



## BOARD OF SUPERVISORS

November 15, 2012

KEITH CARSON  
SUPERVISOR, FIFTH DISTRICT

Honorable Board of Supervisors  
Administration Building  
Oakland, CA 94612

### **SUBJECT: BAY AREA COUNCIL EXECUTIVE DELEGATION**

Dear Board Members:

**RECOMMENDATION:** Approve out-of-state travel for County participants on the Bay Area Council Executive Delegation to Asia in November 2012 and authorize the Auditor-Controller to establish a designated fund to support international trade relations including the Consuls General reception on October 24, 2012.

**DISCUSSION/SUMMARY:** With your Board's approval, the County and East Bay EDA have periodically sponsored trade missions and other events to support and enhance the County's presence and visibility in key global markets. The goals of these activities have been to market the region as a location for foreign investment, maintain working relationships with the headquarters of foreign companies that have already made substantial investments in the East Bay, and to establish professional contacts that will help build partnerships between our regions.

With the NUMMI auto manufacturing plant closure in March 2010 and resultant loss of an estimated 4,700 jobs and a significant ripple effect to NUMMI's supplier network and associated businesses throughout California and beyond, the East Bay EDA 2010 trade missions to China focused on visits with auto manufacturers, key emerging technology firms and government officials that had an interest in the existing facilities and site. Opportunities for new foreign investment in the East Bay region were also explored. A follow-up trade mission focused on green clean technology and included visits to Shanghai, Wuhan, Shenzhen, Hong Kong and South Korea to meet with key business leaders and government officials.

Last year, the Port of Oakland and the Bay Area Council invited Alameda County officials to join their delegations to Hong Kong and China to participate in an international trade show, meet with key government and business leaders and to open the Bay Area-Yangpu Digitization Park in Shanghai. This year, the Bay Area Council is sponsoring an executive delegation to Asia focusing on smart cities and technology parks that includes its Board Chair, President and CEO, the Mayor of Oakland, Mayor and City Manager of Palo Alto, and key Bay Area business leaders. Invited County delegation members include the Board of Supervisors' Vice President and East Bay EDA Chair and the County Administrator. Senior staff from my office may participate at no cost to the County. The U.S. Department of Commerce has also facilitated meetings through the U.S. Embassy in Seoul for County delegates. Last month the County also welcomed the Consuls General from Japan and Korea to the East Bay at a reception with elected officials, business executives and community leaders.

**FINANCING:** There is no additional net county cost as expenses for the Consuls General reception and County delegates will be funded by sponsoring organizations and within the approved 2012-13 final budget.

Sincerely yours,

A handwritten signature in black ink that reads "Keith Carson". The signature is written in a cursive style with a large, prominent "K" and "C".

Supervisor Keith Carson, Vice President and  
Chair, East Bay Economic Development Alliance

cc: County Administrator  
Auditor-Controller  
County Counsel