

AMENDED IN ASSEMBLY MAY 31, 2001
AMENDED IN ASSEMBLY APRIL 17, 2001
AMENDED IN ASSEMBLY MARCH 29, 2001

CALIFORNIA LEGISLATURE—2001–02 REGULAR SESSION

ASSEMBLY BILL

No. 366

**Introduced by Assembly Members Oropeza, Chan, Cohn, Diaz,
Florez, and Reyes**

February 20, 2001

An act to add Section 15364.70 to the Government Code, relating to international trade.

LEGISLATIVE COUNSEL'S DIGEST

AB 366, as amended, Oropeza. Overseas trade offices: proposals.

Existing law generally provides for the establishment of overseas trade offices under the authority of the California State World Trade Commission within the Technology, Trade, and Commerce Agency.

This bill would require entities proposing the establishment of a new overseas trade office to submit to the Governor, the Legislature, and the commission a proposed business plan for the office, with specified information. It would require the ~~commission to submit to the Governor and the Legislature a written recommendation on the proposal with regard to establishing a new overseas trade office in the proposed region~~ *Secretary of Technology, Trade, and Commerce to submit to the Governor and the Legislature a written recommendation on any of the trade office proposals that show merit with respect to the furtherance of the state's export and international trade objectives.*

Vote: majority. Appropriation: no. Fiscal committee: yes.
State-mandated local program: no.

The people of the State of California do enact as follows:

1 SECTION 1. Section 15364.70 is added to the Government
2 Code, to read:
3 15364.70. (a) Prior to approval of any new overseas trade
4 office, entities proposing the establishment of the office shall
5 submit to the Governor, the Legislature, and the California State
6 World Trade Commission a proposed business plan for the office,
7 which details all of the following:
8 (1) The clearly delineated geographical area to be served by the
9 office, to be defined as the “region” to be served by the office.
10 (2) Actual and potential investment and tourism directed to the
11 state from that region.
12 (3) Actual and potential export markets in the region for goods
13 produced in the state, and type of goods categorized according to
14 consumer sector and economic sector.
15 (4) Leading industries in the region.
16 (5) A summary of major domestic and international
17 developments affecting California exports and foreign
18 investments in the region, including, but not limited to,
19 macroeconomic and financial shocks in overseas markets, trade
20 infrastructure capacity, established and proposed international
21 trade agreements, such as the North American Free Trade
22 Agreement, the Free Trade Area of the Americas, and the Southern
23 Cone Common Market, negotiations in international trade unions
24 and organizations, such as the World Trade Organization and the
25 European Union, and bilateral trade agreements between the
26 United States government and foreign governments, and among
27 foreign governments.
28 (6) Existing federal trade offices, and municipal trade offices
29 from the State of California, operating in the region that provide
30 investment, tourism, and export promotion activities for the state
31 in the region.
32 (7) A plan for specific services and activities to be provided by
33 the office, and reasonable justification that those services and
34 activities are not redundant with services and activities offered by



1 federal authorities that serve California exporters, and interests
2 that invest and promote tourism in the state.

3 (8) Other states of the United States that have trade offices, or
4 that have investment, tourism, or export promotion offices in the
5 region.

6 (9) Target export industry markets and client industry
7 associations, trade associations, and industries in the state.

8 (10) Letters of support from industry associations, trade
9 associations, or individual industries, or all of these, in the state.

10 (11) Stated objectives, goals, and benchmark performance
11 criteria.

12 (12) A proposed three-year budget with line items for
13 personnel, marketing, promotion, trade shows, facilities, travel,
14 and all other activities.

15 (b) Within 180 days of receipt of the proposal described in
16 ~~subdivision (a), commission shall submit to the Governor and~~
17 ~~Legislature a written recommendation on the proposal with regard~~
18 ~~to establishing a new overseas trade office in the proposed region.~~
19 *subdivision (a), the Secretary of Technology, Trade, and*
20 *Commerce shall submit to the Governor and the Legislature a*
21 *written recommendation on any of the trade office proposals that*
22 *show merit with respect to the furtherance of the state's export and*
23 *international trade objectives.*

