



**US Global Forum in association with US - Asia Business Forum Inc (USABF)**

**and**

**US Latin America Business Forum Inc (US Latin BF)**

**US Africa Business Forum Inc**

**US European Union Business Forum**

**US Australia Business Forum**

**14 Annual US - Global Trade Expo, Investment Seminar  
and Business Expo 2020 in October, Los Angeles**

**1. BACKGROUND**

The US - Asia Business Forum (USABF ), an influential group of business, government and community leaders with ties to Asia and the Asian American Communities, was formed to harness and foster business relations between the US and Asia in 2006.

Since its inception, the USABF has built an impressive network of alliances with business and Asian communities' organizations, as well as facilitated large investment projects in both continents. In 2019 USABF further reached Global Forum by launching of US Africa Business Forum, US Europe Business Forum, US Australia Business Forum and also US Latin America Business Forum. In September, 2015 we also formed a new US Global Business Forum with partners in USA, Canada, globally and also in India.

The Mission of USGBF is to promote bilateral trade between North America and other countries, enhance their business climates, and build relationships that will result in mutually beneficial business deals.

Trade relations represent our growth, our future and our way of life. The Trade growth between the U.S. and the Globe is a force to be harnessed and fostered and the USGBF is a significant step in that direction.

Key Promoters of the Forum include Kevin Kaul and Brent Barker. In Latin America it will be Rocio Escobar. In Africa will be Mayo Dele and Yombo Aderinto, In USGBF the present partner are Kevin Kaul.

In 2006, the USABF presented the inaugural US-India Investment Seminar and Business Expo at the Los Angeles Convention Centre, with Presidential Candidate for 2004, Senator John Kerry as the Chief Guest. The event was organized in association with the Office of The Mayor of Los Angeles, The US Department of Commerce and The Federation of Indian Chamber of Commerce & Industries (FICCI) and was lauded as the first and largest event of its kind in both nations.

Some of the notable speakers and attendees in this Investment Seminar and Business Expo in August 2006 were:

- John Kerry and Don Knabe – Secretary of State and Los Angeles County Supervisor
- Antonio Villaraigosa- Then Mayor of Los Angeles
- Subodhkanti Sahai – Union Minister of State for Food Processing Industries.
- Ronen Sen – Indian Ambassador to US
- Surajkumar Poddar – CEO of Gillette , India and then President FICCI
- Ed Royce – US Congressman and many dignitaries from the US Department of Commerce and the White House

According to the promoters, approximately 25000 people attended this event over the three day period.

The success of the event spurred tremendous interest in India as an investment destination and as a follow up, a trade

delegation of nearly 500 plus US-based investors visited India in January 2008 to identify and utilize investment opportunities. This event was attended by highly influential leaders from government business and industry. Notable participants included. Letters of Support were sent in from the White House and the California Governor's office, to name a few. In 2010 we had more than 46 Nations of Asia and Africa participate in the Global platforms.

## **2. US – Global Investment Seminar and Business Expo 2020**

### **2.1 Relevance of Expo 2020**

Utilizing the experience gained from previous US – Asia and Global Forums , seminars and Expos, and building on the highly influential contacts and alliances, the USGBF is launching the ambitious 14<sup>th</sup> Annual US – Global investment Seminar and Business Expo 2020 at the prestigious Long Beach Convention Center & Queen Mary Ship during Oct, 2020

The objective of the US – Global Seminar and Business Expo is to bring together participants from North America and rest of the Globe and explore and exploit the business opportunities

in North America and other countries. Presently USGBF has offices in Los Angeles and satellite offices globally and more than 200 plus full and part time proud volunteers working on these projects .

*The participants stand to benefits in many ways, including.*

- Identifying and securing new Markets.
- Obtaining Finance.
- Fostering Partnerships and Collaborations which could bring in new technology and knowhow
- Joint opportunities for networking
- Establishing valuable contacts in government, Business and industry.

*Following factors can be favorable for this Event.*

- In the current economic scenario in USA and relatively high growth rate in BRIC nations , the US businesses are keen to explore the markets.
- Business would want to get ready for the anticipated economic revival in coming years.
- Nearly 51 million Latinos and 15 Million people of South Asian descent living in the US, with highest household

income of any ethnic group, can have a powerful catalyzing influence in US - Global Business.

- Political Climate in US is expected to be favorable to BRIC nations and to India, quoting President Trump and Obama "Building Strategic partnership with India is top priority".

## **2.2 Operational Aspects.**

The promoters have already arranged the availability of the Convention Centres for the Expo 2020.

The promoters of the event have planned to appoint various agents in all countries globally and in India directly related to each of the 80 plus identified business categories. Some of these categories are as follows:

- Infrastructure & Development
- Healthcare & Pharmaceuticals
- Info Tech & Animation
- Textiles and Ethnic Products including jewellery
- Manufacturing
- Tourism & Hospitality
- Agriculture & Food Processing
- Entertainment & Media
- International Finance, Legal and Taxation

And many more based on sponsorships available Dealers and agents will be drawn from respective industries and export promotion council heads who have attended our events and have actively participated in our events too.

In addition to the above, several other individuals of significant backgrounds and affiliations with government and business sectors will be invited from various countries. All the strategies will be decided by board of directors. Our marketing approach will be by reaching out to countries via the Embassies based out of Los Angeles as well as in Washington DC.

Account sheet will be prepared quarterly (each 1 months) and would be presented in the board meeting.

### **2.3 Strategy of allotment of booths.**

Approximately 300 booths in all of these events are planned with a charge of USD 10,000 per booth, aggregating to total of USD 3 Million. According to the promoters, the directors may assign coordinators to sell booths or may sell them through their own efforts. The total commission on the sale of booths and sponsorships will be 20%. This commission will be split between the directors and the coordinators based upon the level of efforts. The agreements between the directors and the coordinators must be in writing.

Board meeting will be held physically or by web communication or by telecommunication. The purpose of this meeting will be to review the progress of the event and make recommendations as necessary.

**Table 1** given the estimated revenues and the costs of holding the Event, as worked out by the promoters.

Based upon anticipated revenue and associated costs provided by the promoters of the event, a net profit of approximately 5 Plus million USD is expected from sale of booths and sponsorships.

### **3. Anticipated opportunities subsequent to Expo.**

Apart from the direct returns from this Event, resulting from renting of booths and sponsorships, it is envisaged by the promoters that there will be additional opportunities for the USGBF through

- (i) Brokering of deals between compatibles partners for which the commission would be realize, and
- (ii) Organizing short courses / seminars for US business and other business owners to familiarize them with various facets of conducting business in other countries.

According to the promoters additional revenue will be generated through brokering of various business deals.

*Note: All of the above information and projections have been supplied by the promoters of the event. The actual results may differ from the projections.*