



**GLOBAL TRADE AWARDS  
RECIPIENTS  
2013**

**WIT-LA'S  
GLOBAL TRADE AWARD  
WINNERS 2013**

**SUSAN KOHN ROSS**

**OUTSTANDING WOMAN OF THE YEAR IN INTERNATIONAL  
TRADE**

**RANDAL LONG**

**MEMBER OF THE YEAR 2013**

**MICHELE MCGOWAN**

**INNOVATIVE EXPORTER OF THE YEAR**

**YOUNG MEE SHIN**

**INNOVATIVE IMPORTER OF THE YEAR**

**MARLEN MARROQUIN**

**INTERNATIONAL TRADE CATALYST OF THE YEAR**

**JACKIE KIM (KOREA)**

**GLOBAL TRADE AMBASSADOR**

**JULIE SMITH-BELTRAN (MEXICO)**

**GLOBAL TRADE AMBASSADOR**

**KAREN CHEN (TAIWAN)**

**GLOBAL TRADE AMBASSADOR**

**NGUYEN THI CUC (VIETNAM)**

**GLOBAL TRADE AMBASSADOR**

**NGUYEN THI DIEN (VIETNAM)**

**GLOBAL TRADE AMBASSADOR**

# GLOBAL TRADE AMBASSADOR OF THE YEAR

## Nguyen Thi Cuc VIETNAM



Mrs. Nguyen Thi Cuc  
Founder and Co-Chairwoman (since 1976)  
Banhat Rattan Bamboo Ceramic Company

Mrs. Nguyen Thi Chi runs Banhat Bamboo Ceramic Company which is a 10 million USD business that supplies international retailer clients such as IKEA, Target and many other well-known stores. Mrs. Nguyen Thi Cuc grew up during the French Colonist war in Vietnam. In 1947, her parent's sewing factory was burned down by the French and since then Mrs. Nguyen's family lived in poverty. Starting a business was her way of helping to improve the livelihood of the poor and uneducated. Mrs. Nguyen looked for low-capital business model that did not require professional expertise and found it in the handicraft business. Mrs. Nguyen said, "The reason I chose rattan, bamboo leaves, because this profession is easy to learn, easy to do, simple tools, only need a knife, scissors, and simple materials which are readily available in the country, and doesn't required much capital. This profession is appropriate for many women to adopt".

Mrs. Nguyen built communities around her factories to provide living accommodation for her employee and their families. In addition to that, her employees also receive vocational trainings to learn the techniques for quality craftsmanship of this business.

Part of her company success is investing in new equipment and technologies that result in increasing labor productivity while lowering cost to compete

effectively. The company also relies on skillful technician team to exploit nature friendly materials, and the design team constantly launches new and beautiful products such as carpet, sofa, office supplies, hats, bags made from materials such as banana leaf, water hyacinth, rattan, bamboo, trees, etc.

Mrs. Nguyen has a big heart for the poor. Her good virtues and spiritual fervor created work for thousands of poor families and reduce school dropout rate for the children. Mrs. Nguyen has made many contributions to the economic development in her town, and continues to be the pioneer in the movement to help and empower women to rise economically. Through vocational training and financial supports, Mrs. Nguyen encourages women to start their own businesses, and cooperates to buy their products. Mrs. Nguyen is well known for her leadership and is well recognized by many businesses and society.

Banhat Cooperative continues to develop production and creates jobs for thousands of people in the country. Currently -

In Ho Chi Minh City:  
350 main employees and 680 temp employees

In Tan Uyen District:  
400 main employees and 1120 temp workers.



# GLOBAL TRADE AMBASSADOR OF THE YEAR

## *Karen Chen* TAIWAN

Karen Chen, CEO of Sunshine Import Int'l Corp (USA), and President of Adata (USA) Co., LTD; Inti-Fashion Inc (USA) and Smithway Property (USA) and Smithway Property (USA).

Karen Chen is a highly successful businesswoman and philanthropist who is dedicated to the advancement of women in international trade through community service and employment opportunities.

Born in Dai-Chia, Taichung City, Taiwan, it early became evident Chen was independent by nature. Graduating from National Taichung Girls Senior School, she her Bachelor's at Fu Jen Catholic University, and Master's from Pacific States University in Business Administration while on a work/study program. Hence her sojourn into international trade through employment at various import-export corporations amassing a wealth of professional experience in accounting, administration, purchasing and business; and ultimately laying a solid foundation for her future career.

In 1992, she co-founded textile & apparel companies Sunshine Import & Export Corporation in the States and Chen Yeo Enterprise in Taiwan based on a loan from her parents which they secured from a pledge against their personal property. With continual research, Chen attributes her research diligence and willingness to take advice regarding trends governing the vogue for textiles and fashion in being able to settle tough problems such as textile quota and restrictions, and the use of trademarks, etc. Owner of Hunter, Sophia and Cupid brands, Sunshine Import & Export Corporation won annual top sales awards from 1993 to 2000 for Taiwan textiles exported to America. Chen has since expanded their business interests into real estate and 3C industries.

Joining the Global Federation of Chinese Business Women Southern California Chapter



in 2010, she is President-Elect for the 2014 term of office. Previous Vice President of the Southern California American Cancer Society (2013), she is current CFO for the American-East Asian Cultural & Educational Foundation, and former President of the Joint Chinese University Alumni Association of Southern California (2012). Awarded the Hua Kuang Award, 2013 Global Federation of Chinese Business Women; Recognized

as Business Woman of Distinction at the 4<sup>th</sup> Annual Women of Distinction with Congresswoman Judy Chu (2013); she served as Advisor in 2013 for the Overseas Chinese Affairs Council, Republic of China; and earned the Golden Award in 2012 from Global Federation of Chinese Business Women Southern California Chapter.

Throughout her life, Karen recalls the teachings of her parents "what is taken from the society is to be used in the interests of the society", her work motto "adhere to truthfulness, break through stereotypes, maintain originality, and stick to unity/harmony to surpass perfection" is readily apparent. Generous at heart, Chen is quick to donate for the needy, orphanages, homes for the elderly; and has pledged gifts of company made commodities when needed. She has served as Honorary Consultant and Secretary of Public Relations Department with the Association of Parents of the Chinese American handicaps; former Chairwoman of Joint Chinese University Alumni Association of Southern Californian, Convener of the Southern Californian Overseas Chinese National Day Evening Celebrations, Chairwoman of the Southern Californian Fu Jen University Alumni Association and Southern Californian Taichong Senior High School for Girls Alumni Association, and led in a petition drive to Congress for the passage of the Chinese Exclusion Act of 1882 to safeguard the lawful rights and interests of Chinese-born citizens in the United States.



# OUTSTANDING WOMAN OF THE YEAR IN INTERNATIONAL TRADE

*Susan Kohn Ross*

Susan Kohn Ross is a Partner in the 115 year old law firm of Mitchell Silberberg and Krupp (MS&K), practicing in the offices of MS&K in Los Angeles. Susan is Chair of the International Trade Practice and Co-Chair of the Homeland Security & Regulatory Practice at MS&K, serving the firm's offices in LA, New York, and Washington, D.C.



Ms Ross, known as "Su" has practiced for more than 30 years, including having her own successful law firm. Her international trade focus includes the areas of customs, international trade, transportation, food and drug, homeland security, product safety and import/export law. She has worked closely with all governmental agencies involved in international trade, including: U.S. Customs and Border Protection, Departments of Commerce and State, Food & Drug Administration, International Trade Commission, the office of the U.S. Trade Representative, and other governmental agencies that regulate and influence international commerce.

Ms. Ross regularly represents domestic and foreign clients in state and federal court and before the U.S. Court of International Trade, U.S. Court of Appeals for the Federal Circuit, among other judiciary venues. She also holds an individual customs broker's license. A frequent speaker and writer, Ms. Ross finds time to be a monthly columnist for the Journal of Commerce Online. She co-founded the Trade Lawyers Blog, which is archived at the Library of Congress.

Su is involved with many trade-related organizations including the American Association of Exporters and Importers, Customs and International Trade Bar Association, the Foreign Trade Association of Southern California, the American, California and Los Angeles County Bar Associations, numerous subcommittee for the Department of Homeland Security and Customs and Border Protection, as well as being an active member of Women in International Trade/Los Angeles and Orange County.

In 1989 Su became the third president of Women in International Trade, Los Angeles. For all WIT/LA members she has been a mentor and leader, providing women with access to the international laws and in-routes to all things Customs. She is a tireless, prolific, professional Attorney who can provide an article, or speak to the latest international ruling, or to even just listen, without laughing, when she is called

and presented with a situation that some Importer or exporter has gotten themselves into. She always finds the time to make a suggestion for a direction one can take to steer towards a resolution. Su rarely hesitates to say "Yes", when asked to consult, speak, present, or even be featured in an online webinar on international trade.

In January 2014, Su will assume the Chairperson seat on the Executive Committee of the District Export Council of Southern California, appointed to the Council by the U.S. Secretary of Commerce, and selected to serve as Chair by the U.S. Commercial Service in the U.S. Department of Commerce. This is not Su's first term as a District Export Council member; she has already served in her first term as Chair of Outreach & Education.

Susan Kohn Ross  
Partner, Mitchell Silberberg & Knupp LLP  
11377 West Olympic Blvd.  
Los Angeles, CA 90064

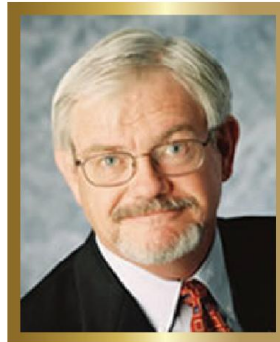
Education:  
Southwestern Law School, J.D. 1977  
Licensed Customs Broker, 1971  
University of California, Los Angeles- B.A. 1967



***Su is unquestionably the WIT-LA  
Outstanding Woman of the Year in  
International Trade 2013.***

## WIT-LA MEMBER OF THE YEAR

# Randal Long



What's so extraordinary is that this year's **Member of the Year** is a man. It is incredible that without requesting anything from him, he has supported WIT-LA in a variety of ways, from assisting us at events by stepping in to help with registration sign-in to hanging banners, and actively participating in question & answer sessions; all to ensure WIT-LA's events would effectively and smoothly achieve its goals. In addition, he has continually promoted WIT-LA educational programs during the entire year through his outreach and publicity role in the District Export Council to many organizations and individuals in the international trade community and local universities and colleges.

It is, perhaps, surprising to realize that men are just as concerned as women are, about supporting women's organizations, and mentoring and sponsoring women to reach high levels of leadership in business. It is in the best interests of our economy and our society to do so.

Randal Long has been involved in international trade for more than thirty years. He founded SME Development Associates in 2009, providing professional advisory services to Small and Medium-sized Enterprises who desire Sustained Profitable Growth of their businesses by expanding to markets and customers outside the U.S.A.

Prior to launching his professional advisory practice, Long served as Vice President and Chief International Development Officer for an industry-leading international franchise company. For more than 15 of the nearly 30 years Mr. Long enjoyed with that organization, he developed and supported the company's brand and business model

outside the U.S.A. Randal Long has on-the-ground business experience in 30 countries, and has visited another dozen.

Appointed, as are all District Export Council members, by the U.S. Secretary of Commerce, Long will begin his 4th consecutive 4-year term on the District Export Council of Southern California, in January 2014; currently serving as Chairman: Partnership and Outreach Committee.

Long has been for several years on the Adjunct Faculty at Santa Ana College – Global Business & Entrepreneurship Department - and is an Adjunct Faculty Member at Concordia University – Master's of Arts in International Studies Program.

He served as Global Markets Advisor for the Irvine Chamber of Commerce and for more than three years, has been host of the Global Market Intelligence Webinar Series co-sponsored the U.S. Commercial Service, the Small Business Administration of the United States, and the District Export Council of Southern California.

Mr. Long is accredited as a Certified Global Business Professional, holds a BA in Interdisciplinary Studies, an MBA in Management, and has more than three decades of experience advising individual and family owned enterprises (SMEs) in planning, organizing, directing, and controlling business operations.

Thank you Randal for your perfectly unselfish support of WIT-LA!



# GLOBAL TRADE AMBASSADOR OF THE YEAR

## *Julie Smith-Beltran* MEXICO



Ms. Beltran was born in Mexico City and grew up in Hermosillo, Sonora. She received her International Business Degree, Summa Cum Laude, from the prestigious Tec de Monterrey in Monterrey, Mexico.

As an undergraduate, Julie was awarded a full scholarship and also selected by faculty to participate in an exclusive society for student leaders. During a summer program in Irvine, CA, she represented her hometown of Hermosillo as a student ambassador for Sister Cities International. She spent a summer as an exchange student at the Ecole Supérieure de Commerce in Lyon, France. Julie has nearly completed her MBA at the Tecnológico de Monterrey, Mexico.

Today, at Leviton Manufacturing Co., Inc. in its Trade Compliance Department, Ms. Beltran has excelled as its Import/Export and Trade Compliance Manager for the country of Mexico. She is responsible for leading Import/Export activities and compliance for Leviton's four manufacturing plants in northern Mexico and related sales operations in Mexico City.

While serving as an inspiration for women to reach their full potential and break gender barriers in a male-dominated industry and culture, Julie always encourages, motivates, and empowers women to excel. She looks out for advancement and special project opportunities within and outside her company, and encourages her female

colleagues to participate. By training, teaching, and mentoring female team members, she has aided them to grow in responsibility and gain promotions.

Julie holds the position of General Director of the Northwestern Mexico chapter of COEALAC, Confederation of Authorized Economic Operators of Latin America, Spain, and the Caribbean. In that capacity, she has advocated for opportunities for women to become heads of various committees of the organization. She also serves as a member of the International Trade Executive Committee of the Maquiladora Association in Baja, California. Ms. Beltran networks effectively within these organizations to gain insight on current issues related to cross border trade between Mexico and other countries and to share information with her staff and colleagues, many of whom are women.

Julie is a wife and mother of three, and is a champion for work/personal life balance and workplace flexibility. She recently spent two years teaching women as a volunteer in the organization, G3:16, covering topics to improve interpersonal relationships, self-worth, marriage, child rearing skills, and emotional and spiritual well-being, thus empowering participants to advance in many areas of life, personally, professionally, and economically.



# GLOBAL TRADE AMBASSADOR OF THE YEAR

## *Jackie Kim* KOREA

Jackie Kim, CEO of three companies, has been most successful in her career. With her innovative sales and marketing strategy, Jackie was able to build and grow her business in Korea, as well as in Southern California. She has established her company E&J Korea, Co. Ltd., in a small office with nothing more than her passion and confidence. With Jackie's outstanding vision of products in addition to approaches in sales and marketing, she became the leader in beauty supply industry in Korea.



employee compensation, as well as trying to improve working environment for employees who have children. Being a mom herself brought her to think and actually implement programs such as flexible hours for employees who had to pick up their kids during working hours, generous maternity and paternity leave for employees, and more. Jackie has given opportunities and has mentored many an employee, and even for competing business partners.

Jackie had decided to expand her business, thus establishing another company in United States about ten years ago, Nail World, Inc. When she started Nail World in Southern California, she was all alone starting from scratch again. She had started with importing her products from E&J Korea. She was able to approach and supply the well-known beauty companies such as Revlon and O.P.I. She not only had the innovative product that she had invented, but also had her sole sales and marketing strategy. With all her effort, it led her to expand the business with Amazing Shine Nails. With Amazing Shine Nails, she's not only importing, but exporting to various countries and to largest chains such as Ross.

As one of the leaders in beauty industry, Jackie has not only focused on the business itself, but has focused on the working environment with employees as well. She is constantly looking for innovative methods of enhancing

Ms. Jackie Kim prides herself for her efforts in giving back to the community and demonstrates her belief in many ways. One of those which sit dear to her heart as it is supporting Hankuk University of Foreign Studies (HUFS), her higher education alma mater, especially in acquiring foreign language. Jackie majored in Foreign Language (Malay-Indonesian) at HUFS and it has provided a tool as she expanded her business internationally. Ms. Kim decided to provide same opportunities to those young women by setting up an annual scholarship at the university. Many women over the course of the last 14 years have benefited and have become industry leaders. Jackie encourages young women to mobilize Korea globally through her scholarship and continues to engage in open dialogues to promote international trade. Jackie has been giving to her alma mater for the past 14 years this year and will be continue to do so. Clearly, giving back to the community and taking care of other women are a high priority for Jackie.





*Global Trade Awards*  
WOMEN IN INTERNATIONAL TRADE  
— LOS ANGELES, 2013

## INNOVATIVE WOMAN EXPORTER OF THE YEAR

*Michele McGowan*



**The criteria for the Innovative Woman Exporter of the Year include significant innovative contribution to exporting, or a new marketing initiative utilizing technology in an innovative manner. The innovative use of technology should be reflective in securing and building new export markets and expansion of jobs in the US.**

For Michele McGowan, being the owner of a 65-year old business does not mean that business has to be done the old fashioned way.

Michele's father founded the business called "Overseas Operations" in 1948. In 1986, she took ownership of the business which has since grown into a US-based purchasing agent for international buyers. The products range from scrapbooking materials and kits, quilting products, lawn and garden supplies, plumbing, electrical and lighting, dog toys or even tires and automotive. It is in scrapbooking that Michele exhibited her innovative flair. When she first researched the fad, she realized that most scrapbook manufacturers were in Utah. It turned out that Mormons in particular, loved journaling. And they were the ones who started to add buttons, ribbons and paper to the scrapbooks to make them unique and pretty. Soon Michele started selling scrapbooks to Canada, England and Australia.

When the fad line of products took off globally, Michele started blogging to stay connected with overseas customers in a more personal way. The blog talks about scrapbooking new products and trends, and the many different ways her company can help customers. This innovative approach to CMR increased her client base and ensured she stayed at the cutting edge of her business and the industry.

Through her continued hard work and passion about the exporting business, Overseas Operations was voted by the US Department of Commerce as the "Outstanding Export Management Company in Southern California".

In her community, Michele is a strong advocate of education and business development. She helps educate local business on international trade topics through the Redondo Chamber of Commerce.

Congratulations Michele!



## INNOVATIVE WOMAN IMPORTER OF THE YEAR

# Young Mee Shin



Young Mi Shin's story starts in Korea, her country of birth. There she obtained a college degree in English Education and subsequently moved to the United States to obtain an advanced degree in the same subject.

Her first job in the US was working for World Commerce Services, a customs broker in Rosemont, Illinois. While working full time she studied diligently on her own time to obtain a customs broker license. She then moved to Long Beach, Calif. to establish a west coast office for World Commerce Services.

In the year 2000 Ms. Shin joined FNS Inc. and established its customs brokerage as a separate entity under the name FNS Customs Brokerage Company. Initially she was the branch manager but ultimately was promoted to managing director for the entire organization of ten offices in the US.

Searching for a way to increase her client base in such a competitive market place, Ms. Shin resorted to utilizing her educational background and in a very innovative initiative, prepared to provide training and workshops to people in the field, thus, increasing her visibility, her brand and her clients. Her strategy focused on individuals in the trade as well as government agencies where she provided seminars and workshops.

Outside of these professional accomplishments, Ms. Shin has worked to advocate leadership and professional

development for women in importing. She has worked with businesses in the import field, sharing her knowledge and experience. She has assisted small and medium size companies and instrumental in helping launch their businesses in the US.

Ms Shin has been a speaker and educator on trade related issues. She has presented at many seminars and participated in many opportunities to educate businesses and promote international trade. Her speaking engagements have taken her to community organizations and government and international agencies, including the Korean Consulate and the Korean Trade Investment Promotion Agency, known as KOTRA.

As a result of one of her speaking engagements, Ms. Shin was introduced to a Korean women's organization that provided internship opportunities in US industry. She became a liaison to that organization and set up FNS Inc. to provide internship opportunities. She also meets with the young Koreans that are part of the Korean women's organization and has become a mentor to them.

Through these and many other worthwhile activities, Ms. Shin has worked to help small businesses and women getting started in the export/import industry. This award serves as recognition for her many efforts.



## INTERNATIONAL TRADE CATALYST OF THE YEAR

# Marlen Marroquin

Marlen Marroquin is the , a non-profit corporation chartered bi-national organization that promotes trade and investment among the two nations. The Chamber represents more than 1,000 businesses in the United States and Mexico. Marlen orchestrates a busy agenda of seminars, conferences and presentations by distinguished leaders in business, government and industry on a variety of topics ranging from import and export tactics, industrial challenges in Mexico, advances in technology affecting trade, economic updates, banking and taxes, sales techniques, and more. These activities are designed to improve communication, cooperation, and understanding among the businesses and governments in the United States and Mexico.

She is recognized as an ambassador of business between Mexico and the United States and is a highly respected community leader among the Hispanic Business community in Los Angeles and in Mexico. She is a high energy leader in Business Management and Project Landing and well sought after by International businesses pursuing relations between Mexico and U.S. Her very strong ties to both governmental and private sector on both sides of the border serve her very well. As a global catalyst, she helps companies establish a presence, development, creation or expansion to global markets.

Ms. Marroquin makes things happen in international trade! Through her work, she has been instrumental in developing the Manual of Exports in Spanish; Signing of an Agreement of Cooperation with the Shanghai Chamber of Commerce for Export and Import; an MOU with the Regional Hispanic Chamber of Commerce, CITD,



Latino Business Chamber, Greater Asia Business Federation the Valley International Trade Association, COFEM; an MOU with MEXCHAM (Mexican Chamber of Commerce in China); and CANACINTRA Ensenada (Camara Nacional de la Industria de la Transformacion)

Marlen is very generous with her time when it comes to global relations. She has often worked and volunteered to the advance international relationship including humanitarian action and peacekeeping such as the case studies she participated in involving Yugoslavia and Rwanda. She has been a member of UCLA Extension's Advisory Board, Chairman of the Board for the Mexican Professional Network, Advisor to Antonio Villaraigosa for the Office of International Trade, Director on the Hispanics for LA Opera Board of Directors, Chairman of the Placido Domingo Awards Dinner, 1st and 2nd Discussion Ambassador of Mexico Manuel Tello, and Event Coordinator for interns at the United Nations. As a testament to the characteristic of a global catalyst, she facilitated reelection discussions for the office of the Secretary General, reforms to Security Council United Nations High Commissioner for Refugees and countless other events and activities.

Ms. Marroquin is a graduate of the Universidad Anahuac, Del Norte, Mexico City Mexico with a Bachelor's Degree in Business Administration. She also received a Certificate of Special Studies in Management and Administration from Harvard University. Marlen is fluent in Spanish, English and French and cross interprets in these languages.

