatown Chamber of Commerce
Pacific Islander Asian American Organization
PAK US Chamber of Commerce
Silicon Valley Vietnamese American Chamber of Commerce
Solano County Filipino American Chamber of Commerce
Taiwanese American Professionals

The CalAsian Chamber is a catalyst for collaboration. Our partner network started with our dedication to the people and communities we serve. Our mission is to engage in advocacy empowering California's diverse sector of non-profit organizations to make a positive economic impact in their community. We do this by offering access, education, and opportunity to help organizations grow and succeed in business.

Central California

Asian Pacific American Islanders Public Affairs Association
Asian Resources Inc.
California Urban Partnership
Central California Hispanic Chamber of Commerce
Central Valley Asian-American Chamber of Commerce
Fresno Downtown Hub
Greater Sacramento Vietnamese Chamber of Commerce
OCA Sacramento
Owens Valley CDC
Sacramento Asian Pacific Chamber of Commerce
Sacramento Vietnamese Martyrs Church
Slavic American Chamber of Commerce
Southeast Asian American Professionals Association

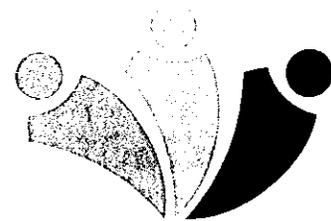
Southern California

API Small Business Program
Asian American Business Women Association
Asian Americans Advancing Justice
Asian Business Association Inland Empire
Asian Business Association Los Angeles
Asian Business Association Orange County
Asian Business Association San Diego
Asian Pacific Community Fund
Cambodian American Chamber of Commerce
China-US Business Association
Filipino American Chamber of Commerce, Orange County
Korean Chamber of Commerce, Orange County
Korean Health Education Information & Resource Center
Leadership Education for Asian Pacific's
NAAAP Southern California
Search to Involve Pilipino Americans
South Asian Business Alliance Network
Taiwanese American Professionals

API SMART Network



The CalAsian API Network is a proprietary software that has assimilated the voices of the API business community into a strong and viable tool. The aggregation of community based organizations throughout the state coupled with State and Federal resources have provided the CalAsian Chamber and its partners with the ability to communicate strategic messages to specific industries, geographic locations, company sizes and other targeted audiences.



API SMART
NETWORK

Contact a CalAsian representative to learn how you can use this service to promote your message or services.

Support. **M**arket. **A**dvocate. **R**esearch. **T**ranslate.

PROMOTIONS:

The benefits of communicating your message to qualified prospects that have been identified as meeting your demographic needs can be a very powerful tool. Conventional methods of broadcasting your services to large unqualified lists typically result in extremely low results.

WORKFORCE DEVELOPMENT:

Local, State and Federal requirements dictate very specific guidelines when selecting your workforce. The API SMART Network identifies qualified vendors based on your specific requirements such as company size, geographic location, proper certifications and ethnic diversity.

SURVEYS & FOCUS GROUPS:

Marketing plans, legislative initiatives, educational workshops and other outreach campaigns are significantly more effective when directing your efforts to a target audience. Soliciting feedback follows the same general principals.

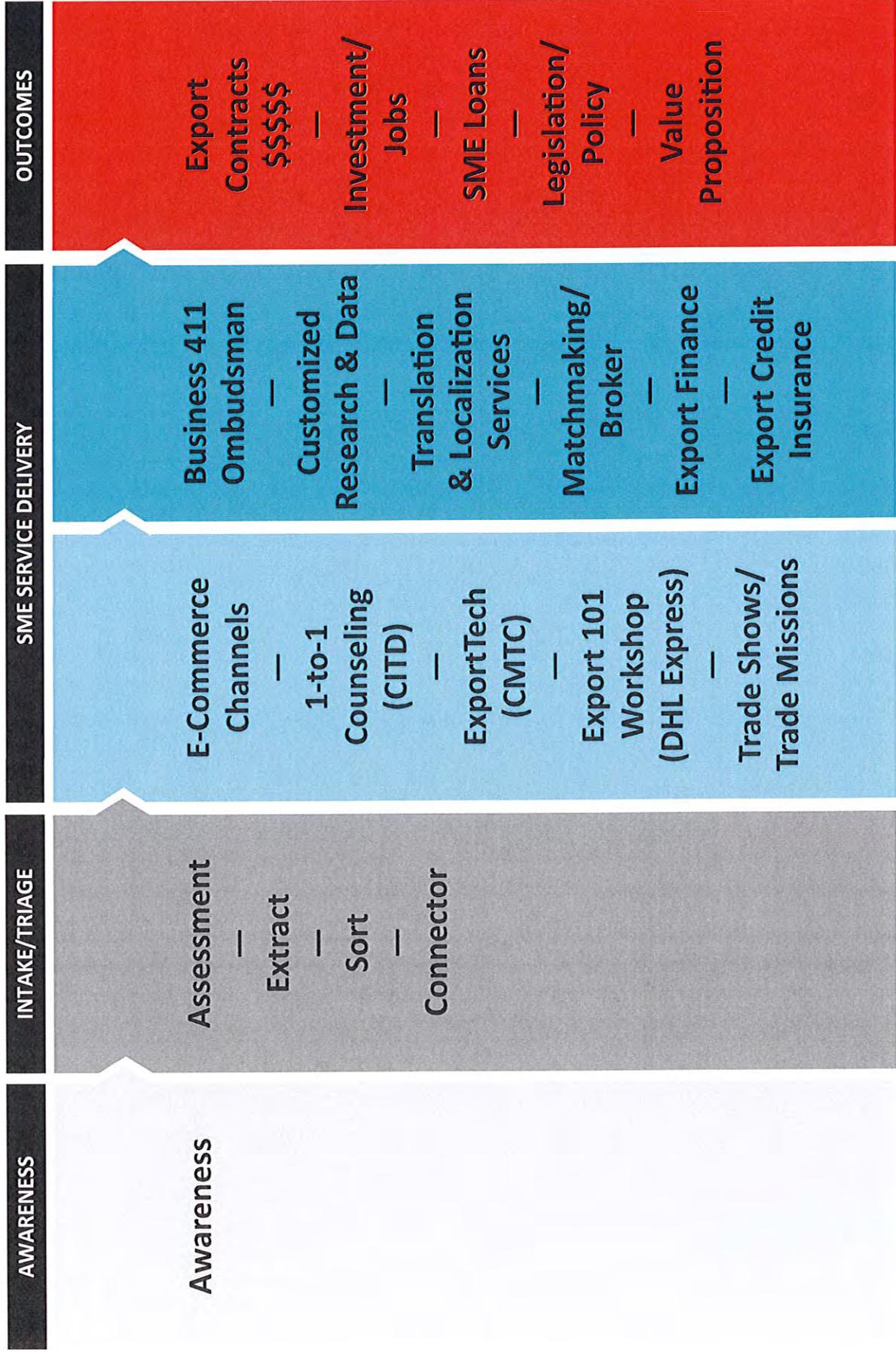
ADVOCACY:

Direct or indirect advocacy campaigns and educational workshops can be conducted using the resources of the API SMART Network. Gauging public opinion and providing forums that facilitate community participation is essential to successful initiatives.

VISIBILITY:

As CalAsian Members you are now automatically included in the API SMART Network which promotes your products and services to a wide array of new potential customers and revenue streams. Members who complete the short questionnaire and have met qualification guidelines and are now considered viable partners for future market opportunities.

KOREA DIRECT PROGRAM





EXPORT READINESS ASSESSMENT



Are you thinking of going global? Are you export ready? Use the California Asian Pacific Chamber of Commerce Export Readiness Program self-assessment tool to discover your status.

ASSESSMENT

- YES ___ NO ___ Do you have a realistic idea of what exporting entails and what it takes to succeed?
- YES ___ NO ___ Can your current staff handle the extra demand associated with exporting?
- YES ___ NO ___ Do you have personnel with culturally-sensitive marketing skills?
- YES ___ NO ___ Can you obtain enough capital or financing to produce export ready products?
- YES ___ NO ___ Do you have people to advise you on the legal and tax implications of exporting?
- YES ___ NO ___ Did you consider protecting your intellectual property when going global?
- YES ___ NO ___ Are you aware of the modifications required to make your product export ready?
- YES ___ NO ___ Can you serve both your existing domestic customers and new foreign clients?
- YES ___ NO ___ Do you have a plan to enter export markets besides the USA?
- YES ___ NO ___ Do you know about all the export documentation required for different markets?

SCORING

If you have scored 8 or more YES: You can benefit from the services offered by the CalAsian Chamber.

1:1 support and mentorship from a CalAsian KOREA DIRECT or CHINA DIRECT program manager. These programs are designed to allow you to build your export capacity utilizing a variety of e-commerce channels, trade mission/trade show platforms, as well as Reverse Trade Mission and match-maker buyer programs.

Scoring between 4 to 7 YES: You are on your way to export readiness, and your organization can benefit from the EXPORTECH program.

For individuals who want to develop a greater understanding of the topic, CMTC/MANEX offer a number of courses throughout California. These courses allow you to develop an in-depth understanding of the material at a pace and schedule that works best for you..

Scoring 4 or less YES: Your organization is encouraged to take advantage of the following:

- EXPORT 101 workshops and CITD counseling to accelerate your exports through skills development. Check out Export 101 Workshops at <http://goglobal.dhl-usa.com>
- Export Counseling. Visit <http://citd.org>

For more information about the CalAsian Export Readiness Program, contact:

Sam Driggers, CECD, Direct of Global Initiatives
California Asian Pacific Chamber of Commerce
Phone: 916-446-7883 | Email: sdriggers@calasiancc.org
2012 H Street, Suite 101 | Sacramento, CA 95811
Website: Calasiancc.org

TRADE MISSION BUSINESS DEVELOPMENT MODEL

2016 Strategic Plan Goals

Two basic facts drive the Trade Mission Business Development Model: First, California is the largest exporting state to the Asia-Pacific Region. In 2014, for instance, California exported more than \$71 billion in goods to the region. Second, there are more than 600,000 Asian and Pacific Islander-owned businesses in California, only a small percentage who export. This makes compelling the opportunity for the California Asian Chamber of Commerce to offer sector- or project-specific programs, services and events designed to showcase U.S. goods and services to foreign decision-makers.

PROSPECT DEVELOPMENT

25% Referrals

- Prospects
- Clients
- Professional Groups

45% Networking

- Associations
- Seminars/Workshops
- Trade Shows

20% Telemarketing

- Calling

10% Marketing

- Direct Mail
- Articles
- Website
- Surveys

10-30%

Networking/Referrals

- Establish referral and network goals by staff and consultants
- Utilize Salesforce CRM (API Smart Network)
- Cultivate industry association relationships and leads
- Increase staff fieldwork (presentations, workshops, seminars, etc.)
- Expand target email marketing to MOU, industry, economic development and jurisdictional partners

CUSTOMER DEVELOPMENT

Trade Show Recruitment

Registration

20% Conversion

- Prospect fact-finding profile
- Conduct export readiness assessments
- Develop service assessment package
- Conduct event and post-event activity follow-up
- Align for industry
- Tie provided services to ROI

Multiple Project Clients

Customers to Clients

31% Conversion

- Develop best practices for "pull-through" selling
- Improve on-time close-outs
- Expand project quality assurance
- Expand provision of technical assistance

Continuing Project "A" Clients

Clients to "A" Clients

7% Conversion

- Advocacy
- Cultural diplomacy
- Finance
- Focus on critical business issues
- Procurement and contracting
- Public Policy

AWARENESS	INTAKE/TRIAGE	SME SERVICE DELIVERY	OUTCOMES
<p>Awareness</p>	<p>Assessment Export SME CREDIT</p>	<p>E-Commerce Channels — 1-to-1 Counseling (CITD) — ExportTech (CMTC) — Export 101 Workshop (DHL Express) — Trade Shows/ Trade Missions</p>	<p>Export Contracts \$\$\$\$\$ — Investment/ Jobs — SME Loans — Legislation/ Policy — Value Proposition</p> <p>Business 4 U Ombudsman — Customized Research & Data — TRAINING & LOCALIZATION SERVICES — MATCHMAKING BROKERS — EXPORT FINANCE — EXPORT CREDIT INSURANCE</p>



EXPORT READINESS ASSESSMENT



Are you thinking of going global? Are you export ready? Use the California Asian Pacific Chamber of Commerce Export Readiness Program self-assessment tool to discover your status.

ASSESSMENT

- YES ___ NO ___ Do you have a realistic idea of what exporting entails and what it takes to succeed?
- YES ___ NO ___ Can your current staff handle the extra demand associated with exporting?
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- YES ___ NO ___ Can you obtain enough capital or financing to produce export ready products?
- YES ___ NO ___ Do you have people to advise you on the legal and tax implications of exporting?
- YES ___ NO ___ Did you consider protecting your intellectual property when going global?
- YES ___ NO ___ Are you aware of the modifications required to make your product export ready?
- YES ___ NO ___ Can you serve both your existing domestic customers and new foreign clients?
- YES ___ NO ___ Do you have a plan to enter export markets besides the USA?
- YES ___ NO ___ Do you know about all the export documentation required for different markets?

SCORING

If you have scored **8 or more YES**: You can benefit from the services offered by the CalAsian Chamber.

1:1 support and mentorship from a CalAsian **KOREA DIRECT** or **CHINA DIRECT** program manager. These programs are designed to allow you to build your export capacity utilizing a variety of e-commerce channels, trade mission/trade show platforms, as well as Reverse Trade Mission and match-maker buyer programs.

Scoring between 4 to 7 YES: You are on your way to export readiness. and your organization can benefit from the **EXPORTECH** program.

For individuals who want to develop a greater understanding of the topic, CMTC/MANEX offer a number of courses throughout California. These courses allow you to develop an in-depth understanding of the material at a pace and schedule that works best for you..

Scoring 4 or less YES: Your organization is encouraged to take advantage of the following:

- EXPORT 101 workshops and CITD counseling to accelerate your exports through skills development. Check out Export 101 Workshops at <http://goglobal.dhl-usa.com>
- Export Counseling. Visit <http://citd.org>

For more information about the **CalAsian Export Readiness Program**, contact:

Sam Driggers, CECD, Direct of Global Initiatives
California Asian Pacific Chamber of Commerce
Phone: 916-446-7883 | Email: sdriggers@calasiancc.org
2012 H Street, Suite 101 | Sacramento, CA 95811
Website: Calasiancc.org



TRADE MISSION BUSINESS DEVELOPMENT MODEL

2016 Strategic Plan Goals

Two basic facts drive the Trade Mission Business Development Model: First, California is the largest exporting state to the Asia-Pacific Region. In 2014, for instance, California exported more than \$71 billion in goods to the region. Second, there are more than 600,000 Asian and Pacific Islander-owned businesses in California, only a small percentage who export. This makes compelling the opportunity for the California Asian Chamber of Commerce to offer sector- or project-specific programs, services and events designed to showcase U.S. goods and services to foreign decision-makers.

PROSPECT DEVELOPMENT

25% Referrals

- Prospects
- Clients
- Professional Groups

45% Networking

- Associations
- Seminars/Workshops
- Trade Shows

20% Telemarketing

- Calling

10% Marketing

- Direct Mail
- Articles
- Website
- Surveys

10-30%

Networking/Referrals

- Establish referral and network goals by staff and consultants
- Utilize Salesforce CRM (API Smart Network)
- Cultivate industry association relationships and leads
- Increase staff fieldwork (presentations, workshops, seminars, etc.)
- Expand target email marketing to MOU, industry, economic development and jurisdictional partners

CUSTOMER DEVELOPMENT

New Business Meetings

Average Per Person
8-12 per month

- Prospect site visit
- Fact-finding profile development
- Implement approach to prospect management

Trade Show Recruitment

Registration
20% Conversion

- Prospect fact-finding profile
- Conduct export readiness assessments
- Develop service assessment package
- Conduct event and post-event activity follow-up
- Align for industry
- Tie provided services to ROI

Multiple Project Clients

Customers to Clients
31% Conversion

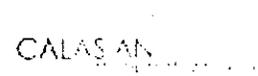
- Develop best practices for "pull-through" selling
- Improve on-time close-outs
- Expand project quality assurance
- Expand provision of technical assistance

Continuing Project "A" Clients

Clients to "A" Clients
7% Conversion

- Advocacy
- Cultural diplomacy
- Finance
- Focus on critical business issues
- Procurement and contracting
- Public Policy

CLIENT DEVELOPMENT



Memorandum of Understanding (MOU)
Between California Asian Pacific Chamber of Commerce (“CalAsian”)
and Iksan City (“IKSAN”)

I. PURPOSE OF MOU

To facilitate cooperative development in the areas of commercial, cultural, educational, and research related exchange in the most efficient manner, the California Asian Pacific Chamber of Commerce (CalAsian) and the Iksan City (IKSAN) are agreeing to collaborate for the express purpose of enhancing our economic competitiveness in the global economy.

II. PROPOSAL

This MOU establishes the basic tenants of a collaborative working relationship between CalAsian and IKSAN on which the bilateral economic development framework is built through which the promotion and facilitation of our constituent’s business objectives are accomplished, but does not impose a legal obligation on either party.

The IKSAN and CalAsian aim to promote bilateral exchanges and mutual trade promotion support for our constituents who compose: Korean national food cluster, private sector enterprises, educational institutions and technology and research labs in the Iksan City region and a similar constituency in California in addition to jurisdictions (i.e. cities, counties) along with regional community economic development organizations, who are seeking entry to each other’s market.

III. PARTIES’ ROLES AND RESPONSIBILITIES

a. Expand Bilateral Exchanges

CalAsian will assist IKSAN in regards to the national food cluster, small and large businesses,



CALIFORNIA ASIAN PACIFIC
CHAMBER OF COMMERCE

- iv. Exploring joint investment with U.S. based companies, find partners and assist with establishing localized groundwork through Korea-based food processing companies and distribution related businesses entering the U.S. market;

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed as of the day and year first above written.

June 4, 2015

CALIFORNIA ASIAN PACIFIC
CHAMBER OF COMMERCE

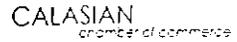
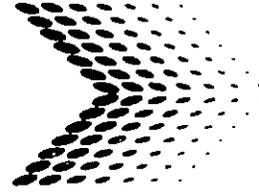
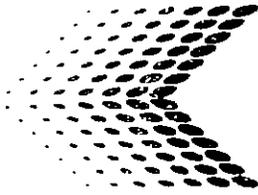
IKSAN CITY

Name: Pat Fong Kushida

Title: President and CEO

Name: Park, Kyung Chul

Title: Mayor



b. Bilateral Event Participations

For the following events hosted by GJTP, CalAsian will encourage its members, California legislators, economic and technology research institutions to attend. CalAsian will also promote regular visits to the below suggested events:

- International Photonics Exhibition (October)
- International Green Car Exhibit (December)

For the following events hosted by CalAsian, GJTP will encourage its resident companies, regional groups, regional educational institutions and research groups to attend. GJTP will also promote regular visits to the following suggested events:

- California Governor Jerry Brown's Asian and Pacific Islander Political Appointee Celebration (June)
- Annual California Asian Business Summit (September)

c. Dispatch Onsite Personnel for Mutual Assistance

CalAsian and GJTP will each identify staff dedicated to provide customized technical assistance and supportive services counseling related to the economic development duties as laid forth in the MOU. These dedicated staff - as identified by each organization - shall be available to provide short-term technical assistance and supportive services counseling (between one to six months) for those firms, mutually agreed, who are using our bi-lateral channel for the purposes as set out in this MOU.

To handle these duties and house on-site staff, CalAsian and GJTP will offer office space and exchange official recognition of each other at their home location. GJTP will provide the office inside the Gwangju TechnoPark as will CalAsian provide the office in Sacramento — the capital of California. At a later date, as CalAsian opens a southern California office, we shall endeavor to provide office space in the greater Los Angeles region.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed as of the day and year first above written.

2015. 5. 15

CALIFORNIA ASIAN PACIFIC
CHAMBER OF COMMERCE

GWANGJU TECHNOPARK

Name: Pat Fong Kushida
Title: President and CEO

Name: Bae, Jung-Chan
Title: President/Ph.D.



**Memorandum of Understanding (MOU)
Between California Asian Pacific Chamber of Commerce ("CalAsian")
and California Manufacturing Technology Consulting ("CMTC")**

This MEMORANDUM OF UNDERSTANDING (this "MOU") is made and entered into effective as of date of final signature below (the "Effective Date"), by and between California Asian Pacific Chamber of Commerce, a California nonprofit public benefit corporation (hereinafter "CalAsian") and California Manufacturing Technology Consulting, a California nonprofit public benefit corporation (hereinafter referred to as "CMTC").

I. PURPOSE OF MOU

The parties desire to enter into this MOU in order to collaborate and cooperate with each other to enhance and expand the commercial capacity and capabilities of California food, beverage, and food-processing/packaging equipment manufacturers to sell products internationally, specifically into the growing markets of the Pacific Rim. The parties agree to collaborate for the express purpose of multiplying the value of technical assistance services provided to target companies by enhancing those companies' abilities to grow their business through export development while enhancing the overall economic competitiveness of California's economy in relation to the global economy. The parties acknowledge that their respective constituents and target service areas/markets overlap and that this MOU will allow them to promote and facilitate the interests of their common constituents and service markets as well as promote their respective synergistic goals of enhancing the overall competitiveness of the California economy.

II. FRAMEWORK; NON-BINDING

This MOU establishes the basic tenets of a collaborative working relationship between CalAsian and CMTC on which a bilateral economic development framework will be built in order to facilitate the cross-promotion of each other's unique technical assistance programs to California's food, beverage and food-processing/packaging equipment manufacturers, for the purposes of promoting and facilitating their common constituents and their similar and synergistic objectives. The parties desire to enter into this cooperative and collaborative relationship in order to enhance the levels of service of each by utilizing the unique expertise of the other and thereby enhance the benefits provided to the communities and constituents served by each. Notwithstanding the foregoing, nothing in this MOU shall impose a legal obligation on either party. This MOU is non-binding and is not intended to create, and it does not create any legal rights, obligations or consequences. Only those rights and obligations that are expressly set forth by the parties will create any legally binding rights, obligations or consequences with respect to the subject matter thereof. Each of CMTC and CalAsian desire to cross-pollinate and promote – as a joint technical assistance export development pipeline – the two specific programs from each organization:

CalAsian, in coordination with the U.S. Department of Commerce, Market Development Cooperator Program (MDCP), established and operates its China Direct Program (the "CalAsian Program"). The



(ExportTech and Trade Mission) discounted registration rate or a simple discounted rate to participate on one of CalAsian's international trade and leadership missions. For the current EXPORTECH Cohort, CalAsian shall offer qualified U.S. manufacturers in food and beverage processing (including equipment and packaging) that have completed the CMTC Program or are endorsed by CMTC, the discount up to 10% (capped by \$500/per registrant) to be applied to the upcoming China Trade Mission to the SIAL show in May, 2016.

CMTC and CALASIAN:

The parties will coordinate marketing efforts to ensure name recognition of the other party, and will cooperate in organizing common events and marketing activities, e.g. common appearances at fairs, workshops, advertising campaigns and advertising media. Each party shall provide a link to the other's websites. Each party shall support the other in its efforts to promote and sustain business development opportunities for their respective constituents by referring their own constituents and service markets to the other's program. Each party shall consult with the other party prior to the public dissemination of materials or statements for the purpose of informing the public of the nature of this MOU or promoting the existence of any joint activities by the Parties. Use of logos and hyperlinks to promote each parties' services and opportunities, and the CalAsian Program and CMTC Program, must be in accordance with the policies of each party and must be approved in advance by each party.

IV. COST AND EXPENSES; NO LIABILITY

Each party agrees to be responsible for its own expenses incurred in implementing this MOU, including travel and accommodations unless otherwise agreed in writing by the parties. Payment of any costs associated with carrying out any other activities of this collaborative and strategic partnership will be negotiated by the parties in a separate agreement. The responsibilities of both parties under this MOU are subject to the availability of funds. Nothing in this MOU is intended to obligate the funds of either party. Neither party shall be liable to the other party for any individuals, incidental, special or consequential damages or for any loss of profit, loss of business revenue, failure to realize expected savings or any other commercial or economic loss of any kind whatsoever deriving from or arising out of the performance or non-performance of this MOU.

V. TERM AND TERMINATION; MODIFICATION

This MOU shall commence on the Effective Date and shall continue in effect until December 31, 2017. Either party may terminate this MOU without penalty of cause upon thirty (30) days written notice to the other party. This MOU may be amended at any time by mutual written agreement of the parties.

VI. OTHER TERMS

The parties acknowledge that this MOU is a statement of general interest and intent and sets forth no legally binding duties or obligations, financial or otherwise, with respect to either party. Neither CalAsian, CMTC, nor their officers, agents, or employees shall be considered as agents of the other party, and the parties shall at all times remain fully independent entities. The parties agree that this MOU



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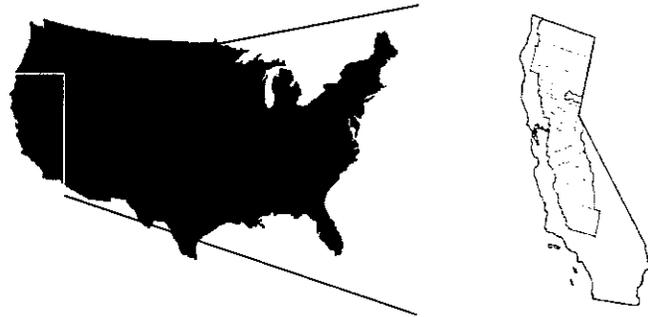
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Investing in Manufacturing Communities Partnership

The Central Valley AgPlus Food and Beverage Manufacturing Consortium



The Community

California's food system is the largest agricultural economy in the U.S. and among the top ten globally. It produced nearly \$105 billion in economic output in 2012, and it was responsible for over 198,000 jobs tied directly to manufacturing. The Central Valley, comprised of 28 counties located in California's heartland, plays a dominant role in this economy as America's "Farm to Fork Capital." Production agriculture has been the Central Valley's mainstay and competitive advantage, fueling growth in the food manufacturing sector as those industries are part of a highly integrated supply chain. Claiming more value from agricultural production through the food processing industry, along with its supply and distribution chains, is the Central Valley's opportunity and challenge.

The Vision

The mission of the AgPlus Consortium is to foster the growth and creation of food and beverage businesses and middle-skills manufacturing jobs in the Central Valley. The AgPlus Implementation Strategy will build upon the Central Valley's unique asset base, committed partnerships and networks to: capture more value-added cluster manufacturing and supply chain activity within the region, including to meet new demand and for local specialty products such as through the Farm to Fork efforts; provide the workforce with the needed skills through successful career pathways models; accelerate the development and adoption of innovative technologies so that the Central Valley's food and beverage manufacturing industry is the most efficient, safe, healthy, viable, and sustainable national and global center of innovation for next-generation processing and supply chains; facilitate the transformation of the industry to adapt to the short- and long-term impacts of drought and climate change; and strengthen business operations and access to capital.

The Strategy

Workforce and Training: AgPlus will help align the Central Valley's cluster-related education and training assets to ensure that the workforce is prepared to fill projected job openings in food and beverage manufacturing by expanding the availability of career pathways and mentoring and career awareness programs.

Supplier Networks: AgPlus will include a comprehensive mapping of supplier networks



CHINA DIRECT: BRINGING CALIFORNIA GROWN AND PROCESSED FOOD TO CHINA

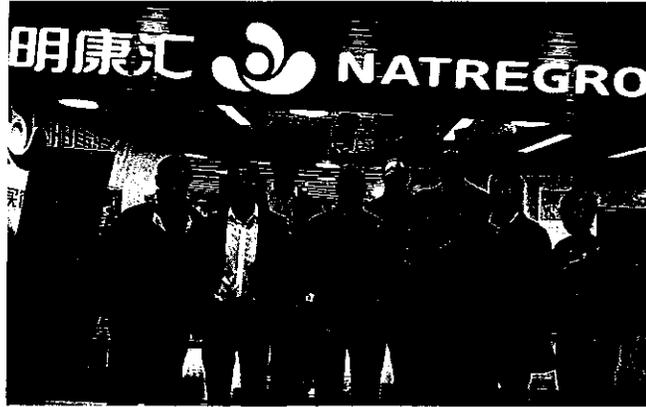
A Global Initiatives Program

CHINA DIRECT is a federally funded export promotion program administered by the California Asian Pacific Chamber of Commerce (CalAsian Chamber) under cooperative agreement with the International Trade Administration's Market Development Cooperator Program (MDCP) within the U.S. Department of Commerce.

Operating in the largest exporting state in the U.S. and a leading global trade hub, CHINA DIRECT is geared towards facilitating the long-term growth of California's processed foods industry exports to China. The program is expected to generate an estimated \$85 million in exports over the next four years.

As the largest non-governmental and non-profit ethnic organization in California, the CalAsian Chamber recognizes the importance of international connectivity in our ever-evolving economy. The chamber's Global Initiatives Division guarantees its members success by providing an outlet for the exchange of ideas, investment, and partnerships between California and Asian-Pacific enterprises.

California has the highest small business growth rate out of all other U.S. states. This highlights the significance these enterprises have on the future of the world economy, which



Trade Mission to China 2015 delegates on tour of market districts.

EXAMPLES OF CHINA DIRECT PROGRAMS & SERVICES

- In and Outbound Trade Missions
- Translation and Localization Services
- Matchmaker Meetings
- Demographic and Market Research Data
- Export Counseling
- Advocacy
- Market Development Introductions

CHINA DIRECT PARTNERS



UC DAVIS



NOVEMBER 7-14, 2015 | FHC China in Shanghai



Held Nov. 7-15, the China Trade Mission 2015—organized by the California Asian Pacific Chamber of Commerce—gave high-volume visibility to trade mission participants, who exhibited at the 19th annual Food & Hospitality China expo. This show is the venue of choice for exporters and importers in the global food and beverage industry.

In addition, the trade mission helped extend and call attention to the work of the Cal Asian Chamber on behalf of businesses in food manufacturing. Making new contacts is a challenge for any company, so the Cal Asian Chamber's trade mission provided a well-organized and compact itinerary that maximized networking opportunities for company representatives.

EXPORTING TO CHINA

China continues to be an important contributor to U.S. economic growth. In 2014, U.S. exports to China totaled \$120 billion, making it the third-largest export market for U.S. goods behind Canada and Mexico, our neighbors and NAFTA partners. California is a top exporting state, with 96 percent of California exporters being small- and medium-sized companies with fewer than 500 workers.

The export opportunities to China help drive Cal Asian Chamber's China Direct program for small- and medium-sized businesses by providing trade missions, education, networking and match-making services and import/export support.

EXPO GENERATES LEAD OPPORTUNITIES

Featuring exhibitors from 66 countries, this USDA-endorsed expo is the premier business exhibition for the global food and hospitality sector in China. U.S. exhibitors reported estimated sales of about \$10 million over the next 12 months.

With more than 66,000 attending mega Food & Hospitality China expo in Shanghai, Cal Asian Chamber participants were able to meet Chinese buyers, explore new market opportunities and experience local culture.

Moreover, participants were able to see and experience some of the 2,400 global food companies exhibiting at the trade conference and learn first-hand what competitors are doing and current issues and topics of the food industry. More than 200 contacts and/or leads were generated from the Cal Asian Chamber trade mission.

TRADE MISSION PARTNERS

The Cal Asian Chamber China Trade Mission 2015 was held in cooperation with the U.S. Department of Commerce's International Trade Administration under its Market Development Co-operator Program (MDCP). Mr. Corey Wright, from USDOC Washington office, and Mr. Bobby Hines, from USDOC Los Angeles office, joined the Cal Asian delegation attending the FHC China expo at the Cal Asian Chamber booth. California Center, a private business with operations in Shanghai, was the local host for the trade mission.



CalAsian Trade Mission to Shanghai, China: May 1-8, 2016

The California Asian Pacific Chamber of Commerce, in cooperation with the U.S. Department of Commerce and U.S. Commercial Service, invites you to join our trade delegation to Shanghai, China for the 2016 SIAL CHINA – Asia's Largest Food Innovation Exhibition.

Targeted Industries

Food & Beverage Products: Tree Nuts (almonds, pistachios, walnuts, etc.); Dried Fruits; Beverages (wine, beer, non-alcoholic); Olive/Seed Oil; Snack & Confectionery; Canned or Frozen Foods; Convenient/Instant Foods; Sauces & Seasonings; Specialty Foods products including Gluten-Free, Natural, Health, Dietary, and Organic Foods, etc.

Food Processing Equipment, Machinery and related Services

Food and Agriculture Trade Associations and Organizations

About SIAL CHINA 2016



Over 2,900 exhibitors
66,000 visitors expected
126,000+ sqm, 11 halls

Live Inspiration During 3 Days:



Itinerary (subject to change)

Sunday 5/1 Arrive in Shanghai and check into the hotel.

Monday 5/2 Shanghai city tour in the AM; Visit California Center in the PM

Tuesday 5/3 Day trip to Hangzhou via high-speed train to meet with NetEase.

Wednesday 5/4 Set up booth in the exhibition hall in the AM; Business meetings with local partners in the PM.

Thursday 5/5 First day of SIAL CHINA 2016.

Friday 5/6 Second day of SIAL CHINA 2016.

Saturday 5/7 Third day of SIAL CHINA 2016.

Sunday 5/8 Leave Shanghai to California; Arrive home same day.

SIAL CHINA

Asia's largest food & beverage exhibition. Major market players from retail, hotel/restaurant/catering (HoReCa), food services, the import/export trade and manufacturing come to this show.

The 17th edition of SIAL CHINA 2016 will welcome 66,000 visitors and over 2,900 exhibitors from 65 countries. In addition, diverse products ranging from food materials to gourmet will also be showcased by numerous national pavilions including Korea, USA, Poland, Taiwan Region, France, Turkey and many more.

- * Full participation: \$3,900 plus sample shipping cost
- * Sample Exhibition: \$2,000 plus sample shipping cost

* **Full participation fee** covers exhibition, educational briefings and receptions, translation and interpretation services as well as hotels and ground transportation for delegation events. Cost and fees are subject to change due to space availability, exchange rates, and schedule changes. International flight and visa application are NOT included and bookings are to be made individually by participants.

* **Sample exhibition fee** covers SIAL China booth space, brochure/sales sheet translation and display as well as full business representation at the booth including sample distribution and contract negotiation. Lodging and local transportation are NOT included.

Reserve your spot today! We are now accepting trip deposits.

For program development information and travel logistics, please contact Jia Chen at (916) 446-7883 ext. 238 or jchen@calasiancc.org.

DOMESTIC RECRUITING TRIP

Direct to Consumer Wine Symposium	Concord	No	Jan 14 -15		2	N/A	Yes
CED North State Economic Forecast	Chico/Oroville	Yes	Jan 14 - 15		2	N/A	Yes
Fancy Food Show West	SFO	Yes	Jan 17 - 19		3	N/A	Yes
Unified Wine & Grape Symposium	Sacramento	No	Jan 24 - 26		3	N/A	Yes
Tulare Farm Show	Tulare/Fresno	Yes	Feb 9 - 11		3	N/A	Yes
CA League of Food processors	Sacramento	No	Feb 17 - 18		2	No	Yes
Natural Product ExpoWest	Anaheim	Yes	March 9 - 13		5	Yes	Car ?
CA Craft Brewers Conference	Long Beach	Yes	April 10 - 12		3	Yes	Car ?
CALED	SFO	Yes	April 26 - 28		3	No	Yes
World Trade Week & Trade Fair	Long Beach	Yes	May 20		1	Yes	Car ?
League of California Cities	Long Beach	Yes	Oct 5 - 7		3	Yes	Car ?
California State Assn. of Counties	Palm Springs	Yes	Nov 29 - Dec 2		4	Yes	Car ?

Part 3: Budget Narrative

(A) Budget for Project Award Period

The budget for the project award periods are provided in this Part 3, Budget. It supports and explains the figures reported on SF-424A, which is included in Part 1, Forms. The only additional form included here in Part 3, Budget is the Performance Projections for the Project Narrative (pg. 13 &14).

(B) Supporting Worksheets and Explanations

The more detailed supporting worksheets and explanations are included here in Part 3, Budget.

(C) Financial Systems

As shown on the budget for project award period, 34% of the \$635,707 of cash match is salary and benefits. This works out to be about \$71,820 per year. Program income accounts for 34% of the cash match, which comes from trade missions and workshops organized by the CAPCC. The remaining 32% includes in-kind match provided by partners and indirect expenses (calculated at a 10% rate). As evidenced by the CAPCC financial statements, this in-kind contribution easily falls within the total amount of salary and benefits for CAPCC.

(D) Other Financial Assistance Awards

In 2009, CAPCC received a \$150,000 SBTRC award (SBTRCCAPCC2013), which was renewed in 2013 for another three years, to support the Department of Transportation, Small Business Transportation Resource Center efforts in California, Hawaii, Arizona, and Nevada. The federal program officer for the award is Mark Antoniewicz, Small Business Specialist, Office of Small and Disadvantaged Business Utilization (OSDBU), Office of the Secretary, US Department of Transportation, 202-366-0658, mark.antoniewicz@dot.gov.

In 2013, CAPCC received a \$600,000 grant (12-E9096) to provide outreach and education for Covered California, Affordable Care Act. The program officer for the award is Mary Watanabe, Covered California Community Relations Division Manager, 916-323-3759, mary.watanabe@covered.ca.gov.

In 2014, CAPCC received a \$299,937 MDCP grant (IT14INA1120004) to help facilitate processed foods exports to China through the China Direct Program. The program officer for the award is Corey Wright, International Trade Specialist, 202-482-2844, corey.wright@trade.gov.

CALIFORNIA ASIAN PACIFIC CHAMBER OF COMMERCE

Statement of Financial Positions

December 2015 and 2014

	ASSETS	
	<u>Dec-2015</u>	<u>2014</u>
CURRENT ASSETS		
Cash	\$ 239,211	\$ 25,843
Accounts Receivable	119,089	464,175
Allowances for Bad Debt	(9,557)	(17,500)
Accounts Receivable-CAPCCF	25,448	448
Prepaid Expenses	-	-
Tech Platform	110,465	76,304
Total Current Assets	<u>\$ 484,657</u>	<u>\$ 549,270</u>
FIXED ASSETS		
Furniture & Equipment	2,591	2,591
Total Fixed Assets	<u>\$ 2,591</u>	<u>\$ 2,591</u>
TOTAL ASSETS	<u><u>\$ 487,248</u></u>	<u><u>\$ 551,861</u></u>
	LIABILITY AND NET ASSETS	
CURRENT LIABILITIES		
Accounts Payable	\$ 158,041	\$ 247,301
Due to SACC	21,143	85,760
Total Line of Credit	143,353	48,381
Deferred revenue	43,500	
TOTAL LIABILITIES	<u><u>\$ 366,038</u></u>	<u><u>\$ 381,442</u></u>
NET ASSETS		
Net Assets- Beginning of the year	170,419	161,724
Year-to-date change in net assets	(49,209)	8,695
TOTAL NET ASSETS	<u>121,210</u>	<u>170,419</u>
TOTAL LIABILITY AND NET ASSETS	<u><u>\$ 487,248</u></u>	<u><u>\$ 551,861</u></u>

CALIFORNIA ASIAN PACIFIC CHAMBER OF COMMERCE
Statements of Revenue and Expenses - Budget to Actual
For the Month of December 2015

	Month Ended December 31, 2015			Year to Date 2015			2014
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>
REVENUE							
Membership	\$ 43,000	\$ 46,667	\$ (3,667)	\$ 245,135	\$ 560,000	\$ (314,865)	\$ 157,405
Affinity Programs	2,505	-	2,505	4,390	-	4,390	-
Public Policy	1,000	-	1,000	107,500	105,000	2,500	40,000
International Trade	31,988	60,250	(28,262)	226,297	381,000	(154,703)	176,531
Programs	17,000	28,500	(11,500)	247,733	142,000	105,733	285,999
Tech Platform	-	12,222	(12,222)	-	125,000	(125,000)	70,000
Events	-	-	-	900	45,000	(44,100)	59,000
CA Asian Summit	-	-	-	270,438	300,000	(29,562)	265,626
DOT	19,388	22,917	(3,529)	206,308	275,000	(68,692)	225,664
Covered California	-	-	-	44,551	-	44,551	385,924
ESS Program	218,333	-	-	340,000	-	340,000	-
Miscellaneous Income	-	-	-	1	-	1	26,500
Total Revenue	\$ 333,214	\$ 170,556	\$ 162,658	\$ 1,693,253	\$ 1,933,000	\$ (239,747)	\$ 1,692,649
EXPENSES							
Variable Expenses							
Membership	\$ 380	\$ 417	\$ (37)	\$ 1,815	\$ 5,000	\$ (3,185)	\$ 1,786
Affinity Programs	-	-	-	625	-	-	-
CA Biz Summit	-	-	-	100,067	175,000	(74,933)	213,597
Events	-	-	-	7,687	15,000	(7,313)	1,982
International Trade	23,383	37,750	(14,367)	241,952	296,000	(54,048)	140,854
Programs	3,443	19,750	(16,307)	13,985	163,500	(149,515)	139,513
Covered California	-	-	-	40,905	3,500	37,405	336,398
ESS Program	38,550	-	38,550	46,758	-	46,758	-
Public Policy	-	-	-	17,231	24,000	(6,769)	6,625
Bad Debt	25,144	2,500	22,644	315,946	30,000	285,946	76,937
Total Variable	90,900	60,417	30,484	786,971	712,000	74,346	917,693
Fixed Expenses							
Payroll							
CAPCC	32,663	50,000	(17,337)	444,692	600,000	(155,308)	275,708
DOT	11,544	11,667	(123)	133,459	140,000	(6,541)	122,465
Administration							
CAPCC	21,219	12,500	8,719	179,405	150,000	29,405	140,746
DOT	4,523	11,250	(6,727)	72,933	135,000	(62,067)	102,342
Management Fee - SACC	10,417	10,417	(0)	125,000	125,000	(0)	125,000
Total Fixed	80,365	95,833	(15,468)	955,490	1,150,000	(194,510)	766,261
Total Expense	\$ 171,266	\$ 156,250	\$ 15,016	\$ 1,742,461	\$ 1,862,000	\$ (119,539)	\$ 1,683,954
NET INCOME	\$ 161,948	\$ 14,306	\$ 147,643	\$ (49,208)	\$ 71,000	\$ (120,208)	\$ 8,695

CAPCC

California Asian Pacific Chamber of Commerce

California Asian Pacific Chamber of Commerce Income Statement

	<u>2015</u>
Expenses	
Salaries	390,224
Fringe benefits	54,468
Supplies	5,496
Phone Service	7,472
IT Services	3,296
Printing	6,124
Dues/Subscriptions	9,346
Rent	25,440
Equipment	551
Travel	12,086
Meetings	1,229
Contracted Services	86,559
Trade Mission	92,135
Events	124,985
Technical Assistance	38,985
Membership	2,440
Licenses/Taxes	<u>21,806</u>
Total	882,642

Fringe Benefits Rate Calculation

Domestic

Fringe benefits	<u>54,468</u>		
Salaries	390,224	=	13.96%

International			0.00%
---------------	--	--	-------

Indirect Cost Rate

Flat rate allowed for all MDCP projects.		=	10.00%
--	--	---	--------

CAPCC

California Asian Pacific Chamber of Commerce Activity Calculation

Explanation & Calculation									1st Year			2nd Year				3rd Year		
									Fed Share	Non-Fed Share		Fed Share	Non-Fed Share		Fed Share	Non-Fed Share		
										Cash			Cash			Cash		
										Pgm Inc	Other		In- Kind	Pgm Inc		Other	In- Kind	Pgm Inc
	Daily expense			Expenses/traveler				h=(d+e+f)g										
	a	b	c	d=(a+b)c	e	f	g											
	Lodging	Meals & incidental expenses	Days		Airfare	Local travel & Misc	Travelers											
Travel domestic								Total										
Counsel Members & Attend Outreach Events: Meet with member businesses or attend outreach event 2 times per month, with same day travel, no overnight lodging	0	45	24	1,080	0	0	1	1,080	1,080				1,080					
Counsel Members & Attend Outreach Events: Meet with member businesses or attend outreach event at least 1 time every month, with overnight lodging	200	45	30	7,350	0	50	1	7,400	7,400				7,400					
Counsel Members & Attend Outreach Events: Meet with member businesses 1 time every quarter, with airfare and overnight stay	200	45	6	1,470	2,700	100	1	4,270	4,270				4,270					

CAPCC

California Asian Pacific Chamber of Commerce

Explanation & Calculation	1st Year				2nd Year				3rd Year							
	Fed Share	Non-Fed Share			Fed Share	Non-Fed Share			Fed Share	Non-Fed Share						
		Cash		In- Kind		Cash		In- Kind		Cash		In- Kind				
		Pgm Inc	Other			Pgm Inc	Other			Pgm Inc	Other					
Food Week Korea in Seoul, South Korea, November: described above.	CalAsian staff	230	100	7	2,310	1,032	100	1	3,442	3,442						
Seoul Food & Hotel Show in Seoul, South Korea, May: a 3-day trade show with 4 more days allowed for arrival & departure & post-event appointments: Once per year for Years 2 & 3.	Participating companies	230	100	7	2,310	0	100	17	40,970	3,400	37,570	3,400	37,570			
Seoul Food & Hotel Show in Seoul, South Korea, May: described above.	CalAsian staff	230	100	7	2,310	1,032	100	1	3,442	3,442		3,442				
TOTAL									6,842	37,570	0	0	6,842	37,570	0	0
Equipment																
									0	0						
TOTAL									0	0	0	0	0	0	0	
Supplies																
Laptops	Program Manager								3,000	3,000						
Misc. Office Supplies									1,200	400			400			
TOTAL									3,400	0	0	0	400	0	0	
Contractual																
		a	b	c=ab												
		Fee	Participants	Total												
Attend Outreach Events in California: Registration Fees	CalAsian Staff	150	9	1,350	1,350				1,350			1,350				

CAPCC

California Asian Pacific Chamber of Commerce

Explanation & Calculation	1st Year				2nd Year				3rd Year				
	Fed Share	Non-Fed Share			Fed Share	Non-Fed Share			Fed Share	Non-Fed Share			
		Cash		In-Kind		Cash		In-Kind		Cash		In-Kind	
		Pgm Inc	Other			Pgm Inc	Other			Pgm Inc	Other		
Support of Outreach Events in California: Sponsorship of 2 events Based off previous sponsorships.	1,500	2	3,000	3,000				3,000					
How to Do Business in the Pacific Rim in California: Venue and materials Cost based on previous budgets for event.	6,500	1	6,500	6,500	5,000		3,000	6,500	5,000		3,000		
Global Policy Summit in CA (location to change annually), October: Portion of costs for International component of event Cost based on previous budgets for event.	600	1	600		10,000	600		10,000	600		10,000	600	
Export 101 in California: Cost of workshop DHL	3,000	3	9,000				9,000			9,000			9,000
Export Tech Workshop in Southern CA: Cost of workshop CMTC	5,000	2	10,000				10,000			10,000			10,000
City of West Sacramento Services: To be provided annually. Cost based on attachment provided by City of West Sacramento.	6,500	1	6,500				6,500			6,500			6,500
Manex Services: To be provided annually Cost based on attachment provided by Manex.	1,545	1	1,545				1,545			1,545			1,545
Development of eCommerce Platform: To be built out and maintained by Tao Networks. Cost based on estimation provided by Tao Networks.	###	1	23,200	23,200			3,500			5,000			5,000

CAPCC

California Asian Pacific Chamber of Commerce

Explanation & Calculation	1st Year				2nd Year				3rd Year			
	Fed Share	Non-Fed Share			Fed Share	Non-Fed Share			Fed Share	Non-Fed Share		
		Cash				Cash				Cash		
		Pgm Inc	Other	In-Kind		Pgm Inc	Other	In-Kind		Pgm Inc	Other	In-Kind
Food Week Korea in Participating Seoul, South Korea, Companies November: Booth Fees for Trade Show	3,100	2	6,200	6,200								
Food Week Korea in Fee paid by Seoul, South Korea, participating companies November: Income from Trade Mission	1,090	17	18,530	18,530								
Seoul Food & Hotel Show in Seoul, South Korea, May: Booth Fees for Trade Show	3,100	2	6,200		6,200				6,200			
Seoul Food & Hotel Show in Seoul, South Korea, May: Income from Trade Mission	1,090	17	18,530		18,530				18,530			
	a	b	c=ab									
	Fee	Pages	Total									
Translate U.S. firms' marketing materials to Korean. 20 firms, 3 pages each.	38	60	2,280	2,280	2,280				2,280			
Design U.S. firms' product booklets. Design to include creation of layout and any necessary revisions.	4,000	1	4,000		4,000			4,000		4,000		

CAPCC

California Asian Pacific Chamber of Commerce

Explanation & Calculation	1st Year				2nd Year				3rd Year			
	Fed Share	Non-Fed Share			Fed Share	Non-Fed Share			Fed Share	Non-Fed Share		
		Cash		In- Kind		Cash		In- Kind		Cash		In- Kind
		Pgm Inc	Other			Pgm Inc	Other			Pgm Inc	Other	
Printing translated product booklets: 60-page (front/back) booklets, glossy paper in full color. Price paid for similar job at Monarch printing in Sacramento, CA per booklet. 100 copies. 6.50 100 650	650				650				650			
TOTAL	41,830	33,530	4,600	33,545	18,630	33,530	4,600	35,045	18,630	33,530	4,600	35,045
	a	b	c=ab									
Other	Fee	Participants	Total									
TOTAL	0	0	0	0	0	0	0	0	0	0	0	0
Travel (dom)	15,365	0	1,485	0	15,365	0	1,485	0	15,365	0	1,485	0
Travel (int'l)	6,842	37,570	0	0	6,842	37,570	0	0	6,842	37,570	0	0
Equipment	0	0	0	0	0	0	0	0	0	0	0	0
Supplies	3,400	0	0	0	400	0	0	0	400	0	0	0
Contractual	41,830	33,530	4,600	33,545	18,630	33,530	4,600	35,045	18,630	33,530	4,600	35,045
Other	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	67,437	71,100	6,085	33,545	41,237	71,100	6,085	35,045	41,237	71,100	6,085	35,045

CAPCC

California Asian Pacific Chamber of Commerce

Personnel Expenses

#	Explanation & Calculation						1st Year				2nd Year				3rd Year			
							Fed Share	Non-Fed Share			Fed Share	Non-Fed Share			Fed Share	Non-Fed Share		
								Cash		In-Kind		Cash		In-Kind		Cash		In-Kind
								Pgm Inc	Other			Pgm Inc	Other			Pgm Inc	Other	
		Salary calculation			Ann. Increase													
		a	b	c=ab	d	e=cd												
		% of time	Ann Sal.	Allocated Salary	pct	Amount												
Personnel domestic																		
1	Korea Direct Program Manager	Strategic planning, general oversight, member relations, trade missions	*[100%	████	████	0%] 0%	████			████			████					
2	President & CEO	Strategic planning, general oversight, personnel decisions, member relations, trade missions	*[10%	████	████	0%] 0%		████			████			████				
3	Director of Global Initiatives	Coordinates CalAsian Chamber effort for Korea Direct. Includes planning, event preparation. etc.	*[50%	████	████	0%] 0%		████			████			████				
4	Global Initiatives Coordinator	Coordinates CalAsian Chamber effort for Korea Direct. Includes planning, event preparation. etc.	*[10%	████	████	0%] 100%		████			████			████				
5	Operations Manager	General administrative support related to project.	*[10%	████	████	0%] 100%		████			████			████				
<i>Domestic</i>						50,000	0	63,000	0	50,000	0	63,000	0	50,000	0	63,000	0	
<i>International</i>						0	0	0	0	0	0	0	0	0	0	0	0	
<i>Total</i>						50,000	0	63,000	0	50,000	0	63,000	0	50,000	0	63,000	0	

CAPCC

California Asian Pacific Chamber of Commerce Budget for Project Award Period With Breakdown of Projected Funding Sources

Categories		Total Expenses for All Years				1st Year				2nd Year				3rd Year			
		Non-Fed Share				Non-Fed Share				Non-Fed Share				Non-Fed Share			
		Fed Share	your organization's Cash from:			Fed Share	your organization's Cash from:			Fed Share	your organization's Cash from:			Fed Share	your organization's Cash from:		
			Pgm Income	Other	In-Kind												
DIRECT EXPENSES		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
PERSONNEL																	
1	Domestic	150,000	0	189,000	0	50,000	0	63,000	0	50,000	0	63,000	0	50,000	0	63,000	0
2	International	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	TOTAL	150,000	0	189,000	0	50,000	0	63,000	0	50,000	0	63,000	0	50,000	0	63,000	0
FRINGE BENEFITS																	
4	Dom. Rate = 14.0%	0	0	26,460	0	0	0	8,820	0	0	0	8,820	0	0	0	8,820	0
5	Int'l. Rate = 0.0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	TOTAL	0	0	26,460	0	0	0	8,820	0	0	0	8,820	0	0	0	8,820	0
TRAVEL																	
7	Domestic	46,095	0	4,455	0	15,365	0	1,485	0	15,365	0	1,485	0	15,365	0	1,485	0
8	International	20,526	112,710	0	0	6,842	37,570	0	0	6,842	37,570	0	0	6,842	37,570	0	0
9	TOTAL	66,621	112,710	4,455	0	22,207	37,570	1,485	0	22,207	37,570	1,485	0	22,207	37,570	1,485	0
10	EQUIPMENT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	SUPPLIES	4,200	0	0	0	3,400	0	0	0	400	0	0	0	400	0	0	0
12	CONTRACTUAL	79,090	100,590	13,800	103,635	41,830	33,530	4,600	33,545	18,630	33,530	4,600	35,045	18,630	33,530	4,600	35,045
13	OTHER	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL DIRECT																	
14	Sum from above	299,911	213,300	233,715	103,635	117,437	71,100	77,905	33,545	91,237	71,100	77,905	35,045	91,237	71,100	77,905	35,045
15	Sum all direct columns	Sum line 16 columns a, b, c, d				Sum line 16 columns e, f, g, h				Sum line 16 columns i, j, k, l				Sum line 16 columns m, n, o, p			
INDIRECT EXPENSES		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
16	Indirect Rate · 10.0%			85,057				29,999				27,529				27,529	
17	% of Total (line 20)			9.1%				9.1%				10.3%				9.1%	
TOTAL		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
18	Dir.+Indir.	299,911	213,300	318,772	103,635	117,437	71,100	107,904	33,545	91,237	71,100	105,434	35,045	91,237	71,100	105,434	35,045
19	% of Total (line 20)	32.1%	22.8%	34.1%	11.1%												
All Expense Columns																	
20	Total	Sum line 16 columns a, b, c, d				Sum line 16 columns e, f, g, h				Sum line 16 columns i, j, k, l				Sum line 16 columns m, n, o, p			
				935,618				329,986				302,816				302,816	

Application for Federal Assistance SF-424

* 1. Type of Submission: <input type="checkbox"/> Preapplication <input checked="" type="checkbox"/> Application <input type="checkbox"/> Changed/Corrected Application	* 2. Type of Application: <input checked="" type="checkbox"/> New <input type="checkbox"/> Continuation <input type="checkbox"/> Revision	* If Revision, select appropriate letter(s): <input type="text"/> * Other (Specify): <input type="text"/>
--	--	--

* 3. Date Received: <input type="text" value="03/15/2016"/>	4. Applicant Identifier: <input type="text"/>
--	--

5a. Federal Entity Identifier: <input type="text"/>	5b. Federal Award Identifier: <input type="text"/>
--	---

State Use Only:

6. Date Received by State: <input type="text"/>	7. State Application Identifier: <input type="text"/>
---	---

8. APPLICANT INFORMATION:

* a. Legal Name:

* b. Employer/Taxpayer Identification Number (EIN/TIN): <input type="text" value="38-3737264"/>	* c. Organizational DUNS: <input type="text" value="9621979970000"/>
--	---

d. Address:

* Street1:	<input type="text" value="2012 H Street, Suite 101"/>
Street2:	<input type="text"/>
* City:	<input type="text" value="Sacramento"/>
County/Parish:	<input type="text"/>
* State:	<input type="text" value="CA: California"/>
Province:	<input type="text"/>
* Country:	<input type="text" value="USA: UNITED STATES"/>
* Zip / Postal Code:	<input type="text" value="95811-3100"/>

e. Organizational Unit:

Department Name: <input type="text"/>	Division Name: <input type="text"/>
--	--

f. Name and contact information of person to be contacted on matters involving this application:

Prefix: <input type="text" value="Mrs."/>	* First Name: <input type="text" value="Pat"/>
Middle Name: <input type="text"/>	
* Last Name: <input type="text" value="Fong Kushida"/>	
Suffix: <input type="text"/>	
Title: <input type="text" value="President & CEO"/>	

Organizational Affiliation:

* Telephone Number: <input type="text" value="(916) 446-7883"/>	Fax Number: <input type="text" value="(916) 446-7098"/>
---	---

* Email:

Application for Federal Assistance SF-424

*** 9. Type of Applicant 1: Select Applicant Type:**

X: Other (specify)

Type of Applicant 2: Select Applicant Type:

Type of Applicant 3: Select Applicant Type:

* Other (specify):

Nonprofit 501c6 w/ 501c3

*** 10. Name of Federal Agency:**

Department of Commerce

11. Catalog of Federal Domestic Assistance Number:

11.112

CFDA Title:

Market Development Cooperator Program

*** 12. Funding Opportunity Number:**

ITA-INA-OPCM-2016-2004724

* Title:

Market Development Cooperator Program 2016

13. Competition Identification Number:

2563054

Title:

14. Areas Affected by Project (Cities, Counties, States, etc.):

Add Attachment

Delete Attachment

View Attachment

*** 15. Descriptive Title of Applicant's Project:**

Korea Direct

Attach supporting documents as specified in agency instructions.

Add Attachments

Delete Attachments

View Attachments

Application for Federal Assistance SF-424

16. Congressional Districts Of:

* a. Applicant

* b. Program/Project

Attach an additional list of Program/Project Congressional Districts if needed.

17. Proposed Project:

* a. Start Date:

* b. End Date:

18. Estimated Funding (\$):

* a. Federal	<input type="text" value="299,911.00"/>
* b. Applicant	<input type="text" value="635,707.00"/>
* c. State	<input type="text" value="0.00"/>
* d. Local	<input type="text" value="0.00"/>
* e. Other	<input type="text" value="0.00"/>
* f. Program Income	<input type="text" value="0.00"/>
* g. TOTAL	<input type="text" value="935,618.00"/>

*** 19. Is Application Subject to Review By State Under Executive Order 12372 Process?**

a. This application was made available to the State under the Executive Order 12372 Process for review on

b. Program is subject to E.O. 12372 but has not been selected by the State for review.

c. Program is not covered by E.O. 12372.

*** 20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes," provide explanation in attachment.)**

Yes No

If "Yes", provide explanation and attach

21. *By signing this application, I certify (1) to the statements contained in the list of certifications and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances** and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)**

** I AGREE

** The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

Authorized Representative:

Prefix: * First Name:

Middle Name:

* Last Name:

Suffix:

* Title:

* Telephone Number: Fax Number:

* Email:

* Signature of Authorized Representative: * Date Signed:

BUDGET INFORMATION - Non-Construction Programs

OMB Number: 4040-0006
Expiration Date: 01/31/2019

SECTION A - BUDGET SUMMARY

Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. MDCP	11.112	\$ <input type="text"/>	\$ <input type="text"/>	\$ 299,911.00	\$ 635,707.00	\$ 935,618.00
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
4.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
5. Totals		\$ <input type="text"/>	\$ <input type="text"/>	\$ 299,911.00	\$ 635,707.00	\$ 935,618.00

SECTION B - BUDGET CATEGORIES

6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY				Total (5)
	(1)	(2)	(3)	(4)	
	MDCP	N/A			
a. Personnel	\$ 150,000.00	\$ 189,000.00	\$	\$	\$ 339,000.00
b. Fringe Benefits	0.00	26,460.00			26,460.00
c. Travel	66,621.00	117,165.00			183,786.00
d. Equipment	0.00	0.00			
e. Supplies	4,200.00	0.00			4,200.00
f. Contractual	79,090.00	218,025.00			297,115.00
g. Construction					
h. Other	0.00	0.00			
i. Total Direct Charges (sum of 6a-6h)	299,911.00	550,650.00			\$ 850,561.00
j. Indirect Charges		85,057.00			\$ 85,057.00
k. TOTALS (sum of 6i and 6j)	\$ 299,911.00	\$ 635,707.00	\$	\$	\$ 935,618.00
7. Program Income	\$	\$	\$	\$	\$

SECTION C - NON-FEDERAL RESOURCES

(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e)TOTALS
8. MDCP	\$ 635,707.00	\$ 0.00	\$ 0.00	\$ 635,707.00
9.				
10.				
11.				
12. TOTAL (sum of lines 8-11)	\$ 635,707.00			\$ 635,707.00

SECTION D - FORECASTED CASH NEEDS

	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	\$	\$	\$	\$	\$
14. Non-Federal	\$				
15. TOTAL (sum of lines 13 and 14)	\$	\$	\$	\$	\$

SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT

(a) Grant Program	FUTURE FUNDING PERIODS (YEARS)			
	(b)First	(c) Second	(d) Third	(e) Fourth
16. MDCP	\$	\$	\$	\$
17.				
18.				
19.				
20. TOTAL (sum of lines 16 - 19)	\$	\$	\$	\$

SECTION F - OTHER BUDGET INFORMATION

21. Direct Charges: Domestic fringe benefits: 14.00%	22. Indirect Charges: Applied to total direct charges: 10.00%
23. Remarks: Foreign fringe benefits: 0.00%	

ASSURANCES - NON-CONSTRUCTION PROGRAMS

Public reporting burden for this collection of information is estimated to average 15 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0040), Washington, DC 20503.

PLEASE DO NOT RETURN YOUR COMPLETED FORM TO THE OFFICE OF MANAGEMENT AND BUDGET. SEND IT TO THE ADDRESS PROVIDED BY THE SPONSORING AGENCY.

NOTE: Certain of these assurances may not be applicable to your project or program. If you have questions, please contact the awarding agency. Further, certain Federal awarding agencies may require applicants to certify to additional assurances. If such is the case, you will be notified.

As the duly authorized representative of the applicant, I certify that the applicant:

1. Has the legal authority to apply for Federal assistance and the institutional, managerial and financial capability (including funds sufficient to pay the non-Federal share of project cost) to ensure proper planning, management and completion of the project described in this application.
2. Will give the awarding agency, the Comptroller General of the United States and, if appropriate, the State, through any authorized representative, access to and the right to examine all records, books, papers, or documents related to the award; and will establish a proper accounting system in accordance with generally accepted accounting standards or agency directives.
3. Will establish safeguards to prohibit employees from using their positions for a purpose that constitutes or presents the appearance of personal or organizational conflict of interest, or personal gain.
4. Will initiate and complete the work within the applicable time frame after receipt of approval of the awarding agency.
5. Will comply with the Intergovernmental Personnel Act of 1970 (42 U.S.C. §§4728-4763) relating to prescribed standards for merit systems for programs funded under one of the 19 statutes or regulations specified in Appendix A of OPM's Standards for a Merit System of Personnel Administration (5 C.F.R. 900, Subpart F).
6. Will comply with all Federal statutes relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin; (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps; (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. §§6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (g) §§523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§290 dd-3 and 290 ee- 3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.
7. Will comply, or has already complied, with the requirements of Titles II and III of the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 (P.L. 91-646) which provide for fair and equitable treatment of persons displaced or whose property is acquired as a result of Federal or federally-assisted programs. These requirements apply to all interests in real property acquired for project purposes regardless of Federal participation in purchases.
8. Will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

9. Will comply, as applicable, with the provisions of the Davis-Bacon Act (40 U.S.C. §§276a to 276a-7), the Copeland Act (40 U.S.C. §276c and 18 U.S.C. §874), and the Contract Work Hours and Safety Standards Act (40 U.S.C. §§327-333), regarding labor standards for federally-assisted construction subagreements.
10. Will comply, if applicable, with flood insurance purchase requirements of Section 102(a) of the Flood Disaster Protection Act of 1973 (P.L. 93-234) which requires recipients in a special flood hazard area to participate in the program and to purchase flood insurance if the total cost of insurable construction and acquisition is \$10,000 or more.
11. Will comply with environmental standards which may be prescribed pursuant to the following: (a) institution of environmental quality control measures under the National Environmental Policy Act of 1969 (P.L. 91-190) and Executive Order (EO) 11514; (b) notification of violating facilities pursuant to EO 11738; (c) protection of wetlands pursuant to EO 11990; (d) evaluation of flood hazards in floodplains in accordance with EO 11988; (e) assurance of project consistency with the approved State management program developed under the Coastal Zone Management Act of 1972 (16 U.S.C. §§1451 et seq.); (f) conformity of Federal actions to State (Clean Air) Implementation Plans under Section 176(c) of the Clean Air Act of 1955, as amended (42 U.S.C. §§7401 et seq.); (g) protection of underground sources of drinking water under the Safe Drinking Water Act of 1974, as amended (P.L. 93-523); and, (h) protection of endangered species under the Endangered Species Act of 1973, as amended (P.L. 93-205).
12. Will comply with the Wild and Scenic Rivers Act of 1968 (16 U.S.C. §§1271 et seq.) related to protecting components or potential components of the national wild and scenic rivers system.
13. Will assist the awarding agency in assuring compliance with Section 106 of the National Historic Preservation Act of 1966, as amended (16 U.S.C. §470), EO 11593 (identification and protection of historic properties), and the Archaeological and Historic Preservation Act of 1974 (16 U.S.C. §§469a-1 et seq.).
14. Will comply with P.L. 93-348 regarding the protection of human subjects involved in research, development, and related activities supported by this award of assistance.
15. Will comply with the Laboratory Animal Welfare Act of 1966 (P.L. 89-544, as amended, 7 U.S.C. §§2131 et seq.) pertaining to the care, handling, and treatment of warm blooded animals held for research, teaching, or other activities supported by this award of assistance.
16. Will comply with the Lead-Based Paint Poisoning Prevention Act (42 U.S.C. §§4801 et seq.) which prohibits the use of lead-based paint in construction or rehabilitation of residence structures.
17. Will cause to be performed the required financial and compliance audits in accordance with the Single Audit Act Amendments of 1996 and OMB Circular No. A-133, "Audits of States, Local Governments, and Non-Profit Organizations."
18. Will comply with all applicable requirements of all other Federal laws, executive orders, regulations, and policies governing this program.
19. Will comply with the requirements of Section 106(g) of the Trafficking Victims Protection Act (TVPA) of 2000, as amended (22 U.S.C. 7104) which prohibits grant award recipients or a sub-recipient from (1) Engaging in severe forms of trafficking in persons during the period of time that the award is in effect (2) Procuring a commercial sex act during the period of time that the award is in effect or (3) Using forced labor in the performance of the award or subawards under the award.

<p>SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL</p> <p>Pat Fong Kushida</p>	<p>TITLE</p> <p>Operations Manager</p>
<p>APPLICANT ORGANIZATION</p> <p>California Asian Pacific Chamber of Commerce</p>	<p>DATE SUBMITTED</p> <p>03/15/2016</p>

Applicants should also review the instructions for certification included in the regulations before completing this form. Signature on this form provides for compliance with certification requirements under 15 CFR Part 28, 'New Restrictions on Lobbying.' The certifications shall be treated as a material representation of fact upon which reliance will be placed when the Department of Commerce determines to award the covered transaction, grant, or cooperative agreement.

LOBBYING

As required by Section 1352, Title 31 of the U.S. Code, and implemented at 15 CFR Part 28, for persons entering into a grant, cooperative agreement or contract over \$100,000 or a loan or loan guarantee over \$150,000 as defined at 15 CFR Part 28, Sections 28.105 and 28.110, the applicant certifies that to the best of his or her knowledge and belief, that:

- (1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
- (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, 'Disclosure Form to Report Lobbying,' in accordance with its instructions.
- (3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure occurring on or before October 23, 1996, and of not less than \$11,000 and not more than \$110,000 for each such failure occurring after October 23, 1996.

As the duly authorized representative of the applicant, I hereby certify that the applicant will comply with the above applicable certification.

*** NAME OF APPLICANT**

California Asian Pacific Chamber of Commerce

*** AWARD NUMBER**

11.112

*** PROJECT NAME**

Market Development Cooperator Program

Prefix:

Mr.

*** First Name:**

Ryan

Middle Name:*** Last Name:**

Fong

Suffix:*** Title:** Operations Manager*** SIGNATURE:**

Pat Fong Kushida

*** DATE:**

03/15/2016