



New California Export Guide: A Print and Online Resource for International Trade

California companies are going global, and the Center for International Business Education and Research (CIBER) at San Diego State University's Fowler School of Business Administration is helping them get there.

ThinkGlobal Inc., in partnership with the SDSU CIBER, has launched the [California Export Guide](#), in print and online. The colorful, magazine-style guide is a free resource for California exporters to find the tools they need to succeed in global markets.

"The California Export Guide is a handy tool to help California-based businesses that are looking to expand internationally," says Mark J. Ballam, managing director at California's [SDSU CIBER](#). "The guide provides useful information as well as statewide resources for helping companies go global."

The purpose of the guide is to provide California companies and foreign investors with expert advice and answers to frequently asked questions about exporting, foreign direct investment and global business.

The guide is being distributed throughout California by state and local economic development agencies, chambers of commerce, world trade centers, ports, and private sector service providers. A digital edition is available online via the [California.Think.Global website](#).

"The guide provides California companies with a comprehensive source of information related to exporting and international trade, in print and online," says Greg Sandler, publisher of the guide. "It also includes key contacts, web sites and other resources for exporters."

The guide, which is free, is accessible online at [California.Think.Global](#).

The California Export Guide was made possible by a combination of public and private sector partners, including:

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ThinkGlobal Inc. is a publishing and lead generation company that produces the [California Export Guide](#) and other print and web resources.

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