

## Assembly Concurrent Resolution No. 24

### RESOLUTION CHAPTER 60

Assembly Concurrent Resolution No. 24—Relative to California-Japan business relations.

[Filed with Secretary of State July 24, 1995.]

#### LEGISLATIVE COUNSEL'S DIGEST

ACR 24, Vasconcellos. California-Japan business relations: Honorary Goodwill Ambassadors.

This measure would request the Governor to accept the invitation of the Japanese business community to appoint an Honorary Goodwill Ambassador to help promote business and economic ties between California and Japan, and would request the Governor to extend an invitation to the government of Japan to designate an Honorary Goodwill Ambassador to California. It would also state the intention of the Legislature to continue to work cooperatively with the Japanese business community to take other necessary actions designed to help promote more investment and trade with Japan.

WHEREAS, Japan is California's leading commercial partner, both as the state's top export destination and foreign investor; and

WHEREAS, In 1993, California exports to Japan totaled \$10.5 billion, more than California exports to Germany, Great Britain, and France combined; and

WHEREAS, The two leading organizations in California, representing a substantial percentage of the Japanese business community, are the Japanese Chamber of Commerce of Northern California, comprising over 400 Japanese-affiliated companies, and the Japan Business Association of Southern California, with over 600 Japanese-affiliated firms; and

WHEREAS, The Japanese Chamber of Commerce of Northern California and the Japan Business Association of Southern California have recently published their study, entitled "Charting California's Economic Recovery," which discusses concrete and innovative ways for the Japanese business community and the state to work together to promote collaborative development in the Pacific region, to help market California to Japanese business leaders, and to improve support for California companies in Japan; and

WHEREAS, The study conducted by the Japanese business community contained many constructive recommendations to help enhance economic development and promote mutual trade and commerce, including the exchange of honorary goodwill

ambassadors, public and private collaboration in marketing efforts, and commercial and cultural exchanges; now, therefore, be it

*Resolved by the Assembly of the State of California, the Senate thereof concurring,* That the Legislature of the State of California, on behalf of the people of California, wishes to demonstrate that the state acknowledges and appreciates the suggestions and cooperative efforts of the Japanese business community to help improve the California economy, and further, that California welcomes further foreign investment and international trade with all nations, including Japan; and be it further

*Resolved,* That the Legislature hereby requests the Governor to accept the invitation of the Japanese business community to appoint a person who has lived and worked in California and Japan to be an Honorary Goodwill Ambassador to help promote business and economic ties between California and Japan; and be it further

*Resolved,* That the Legislature hereby requests the Governor, on behalf of the people of California, to extend an invitation to the government of Japan to reciprocate in this exchange by designating an Honorary Goodwill Ambassador to California; and be it further

*Resolved,* That the duties of the a Honorary Goodwill Ambassador shall be to promote California by traveling to Japan to promote trade and foreign investment in California, meet with executive officers of private corporations in Japan in order to secure commitments to invest or increase operations in California or both, promote joint ventures between Japanese and California corporations, invite Japanese executives to visit California, make courtesy visits to prefecture officials to promote goodwill on behalf of California, and advise the state on the status of California-Japan relations; and be it further

*Resolved,* That expenses incurred by the Honorary Goodwill Ambassador, such as travel, entertainment, and appropriate token gifts, shall be funded by interested private entities and nonprofit associations; and be it further

*Resolved,* That the Legislature states its intention to continue to work cooperatively with the Japanese business community to take other necessary actions designed to help promote more investment and trade with Japan; and be it further

*Resolved,* That the Chief Clerk of the Assembly transmit copies of this resolution to the Governor, to the Consul General of Japan, to the Japanese Chamber of Commerce of Northern California, and the Japan Business Association of Southern California.

