

## **TradePort – California’s Gateway to Global Trade- *The California-Spain Initiative***

Thank you for the opportunity to present TradePort.org’s California-Spain initiative at the 5<sup>th</sup> annual ‘Building Successful Business between the U.S. and Spain’ conference at Harvard on May 13-16, 2007. With the support of the U.S. Commercial Service in California and Madrid we look forward to continue building online methodologies through TradePort to promote trade and investment opportunities between California and Spain.

TradePort’s California-Spain initiative is in its 2<sup>nd</sup> year of development when at last year’s conference, the Spanish regions of the Canary Islands, Navarra, Catalonia, Madrid and Andalusia became partners to support TradePort’s objectives of establishing a ‘click & mortar’ portal for bilateral trade and investment opportunities between California and Spain. This portal will also include matchmaking services along with its current marketing services. The new collaborative technologies now allow us to conduct global trade services with more cost-effective and efficient methods to implement and consummate global trade and investment opportunities.

[http://tradeport.org/cal\\_spain/cal\\_spain\\_partnership.html](http://tradeport.org/cal_spain/cal_spain_partnership.html). TradePort will employ these methods to maximize the potential of its California – Spain initiative.

As presented at the Harvard conference by Gabriela Zelaya of the U.S. Department of Commerce, TradePort is supported by over 40 different public and private sector trade and investment organizations called the California Trade Partners (CTP).

[http://tradeport.org/assistance\\_centers/index.html](http://tradeport.org/assistance_centers/index.html). These organizations represent over 60,000 small to mid-sized enterprises in California. TradePort is also home to the first statewide ‘intranet’ in the U.S for trade and investment called the TradePort Collaborator and is managed and supported by CTP <http://grovesite.com/tradeport/collaborator>. The Spanish business community can now leverage this TradePort network and technology to maximize its trade and investment opportunities with California’s business community.

Thank you again for the great support you have given to TradePort and we look forward to much success in trade and investment between Spain and California.