



*New Global Horizons*  
**2000 Sonoma County International Trade Report**



*A report developed, researched and written by  
the Sonoma County Economic Development Board  
Ben Stone, Coordinator*

*Spring 2000*

## ***Contents:***

I.	Executive Summary	
	A) Key Findings	3
	B) Recommended Actions	3
II.	Overview	4
III.	Research Methodology	
	A) Research Objectives	5
	B) Survey Methodology	5
IV.	Survey Findings	6
V.	Recommendations	13
VI.	Acknowledgements	15
VII.	Appendix	
	A) Partial List of Imported and Exported Products	16
	B) U.S. Dept. of Commerce Metropolitan Export List	17
	C) Non-Profit International Orgs. of Sonoma County	18
	D) 2000 Sonoma County International Trade Survey	19

# ***I. Executive Summary***

## **A) Key Findings**

1. International Trade will become an even more important source of revenues and jobs for local companies currently involved in global commerce. *Eighty percent<sup>1</sup> of companies that responded to the survey and are currently engaged in international trade believe that their gross sales or revenues will increase because of international business.* Not one company responded with negative projections.
2. *Current recruiting practices show that Sonoma County does not offer a workforce in tune with international business practices.* This is evidenced by a 4 out of 10 average rating<sup>2</sup> of the county's workforce proficiency in terms of international trade, and the fact that 65% of businesses engaged in international trade are forced to train their workforce in-house.
3. Exporting is the international business practice of choice in Sonoma County, as compared with importing or joint ventures. *Nearly 60% of international trade is exporting.* Although this is slightly less than the proportions in the 1995 trade report, the healthy exporting prowess of the County is well worth noting.
4. More than fifty groups with an international focus exist in Sonoma County. Thus far, their individual efforts have not been coordinated to allow for informational exchanges and common efforts.
5. *A majority of business groups who responded to the survey feels that there is the need for a Forum to coordinate the efforts of international trade assistance, workforce development, international heritage and educational resources in Sonoma County.*

**B) Recommended Actions:** *Continue to support local international trade progress, and create a Forum to coordinate international trade and world affairs activities within Sonoma County.*

### **Immediate benefits of a Forum include the following:**

#### *For businesses:*

- An international business workshop would be held this fall in conjunction with the NBWTA, U.S. Dept. of Commerce, Foreign Commercial Service, and the EDB to help businesses with trade engagement or improvement.
- Businesses could use this resource to better access information from existing groups (e.g. North Bay World Trade Association) on foreign countries, domestic trade relations, trade financing opportunities, and important business/cultural considerations.
- There could be links to selected "international experts" in various business sectors (i.e. legal, accounting, banking, high-tech, agriculture, etc.)

#### *For Education/Youth and Workforce Development:*

- Emphasis should be placed on international education within the secondary schools and colleges of Sonoma County. Cooperative programs and scholarship opportunities should be explored as a way to increase international awareness and trade expertise.
- An adult international trade certificate program should be offered to help enhance and develop the County's international trade workforce.

#### *For International/Cultural Heritage Groups:*

- Repeat and enhance the very successful 1997 "International Festival" within Sonoma County. Such a festival would display Sonoma County's interest and sensitivity towards world cultures and issues. Part of this festival may also be dedicated to international awareness for youths. Participation in international affairs and international business groups would help foster and create the "international business-aware" talent pool that companies now report is lacking in the County.

---

<sup>1</sup> The *Survey of Sonoma County International Trade* had a 25% (125 of 500) response rate.

<sup>2</sup> Participating businesses who are currently involved in international trade were asked to rate the Sonoma County international trade workforce proficiency on a scale of 1 to 10, with one meaning "not at all proficient" and 10 meaning "very proficient." Since the average response was a 4, this indicates that businesses engaged in international trade have a below average perception of the proficiency of the County's workforce.

## **II. Overview**

*“I believe one of my most important missions at K-J is to develop our overseas markets.”<sup>3</sup>*

With the rise of new local businesses and talent over the past decade, Sonoma County finds itself on the international trade map. This is evidenced by the current and projected growth expressed by businesses participating in the Economic Development Board’s 2000 International Trade Survey. With more than 120 diverse Sonoma County businesses responding to the survey, this report paints a vivid picture of where international trade is on the minds of local businesses, and where such trade will head in the coming years.

To date, international trade and world affairs ideas have been individualized by single groups throughout Sonoma County. Each group has attempted to address specific aspects of overseas relations or knowledge, irrespective of what is taking place in groups with a related international outlook. The survey offered businesses the opportunity to express their interest in the creation of a Forum on international understanding, by which the public can learn about what Sonoma County is doing in terms of international trade, world affairs, and cultural education.

### **Overview of Existing International Trade and World Affairs Resources:**

#### **Business Assistance/ Trade Groups:**

- North Bay World Trade Association
- North Bay Technology Roundtable
- Wineries Association
- State trade agencies
- Federal trade agencies

#### **Education/Workforce:**

- Sonoma State
- SRJC
- K-12

#### **International Relations:**

- World Affairs Council
- Santa Rosa Hosts
- 55 different international heritage and sister city organizations

---

<sup>3</sup> Excerpt from 5/17/00 speech given by Lew Platt, CEO of Kendall-Jackson, at the annual North Bay World Trade Association Awards Dinner.

### ***III. Research Methodology***

#### **A) Research Objectives:**

The following objectives were addressed in conducting survey research for the Sonoma County Economic Development Board's 2000 International Trade Report:

- Reflect on the changes made on the international trade front since the 1995 International Trade Report.
- Discover the new obstacles and barriers faced by businesses engaged in trade overseas, and by those businesses looking to engage in international trade.
- Determine which countries of the world have strengthened trading ties to Sonoma County, and what types of goods Sonoma County businesses are trading with these countries.
- Research some strengths and weaknesses that Sonoma County offers to its businesses, (e.g. workforce proficiency, internet accessibility)
- Determine how the Economic Development Board can help both those businesses engaged in international trade, and those businesses that would like to start their overseas involvement.

#### **B) Survey Methodology:**

This report is an update and expansion of the information gathered for the 1995 Sonoma County International Trade Report. For the sake of comparison, much of the surveyed database of companies used in 1995 was used in the 2000 survey. Many additions and detail clarifications are included in this report. Such changes will allow future editions of the report to produce clearer and more substantial results.

The survey was sent to about 500 Sonoma County businesses representing many key sectors of the Sonoma County economy. Businesses selected to take part in the survey were chosen from previously used international trade databases, in addition to businesses with presupposed involvement in international trade. In doing so, it can be assured that the findings are an accurate representation of how the international trade community feels about certain issues.

Businesses targeted were trading internationally directly from Sonoma County. For example, if "Company A" had a bottling operation in Sonoma County but shipped the product domestically before sending it overseas, the company would not be a part of this survey. Therefore, not every company that may have an international trade presence was part of the survey process. The cross-section of companies that were part of the process, however, are believed to be representative of their sectors and have provided the percentages necessary for a fairly accurate survey, despite the average response rate (25%).

Most answers to questions were converted to the corresponding percentage of respondents. Doing so presents the responses in a more clearly understood format.

#### IV) Survey Findings

Of those businesses that responded to the survey, sixty-seven percent reported that they are engaged in some form of international trade. Exporting is the predominant international business practice in Sonoma County. Nearly 60% of international trade in the County involves exporting. Although this is slightly less than the proportions in the 1995 trade report, the healthy exporting prowess of the County is well worth noting. Some businesses have attributed this high level of exporting to the lack of an import-friendly infrastructure, such as a viable sea or air connection. Other reasons for export-driven international trade include Sonoma County's abundance of natural resources and its thriving export-driven agricultural and high-tech sectors.

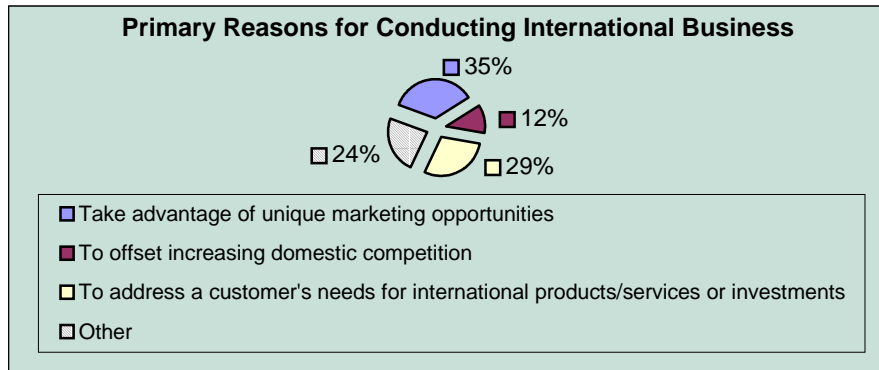


Whether it be exporting, importing, or joint ventures, international trade has grown in Sonoma County over the past five years, and specifically in the past three. A solid 75% of businesses stated that their international trade has expanded. These results have reflected a trend in the County towards increased international trade in the last decade.



Many businesses have responded to this rapid growth by devoting positions directly towards international trade. On average, Sonoma County businesses report that they have eight employees dedicated only towards international trade. Businesses responding said that international trade now encompasses 22% of their company's gross income, on average.

The reasons for engaging in international trade vary greatly. The primary reason, to take advantage of unique marketing opportunities, hints at some of the unique products this county provides to the rest of the world (see Appendix A) and the competitive advantages that enable Sonoma County businesses to flourish.



Only 7% responded that their primary reason for getting involved in international trade was to “offset saturated or highly competitive markets at home,” while another 7% said that it was to “offset stagnant markets at home.” Such responses suggest that Sonoma County businesses are pursuing international trade for sound economic reasons.

Just where are these companies trading? The list of international trading partners is as diverse as the Sonoma County economy. In the 1995 survey<sup>4</sup>, Western Europe was the predominant trading region, and Canada the predominant country. The 2000 survey found that these results remained the same. In both years, the U.K. was the predominant European trading partner. Nearly 367 trade relationships are reported to exist between the countries of Europe and Sonoma County businesses. The diagrams on the following page exhibit the diversity of countries reached by Sonoma County businesses.

With few exceptions, both exporting and importing have increased in the compared areas.<sup>5</sup> Trade has increased most dramatically to Central/South America and to Australia/New Zealand. Much of the increase has been due to substantial economic growth in both of these regions. The wine industry of Sonoma County, including grape growers and winemakers, can also take some credit for such substantial growth in these particular markets.<sup>6</sup> Much as what has been exhibited with France in previous surveys, Sonoma County has developed a steady trade relationship with these wine and grape-producing areas.<sup>7</sup> Wineries have traditionally focused their attention to domestic trade, but are slowly adapting to an international focus. With the increasing popularity of wine in East Asia and in other regions, Sonoma County wineries will be moving quickly to establish their brands internationally.<sup>8</sup>

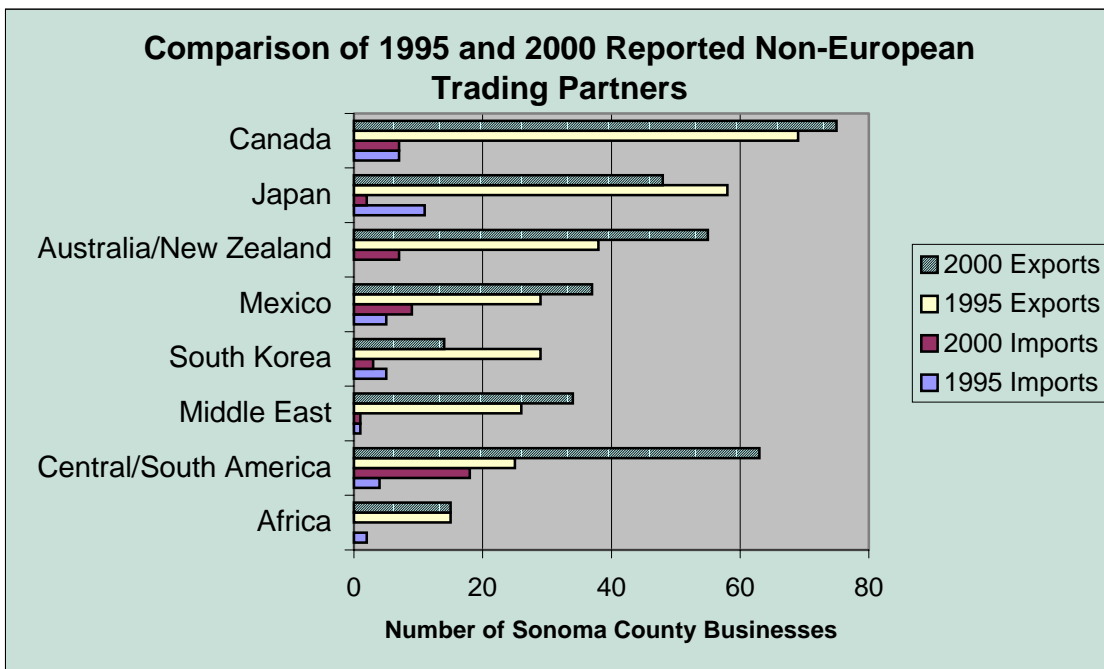
<sup>4</sup> The 1995 survey divided Europe by regions. Because of the increased trade with Europe over the last 5 years, individual countries replaced regional choices. Though this provided little basis for comparison, the new more detailed survey will allow future results to have a more intricate set of baseline statistics.

<sup>5</sup> “Compared Areas” include those present both on the 1995 and the 2000 Survey. For a detailed listing of Sonoma County’s export totals to selected destinations (in thousands of dollars), see Appendix B.

<sup>6</sup> It is important to note that only 20-25% of responses on all survey questions were submitted by members of the wine industry in Sonoma County. Although the wine industry encompasses the largest source (20%) of reported exports, they were not the sole targets of this particular survey.

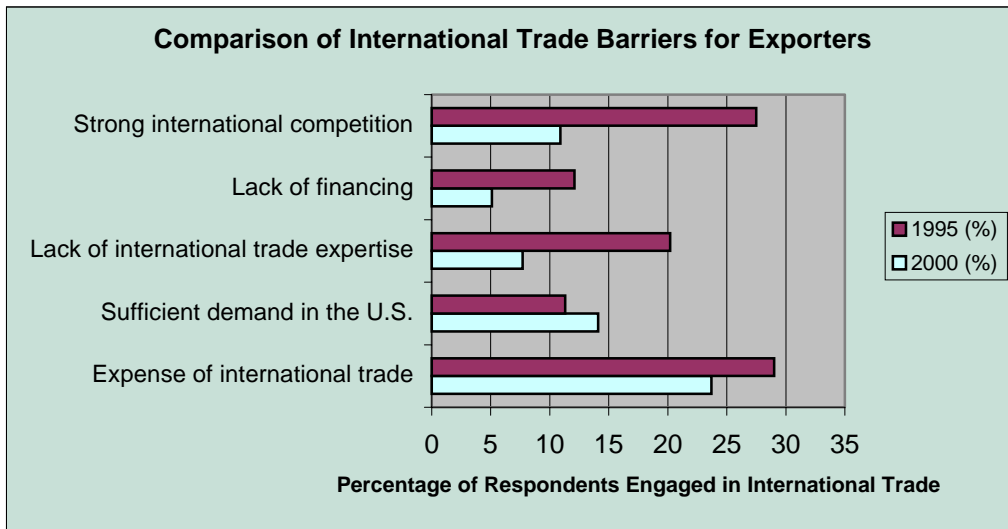
<sup>7</sup> Ironically, the noted wine-producing and grape-growing regions of the world exhibit the closest balance between importing and exporting with Sonoma County.

<sup>8</sup> Winery information was obtained from remarks made at the North Bay World Trade Association’s Annual Awards Dinner by Lew Platt, CEO of Kendall-Jackson Wine Estates.



Recent trade legislation passed by U.S. Congress (e.g. NAFTA) appears to have paved the way for increasing trade between Canada and Mexico. Not surprisingly, these two countries are two of Sonoma County’s major trading partners. As principles such as those detailed in NAFTA and the General Agreement on Trade Tariffs (GATT) are ratified, and as more countries improve their trade status with the U.S., new trade partnerships will develop and add to the already diverse international trade market in the County.

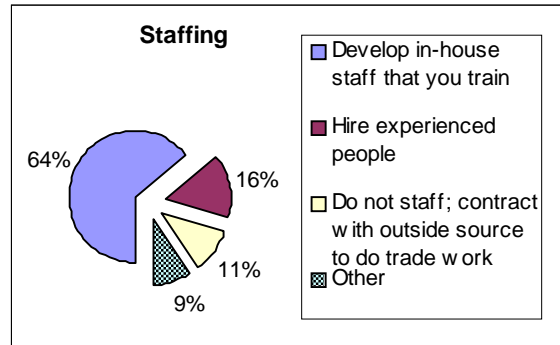
Though international trade is booming, some Sonoma County exporters do feel as though they have not been able to expand into new markets. When asked about barriers to the further expansion of international trade, most exporters listed “expense” as the number one obstacle. However, almost all barriers seem to have been lessened since the 1995 survey. The following diagram compares some of the barriers affecting businesses in 1995 and 2000:



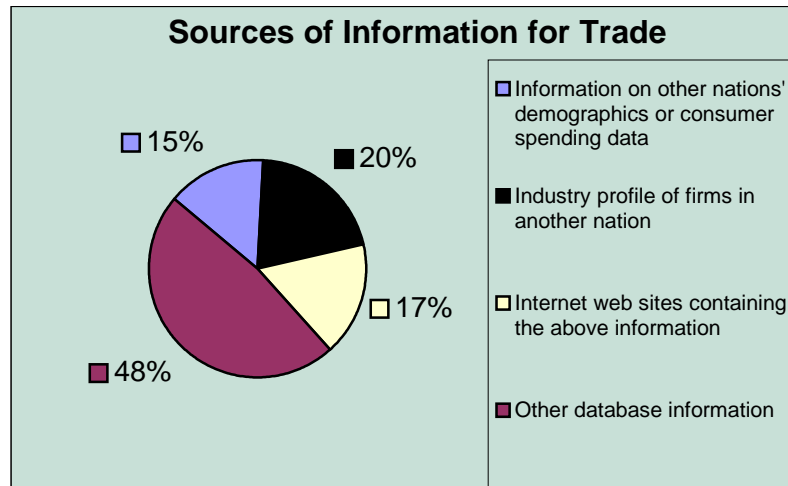
In addition to the barriers listed in the chart, some participants in this year’s survey responded that other important barriers to recognize were *cultural/language differences* (16.1%), *product not suitable for export* (5.8%), and *political/financial risk too great* (4.5%).

International Trade will become an even more important source of revenues and jobs for local companies currently involved in global commerce. Eighty percent of companies that responded to the survey and are currently engaged in international trade believe that their gross sales or revenues will increase because of international business. Not one company responded with negative projections.

To help fulfill these aggressive growth projections, Sonoma County businesses are increasing staff strictly devoted to international trade. This “staffing up” process has proved difficult since a majority of companies surveyed rated the County’s international trade workforce proficiency as below average.<sup>9</sup> A possible result of this lack of proficiency is the development of in-house training programs. This is evidenced by the following diagram detailing the methods used by companies to staff the international trade portion of their business:



When asked where information on international trade was obtained, a diverse array of responses was collected.<sup>10</sup> Twenty percent responded that they received their necessary information on international trade from industry profiles of firms in another nation. Seventeen percent, the second most popular choice, used the internet to do most of their information gathering.



<sup>9</sup> Companies were asked to rate the county’s workforce on a scale of 1-10 with 1 being “not at all proficient” and 10 being “very proficient.” The average response was a 4, or slightly below what respondents would consider average proficiency.

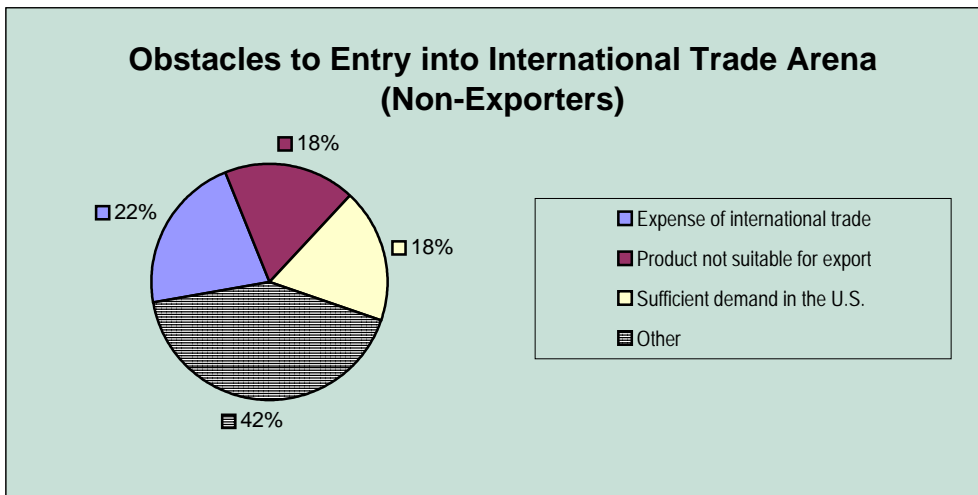
<sup>10</sup> Among the most popular choices listed in the “Other” portion of the chart are the following: Information regarding other nations’ cultures and customs (14%), International financial, banking or currency information (13%), Market share information in another nation or internationally (14%).

As discussed in the overview, survey participants felt there was potential for the creation of a synergistic Forum for international activities. A majority of those who responded to the survey feels that there is the need for a Forum to coordinate the efforts of international trade, educational resources, international heritage and workforce development groups in Sonoma County. This Forum would be a synergy of resources for businesses and various other sectors in the County.

*Sonoma County Businesses NOT involved in international trade*

Thirty-three percent of CEOs surveyed responded that they currently were not engaged in international trade.<sup>11</sup> Considering that the attempt was made to target businesses that were likely to be involved in international trade, 33% is quite a substantial number. Of the 33% not engaged in international trade, 36% said that “it was not a priority or too minor so it’s not worth trying.” Just as the healthy economy is enabling more businesses to go abroad, it is also keeping some businesses from expanding overseas. “Why disturb a good thing?” was a common statement made by survey respondents.

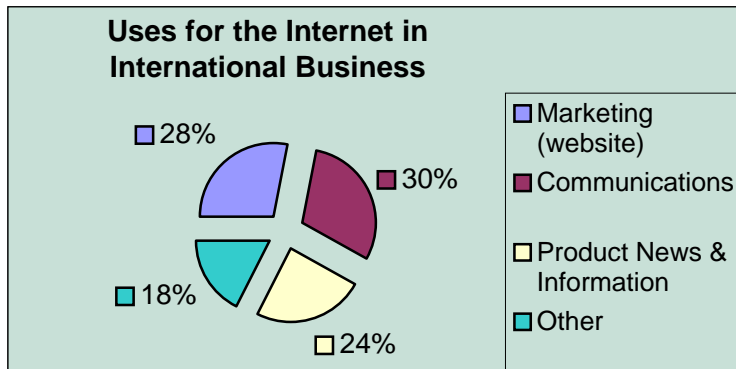
Other businesses report that it is too expensive to bring their business outside of the United States, and they currently do not feel as though they have the capital to start the expansion. Some businesses remarked that there were too many obstacles to overcome. When asked what these obstacles are, many echoed the barriers to expansion for current internationally trading businesses. “High costs” was the predominant response (21%). Coming in a close second was “Sufficient demand in the U.S.,” proving that a strong domestic economy might hinder international expansion.



<sup>11</sup> Of the 125 businesses that responded to the survey, 41 (33%) responded that they were not engaged in any form of international trade at this time.

**“A marriage of PC’s and Pinot Noirs<sup>12</sup>” -The role of the internet in international trade**

Surprisingly, the internet was not reported to play a very strong role in Sonoma County’s international trade. Surveyed businesses gave the internet an average rating of importance when asked.<sup>13</sup> This is surprising considering the global nature of the internet, and its marketing and sales capabilities. The high-tech industry indicated that the internet was crucial, while most agriculture and industrial manufacturers felt it was not yet important to their international trade success. As uses for the internet continue to expand in the coming years, agricultural sectors (e.g. grape-growers) may decide that the internet can be a viable part of their successful international business practices.



Most international businesses use the internet for communications, marketing, or to obtain product information. Very surprisingly, only 3% of businesses responded that they use the internet for commercial purposes. As e-commerce develops within traditionally computer-unfriendly economic sectors, commercial use will likely increase.

<sup>12</sup> Excerpt from 5/17/00 speech by Lew Platt given at the Annual North Bay World Trade Association Awards Dinner.

<sup>13</sup> On a scale of 1 to 10, with 1 meaning “not important” and 10 meaning “very important”, the average response was a 5.3, indicating that the internet was important, but not vital to international trade in Sonoma County.

**V. Recommendations:** *Continue to support local international trade practices and trends within the County, and create a Forum to coordinate international trade and world affairs activities within Sonoma County.*

**Immediate opportunities and potential benefits of a Forum include the following:**

*Opportunities for businesses:*

- An international business workshop would be held this fall in conjunction with the NBWTA, U.S. Dept. of Commerce, Foreign Commercial Service, and the EDB to help businesses with trade engagement or improvement.
- This Forum will have links to appropriate pre-established organizations within Sonoma County to pool resources and provide the best possible service to businesses with international trade needs. Resources exist, but are not coordinated. A new international business resource guide could be created to coordinate the numerous international activities.
- There could be links to selected “international experts” in various business sectors (i.e. legal, accounting, banking, high-tech, agriculture, etc.).

*For Youth and Workforce Development:*

- Using the newly created Forum as the center of ideas, host an “International Festival” within Sonoma County. Such a festival would display Sonoma County’s interest and sensitivity towards world cultures and issues. As a part of the festival, an education program centered on international affairs/business should be created involving Sonoma County schools. Interest in international affairs and businesses could create the international business-aware workforce that companies now feel is lacking in the County.
- With the help of public and private sector leaders, support should be provided to establish an international trade/international affairs certification at Sonoma State University or Santa Rosa Junior College. Corporate insight and funding could be used to tailor the programs to fit the needs of the growing international trade community.
- Scholarship and/or grant money could be used to fund a cooperative education summer program for students in a foreign country. The sponsoring business would provide funding for a summer of study in a country that has a trade relationship with that business. Sonoma County businesses could also work to bring in students from a foreign country to learn about how business is done in this county. Programs such as this could provide the foundation for an educated and work-ready workforce in the years to come.

*For International/Cultural Heritage Groups:*

- Repeat and enhance the very successful 1997 “International Festival” within Sonoma County. Such a festival would display Sonoma County’s interest and sensitivity towards world cultures and issues. Part of this festival may also be dedicated to international awareness for youths. Interest in international affairs and businesses could create the international business-aware talent pool that companies now report is lacking in the County.

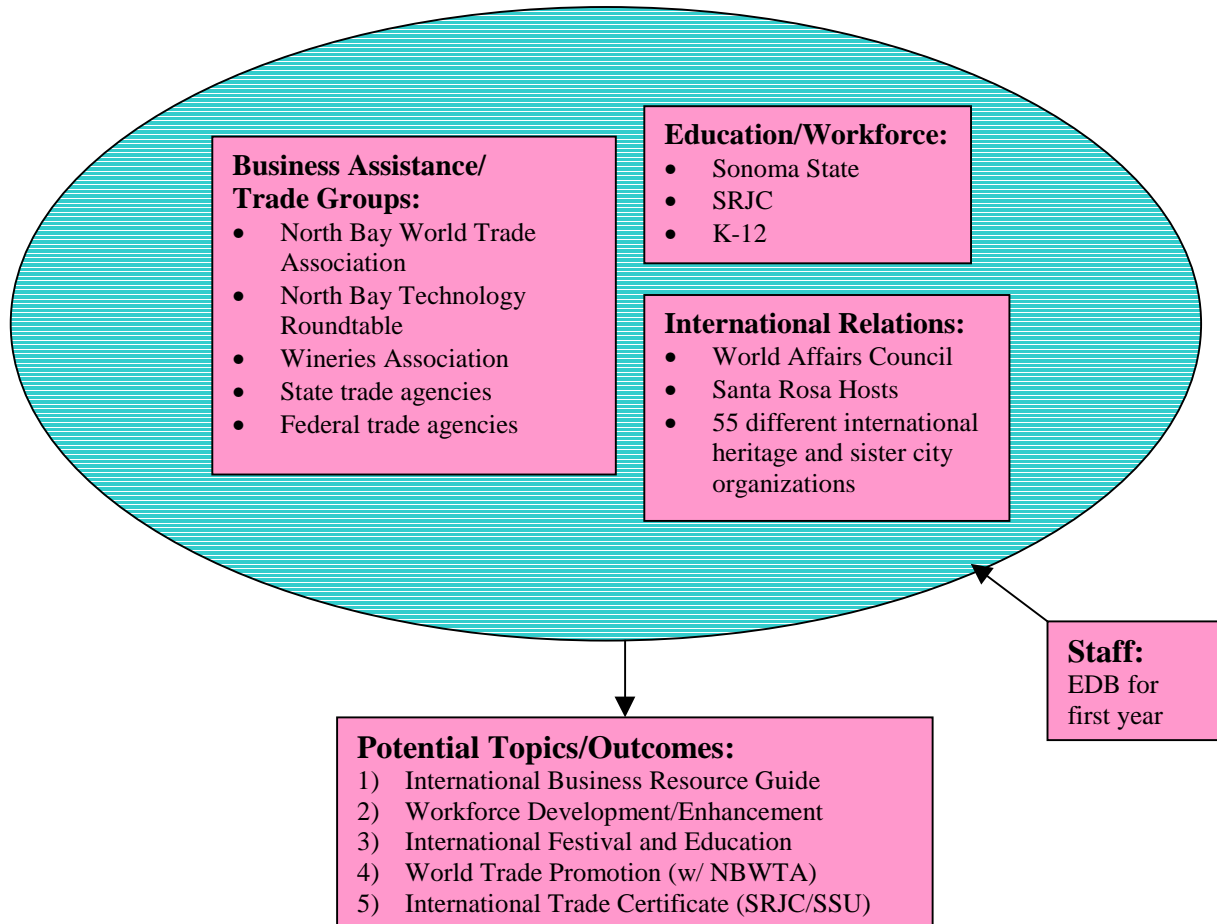
*Model Program:*

After careful research on programs in the United States and abroad, it is the EDB’s recommendation to model an International Forum after the *Tulsa Global Alliance*, in Tulsa, Oklahoma. *The Tulsa Global Alliance* is a group dedicated to increasing global awareness, understanding and opportunities by completing the following objectives:

- Assisting with international trade development
- Serving as a resource for area governments, businesses, educational institutions, organizations, and residents.
- Hosting international visitors
- Facilitating sister city/region activities
- Promoting global education
- Cooperating with international organizations

Since Sonoma County has groups that already perform many of these tasks, the job of the International Forum would be to bring these organizations together to coordinate all efforts to the common goal of increasing global awareness and international trade within the County. The Forum will pursue goals set at an annual roundtable meeting on international trade that would include international economic, heritage, and educational resources discussing how to better global understanding within Sonoma County. The following diagram illustrates the dynamic of the international roundtable:

**Proposed International Roundtable**



## ***VI. Acknowledgements***

Many people contributed to the success of this survey and subsequent report. Without these helpful contributions, this project would have been impossible to complete.

Much of the credit for this report belongs to the businesses that took the time to participate in the survey. With more than 120 businesses responding, the private sector of Sonoma County has shown its interest in, and excitement about, international trade.

A significant amount of time on this project was contributed by EDB staff. Colette Thomas and Catherine Harper deserve much gratitude for their help in the data gathering and processing of this report. Much appreciation is also given to Joseph Horak who offered his advice and insight throughout the survey and report process, and to the Workforce Investment Board for their contributions to the survey and report.

A number of outside sources also contributed to this project's success. Thanks are given to Dr. Don Sanders and Phillip Kalsched for their interest and help in the construction of the survey. Much gratitude is also given to Phillip Kalsched, Pat Givens, Brien McMahon and Jerry Dunn for adding their insight to the report.

Finally, this report is a testament to the deep interests and motivation of Christopher Ebe. As an Economic Vitality Fellow in the Economic Development Board, and as an international enthusiast, he drafted the survey, analyzed the collected research, developed the recommendations, wrote the report, and planned an implementation strategy.

---

Ben Stone  
Coordinator  
Sonoma County Economic Development Board

## Appendix A: Partial List of Imported and Exported Products

Survey respondents import or export over 150 different products and/or services. A cross-section of the list is shown below, citing some of the most common and uncommon examples of Sonoma County's trade diversity. Some of the more interesting Sonoma County exports include applesauce to Bangladesh, mushrooms to Japan, and telecom equipment to Colombia. Among the most unique of imports are milk proteins from New Zealand, toys from Italy, and soap from the Caribbean.

*(Imported Products are in italics)*

**(Products both imported and exported are in bold)**

adhesives/coatings/sealants	machinery
air diffusers	marine systems
animal feeds	<i>milk proteins</i>
apple sauce, juice	modular bldg. construction
architectural glass, bath enclosures, entryways	<b>mushrooms</b>
art rubber stamps	musical products
baked goods & industrial property	<b>organic apple products</b>
bearings, power transmission, hydraulic components	<b>organics</b>
books	packaging
cctv inspection equipment	<b>plastic injection molding</b>
<i>Christmas Ornaments</i>	plastic liners
computer systems	plastic manufacturing
custom made moccasins	printing
decorative accessories	<b>protective equipment</b>
Dri-Water gel	publishing, translations, books
electric motors	<b>pumps</b>
<b>electronic equipment</b>	<i>Retaining Wall Systems</i>
factory automation equipment	saw blanks
fueling components	signs
Furniture	<b>soap</b>
geothermal energy test/consult/equip	survey software
<b>gifts &amp; collectibles</b>	<b>tachometers/gauges</b>
garments	tank liners
gourmet foods, wine	telecom equipment
greeting cards	tortillas
grinders	<i>toys</i>
<b>household products</b>	urethane dispensing flowering equipment
import manufacturers goods	vacuum instruments
<i>industrial hardwoods</i>	waste water engineering
iron railings/gates	<b>wine</b>
jewelry findings	wine caps
laser equipment	<b>wood/tools</b>

**Appendix B:**  
**U.S. Dept. of Commerce Metropolitan Export Totals List for Sonoma County**

METROPOLITAN MERCHANDISE EXPORT TOTALS TO SELECTED DESTINATIONS, 1993-1998  
(Thousands of Dollars)

<u>Market</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>% Change 1993-98</u>
NAFTA Countries	68,591	78,026	86,379	101,319	148,331	196,540	186.5
Canada	55,748	61,856	69,848	76,723	111,260	166,649	198.9
Mexico	12,843	16,170	16,531	24,597	37,071	29,890	132.7
Caribbean & Cen. America	2,043	2,528	2,682	3,112	4,117	5,616	174.9
South America	9,208	7,009	8,856	13,192	19,486	20,927	127.3
Argentina	1,963	2,748	1,550	1,244	1,951	1,995	1.6
Brazil	3,074	2,786	5,455	9,742	14,461	10,724	248.8
Other S. America	4,170	1,475	1,851	2,206	3,074	8,208	96.8
Europe	163,339	180,673	216,804	223,344	297,756	306,362	87.6
Belgium	5,935	1,785	2,985	4,234	4,485	6,680	12.6
France	18,305	20,071	18,456	22,721	27,572	32,744	78.9
Germany	30,013	29,049	32,554	34,432	54,627	51,305	70.9
Netherlands	5,764	5,556	6,817	8,872	20,717	20,299	252.2
United Kingdom	48,754	54,542	66,025	68,138	84,226	81,170	66.5
Turkey	912	116	421	306	1,374	1,382	51.5
Former Soviet Rep.	669	2,190	769	284	232	440	-34.3
Poland	51	122	405	397	319	470	829.6
Other E. Europe	96	149	464	694	1,042	1,056	997.5
Other Europe	52,840	67,094	87,909	83,266	103,162	110,816	109.7
Asia	151,786	196,039	237,991	323,724	361,893	311,439	105.2
Japan	95,081	122,302	147,046	188,948	208,121	184,422	94
China	4,161	9,861	5,743	10,800	4,797	15,433	270.9
Hong Kong	7,927	8,621	14,384	29,353	32,246	17,234	117.4
Taiwan	12,395	13,591	17,224	23,175	18,836	15,814	27.6
Singapore	10,120	9,778	13,559	15,514	23,149	20,493	102.5
S. Korea	9,092	17,988	23,079	21,622	35,802	19,579	115.3
Indonesia	175	592	510	190	456	304	74.3
India	2,413	612	1,806	3,528	3,324	4,000	65.8
Other Asia	10,422	12,693	14,640	30,594	35,162	34,158	227.8
Africa	1,813	1,282	1,492	1,317	1,482	2,400	32.4
North Africa	506	306	262	206	98	179	-64.7
Rep. of S. Africa	1,163	734	908	1,062	1,309	2,009	72.7
Other sub-Saharan	144	241	321	49	75	212	47.2
Africa Near East	1,783	3,600	3,580	3,515	6,373	4,632	159.8
Australia	10,505	15,994	15,156	12,256	16,889	14,736	40.3
Rest of World	0	0	0	46	4	0	
World	409,067	485,151	572,939	681,825	856,330	862,652	110.9

Note: All figures show sales by exporters of record located in the indicated area.  
The sales location may or may not coincide with the location of production

Prepared by: Office of Trade and Econ. Analysis, International Trade Administration, Dept. of Commerce.  
Source: Exporter Location Series, Census Bureau

## **Appendix C - Non-Profit International Organizations of Sonoma County**

Academic Year in the USA (AYUSA)  
Alliance Francaise de Santa Rosa  
American Institute for Foreign Study Foundation  
American Red Cross International Social Services  
Cherkassy/Santa Rosa Sister City Program  
Center for Cultural Exchange  
Cultural Homestay International (CHI)  
Friends of Kagoshima Association  
German Club of Santa Rosa  
Greco-Roman Cultural Society  
Hispanic Chamber of Commerce of Sonoma County  
International Order of Job's Daughters  
Japanese American Citizens' League  
Korean School of Sonoma County  
Montgomery High School International Baccalaureate Program  
North Bay Adoptions International  
North Bay Chapter of Norcal Returned Peace Corps Volunteers  
North Bay International Studies Project  
North Bay Italian Cultural Foundation  
North Bay World Trade Association  
Occidental Arts and Ecology Center  
Partners for Adoption  
Redwood Empire Chinese Association  
Rotary Exchange  
Rohnert Park Sister Cities Committee  
Santa Rosa Hosts  
Santa Rosa Junior College International Education Program  
Santa Rosa-Pukcheju Sister City Committee  
Scandinavians, The  
SCORE (Service Corps of Retired Executives Association)  
Sebastopol World Friends  
Sierra Club – Sonoma Group  
Sonoma County Center for Peace and Justice  
Sonoma County Convention and Visitor's Bureau  
Sonoma County Public Library  
Sonoma County Stompers Walking Club  
Sonoma Provence Exchange  
Sonoma Sister Cities Association  
Sonoma State University  
Soroptimist International of Sonoma Sunrise  
United Nations Association – U.S.A. Sonoma County  
Vineman Triathlon  
World Affairs Council of Sonoma County  
World Stewardship Institute  
Y.M.C.A. of Sonoma County

## Appendix D - Survey of Sonoma County International Trade



Please complete or attach business card:

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Telephone: \_\_\_\_\_

Company: \_\_\_\_\_ Address: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Fax: \_\_\_\_\_

Main product-(s) and/or services: \_\_\_\_\_ Years in business in Sonoma Co.: \_\_\_\_\_

### SECTION 1 – Trade Readiness and Trading (Please check all answers that apply)

1) Is your company currently engaged in some form of international trade?  Yes  No

If no, please skip to question 13 on other side of this page

2) Which of the following activities does your firm engage in? (Please check all that apply.)

Exporting  Importing  Joint ventures with a foreign partner

3) If your company has been involved in international trade, how would you characterize this trade over the past 3 years?  Expanded  Declined  No Change

4) How many positions at your company are directly related to international business?

5) What approximate percentage of your company's gross income is derived from international trade?

6a) Which of the following best describe your primary reasons for conducting international business in addition to the business you do locally? (Please check all that apply.)

- Take advantage of unique market opportunities  To offset increasing domestic competition  
 To offset saturated or highly competitive markets at home  To offset stagnant markets at home  
 To offset seasonal markets at home  
 To address a customer's needs for international products/services or investments  
 Other (please specify)

6b) What are the main barriers to expansion of international trade for your company? (Please check all that apply.)

- Expense of international trade  Cultural/language differences  Sufficient demand in the U.S.  
 Lack of international trade expertise  Product not suitable for export  Lack of financing  
 Strong international competition  Risk too great (political, financial, etc.)  
 Other:

7) In the next 3-5 years, do you think the percentage of your firm's gross sales or revenues from international business will:  Increase  Decrease  Stay the same

8) Using a scale of 0-10 where 0 is "not at all proficient" and 10 is "highly proficient," how proficient is the Sonoma County workforce in dealing with the issues and procedures of international business? 0 1 2 3 4 5 6 7 8 9 10

9) How does your firm staff the international trade portion of your business? (Please check all that apply.)

- Develop in-house staff that you train  Recruit college graduates  
 Develop in-house staff that are trained by outside firm  Hire experienced people  
 Do not staff; contract with outside source to do trade work  
 Other:

10a) Which of the following types of information is most important to your firm for international trade?

(Please check all that apply.)

- Information regarding other nations' cultures and customs  
 Information on other nations' demographics or consumer spending data  
 Industry profile of firms in another nation  International financial, banking or currency information  
 Market share information in another nation or internationally  
 Internet web sites containing the above information  Other type of database information

## Appendix D - Survey of Sonoma County International Trade

10b) Where do you currently obtain such information? (Please check all that apply.)

- U.S. Dept. of Commerce       U.S. Dept. of State       U.S. Chamber of Commerce abroad  
 Foreign Consuls General (American Offices)       National Trade Assistance Groups  
 North Bay World Trade Assoc.       Local cultural organization       Economic Development Board  
 North Bay Export Assis. Ctr.       North Bay Int. Trade Ctr.       Other:

10c) Would it be of service to the community and your business to coordinate the efforts of local international business agencies, trade officials, world affairs and diplomacy groups, and cultural groups at a quarterly meeting?       Yes       No

11a) What are the top three countries with which you engage in any type of international trade?

- a) \_\_\_\_\_ b) \_\_\_\_\_ c) \_\_\_\_\_

11b) What product(s) and/or service(s) are you trading?

12) Additional Trade-Related Comments.

**Please proceed to chart on this page**

13a) Which of the following reasons comes closest to describing why your firm has not engaged in international trade thus far? (Please check all that apply.)

- Export is not a priority, or too minor so it is not worth trying       Lack of consensus among company leadership  
 Requires specialized knowledge that your company does not have       Lack of incentives  
 It is expensive and the company does not have a financial base       Do not have in-house capacity  
 Other

13b) What are the main barriers to entry into international trade for your company? (Please check all that apply.)

- Expense of international trade       Cultural/language differences       Sufficient demand in the U.S.  
 Lack of international trade expertise       Product not suitable for export       Lack of financing  
 Strong international competition       Risk too great (political, financial, etc.)  
 Other:

**If your company currently engages in international trade, please complete the following chart.**

**If your company does not currently engage in international trade, please skip to Section 2 below.**

Please place an "I" next to countries/regions from which you **Import**,  
and "E" next to countries/regions to which you **Export**:

### NORTH AMERICA

- \_\_\_\_\_ Canada  
 \_\_\_\_\_ Caribbean  
 \_\_\_\_\_ Mexico

### SOUTH AMERICA

- \_\_\_\_\_ Argentina  
 \_\_\_\_\_ Brazil  
 \_\_\_\_\_ Chile  
 \_\_\_\_\_ Other:

### AFRICA

- \_\_\_\_\_ Kenya  
 \_\_\_\_\_ Morocco  
 \_\_\_\_\_ Nigeria  
 \_\_\_\_\_ South Africa  
 \_\_\_\_\_ Other:

### CENTRAL AMERICA

- \_\_\_\_\_ Costa Rica  
 \_\_\_\_\_ El Salvador  
 \_\_\_\_\_ Panama  
 \_\_\_\_\_ Other

### MIDDLE EAST

- \_\_\_\_\_ Egypt  
 \_\_\_\_\_ Israel  
 \_\_\_\_\_ Saudi Arabia  
 \_\_\_\_\_ Turkey  
 \_\_\_\_\_ Other:

### AUSTRALIA/

### SOUTH PACIFIC

- \_\_\_\_\_ Australia  
 \_\_\_\_\_ New Zealand  
 \_\_\_\_\_ Other:

### ASIA

- \_\_\_\_\_ Bangladesh  
 \_\_\_\_\_ China/Hong Kong  
 \_\_\_\_\_ India  
 \_\_\_\_\_ Indonesia  
 \_\_\_\_\_ Japan  
 \_\_\_\_\_ Malaysia  
 \_\_\_\_\_ Philippines  
 \_\_\_\_\_ Singapore  
 \_\_\_\_\_ South Korea  
 \_\_\_\_\_ Taiwan  
 \_\_\_\_\_ Thailand  
 \_\_\_\_\_ Vietnam  
 \_\_\_\_\_ Other:

### EUROPE

- \_\_\_\_\_ Czech Republic  
 \_\_\_\_\_ Finland  
 \_\_\_\_\_ France  
 \_\_\_\_\_ Germany  
 \_\_\_\_\_ Greece  
 \_\_\_\_\_ Ireland  
 \_\_\_\_\_ Italy  
 \_\_\_\_\_ Netherlands  
 \_\_\_\_\_ Norway  
 \_\_\_\_\_ Poland  
 \_\_\_\_\_ Portugal  
 \_\_\_\_\_ Russia  
 \_\_\_\_\_ Spain  
 \_\_\_\_\_ Sweden  
 \_\_\_\_\_ Switzerland  
 \_\_\_\_\_ United Kingdom  
 \_\_\_\_\_ Other:

# Survey of Sonoma County International Trade

## SECTION 2 – Business Classification (Non trade-related)

The following questions are for statistical purposes only; again, your individual answers will remain confidential.

14) In terms of gross revenues, your company is:  Small (<\$500K)  Medium (\$500-\$5M)  Large (>\$5M)

15) Do you plan to hire in the next 12 months?  Yes  No  
If Yes, approximately how many?  Less than 5  Between 5 - 15  Greater than 15

16) How do you obtain entry-level employees? (Check all that apply)

Joblink  Internet  Vocational Schools  Community Colleges  
 Newspaper  Walk-in  Employment Agency  Referral  
 Other:

17) On a scale from 1 to 10 with 10 being critical, how important is the internet to your business?

Unimportant 1 2 3 4 5 6 7 8 9 10 Critical

18) What role does the Internet play in your international business?

Marketing (Website)  Communications  Electronic Commerce  
 Employment Announcement  Product News & Information  
 Other:

19) On a scale from 1 to 10 with 10 being the highest, please rate your internet service.

Lowest 1 2 3 4 5 6 7 8 9 10 Highest

20) What area of your internet service is in the most need of improvement?

Speed  Security  Accessibility  Cost  
 Other:

21) Will tele-commuting ever be an option for your employees?  Yes  No Why?

Thank you for participating in this survey. Results of this survey will be made available to you in May and will be available on the County Web Site at [www.sonoma-county.org](http://www.sonoma-county.org).

If you have any questions or concerns about this survey, or want to learn more about the projects and/or services of the Economic Development Board, please contact Christopher Ebe via telephone at (707) 524-7257 or e-mail at [cebe@sonoma-county.org](mailto:cebe@sonoma-county.org).

