

## 2004 Press Releases

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### **THE GOLDEN STATE FOOD PRODUCERS ARE SHINING IN CUBA A COUNTRY GROWING IN TOURISM AND INTERNATIONAL BUSINESS**

*"This is a unique opportunity for our diverse Southern California food product companies due to the rapidly growing tourism industry in Cuba," said Lee Harrington, President, WTCA LA-LB and LAEDC.*

**Los Angeles, CA** — What do Bumble Bee Seafood, Vineyards International, Nielsen Citrus Products, Lee Kum Kee, Lozen International, Capurro Marketing, C-Shore International, New World/Harlan Bakeries and City Seafoods all have in common?

All are California-based food producers, manufacturers and/or distributors who are entering into sales/export transactions with Cuba under a \$10 million trade pact with the World Trade Center Association Los Angeles-Long Beach (WTCA LA-LB). The WTCA, its affiliate, the LAEDC and their trading partner, Global Strategies Trading, LLC have joint ventured to create the opportunity.

"This is a unique opportunity for our diverse Southern California food product companies due to the rapidly growing tourism industry in Cuba," said Lee Harrington, president of the WTCA LA-LB and LAEDC. "Local job growth from expanded international markets is our objective."

"Cuba represents a potential annual \$2 billion food, agricultural, and medicine export market for California", said Greg Estevane, president of Global Strategies Trading, the Association's trading partner. "Cuba had purchased more than \$700 million by the end of 2003."

Bumble Bee Seafoods, LLC is an international company with a canning facility in Santa Fe Springs. City Seafoods is a seafood wholesaler headquartered in San Diego. Lee Kum Kee is an international Chinese sauces company with distribution operations in the City of Industry. New World is a restaurant group in Whittier.

WTCA LA-LB, Global Strategies, and the LAEDC have assisted these companies in contracting and export to Cuba under licenses issued by the U.S. Government.

Bumble Bee was the latest company to begin negotiations with Alimport, the Cuban import company, during a WTCA/Global Strategies trade mission to Cuba during the week of February 23<sup>rd</sup>, according to Lee Harrington and Greg Estevane from Havana. "We are now planning for a major mission in April when the Cuban government plans to offer in excess of \$100 million in additional purchase authority for food, agricultural, and medical products", they concluded. For more information on trade missions is available at [www.wtcanet.org](http://www.wtcanet.org). Media call: George McQuade 818.340.5300.

The LAEDC is a private, non-profit organization whose mission is to attract, retain and expand business and jobs in the region. It provides economic and industry forecasts as well as strategic consulting in trade, infrastructure, logistic and land use. The LAEDC Business Assistance Program works one-on-one with businesses throughout the county. Visit [www.laedc.org](http://www.laedc.org) .

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