Orange County World Trade Week
Breakfast and Forum
May 17, 2016

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The Bright Spots

- Value of U.S. exports increased to 58 countries in 2015, and exports to 20 countries reached record highs.

- Exports of services were at a record-high, increasing by $5.9 billion to reach $716.4 billion.

- Higher-value goods sectors like aerospace and telecoms equipment were up.
2015 CA Export Picture
$165 Billion

California Exports

<table>
<thead>
<tr>
<th>Year</th>
<th>Billions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>$154.00</td>
</tr>
<tr>
<td>2013</td>
<td>$156.00</td>
</tr>
<tr>
<td>2014</td>
<td>$158.00</td>
</tr>
<tr>
<td>2015</td>
<td>$160.00</td>
</tr>
</tbody>
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Percent Change (since previous year)

- 2012: -6.00%
- 2013: -5.00%
- 2014: -4.00%
- 2015: -3.00%

Source: U.S. Census Data
OC Export Picture
$23.2 Billion

OC Total Merchandise Export Volume in Dollars

Source: U.S. Census Data; Commerce TSE, Cal State Fullerton
Top 5 OC Export Markets

- Mexico - $5.3B (23%)
- Canada - $2.6B (11%)
- China - $2.3B (10%)
- Japan - $1.8B (7.6%)
- S. Korea - $0.9B (4.3%)
- ROW - $10.2B (44%)

Source: U.S. Census and Cal State Fullerton (2015 estimates)
OC Merchandise Exports by Sector

Computers & Electronics
Transportation Equipment

Source: U.S. Census and Cal State Fullerton (2015 estimates)
Sector distribution for CS OC clients

- Travel/Tourism: 6%
- Cosmetics/Toiletries: 13%
- Medical Eq.: 9%
- Pharmaceuticals and Supplements: 6%
- Education/Training Services: 13%
- Automotive Parts/Services Eq.: 21%
- Foods - Processed: 9%
- Consumer Goods: 8%
- Aerospace/Defense Technology: 5%
- Franchising: 4%
- Computers/Peripherals: 4%
- Automotive/Transportation: 4%
- Apparel: 6%
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- **Miscellaneous: 3%
2015 Increase or Decrease?

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CSUF’s OC Trade Forecast
September 2016

http://www.leadsbdc.org/
Upcoming Programs:

- Export Essentials - June 22 (SBDC)
- $5,000 Export Planning Scholarship (CMTC)
- $2,500 STEP Grants -- go to market (CITD)
- Discover Global Markets – deep dive in Healthcare and Smart Cities
- TPP – do you research! (export.gov)

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www.Export.gov/California/Irvine

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