

Daily Business Report

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SDSU Develops Guide to Assist Firms

By Gina Jacobs | SDSU NewsCenter

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

ThinkGlobal Inc., in partnership with SDSU CIBER, has launched the California Export Guide, available 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 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.

"As a designated national center of excellence by the U.S. Department of Education, SDSU CIBER consistently strives to meet the information needs of California businesses so they can compete better overseas," said **Mark J. Ballam**, SDSU CIBER managing director. "The California Export Guide is one example of how we accomplish the goal of improving U.S. business competitiveness."

SDSU undergraduate students assisted in the research that went into developing the guide, including the extensive list of international trade resources in countries around the world.

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.

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

The California Export Guide was made possible by a number of public and private sector partners, including the California Chamber of Commerce, District Export Councils, Export Import Bank of the United States, Los Angeles International Airport and **California Bank & Trust**.

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

CIBER was established in 1989 and assists in linking work force and information needs of U.S. businesses with the international education, language training and research capacities of universities across the United States.