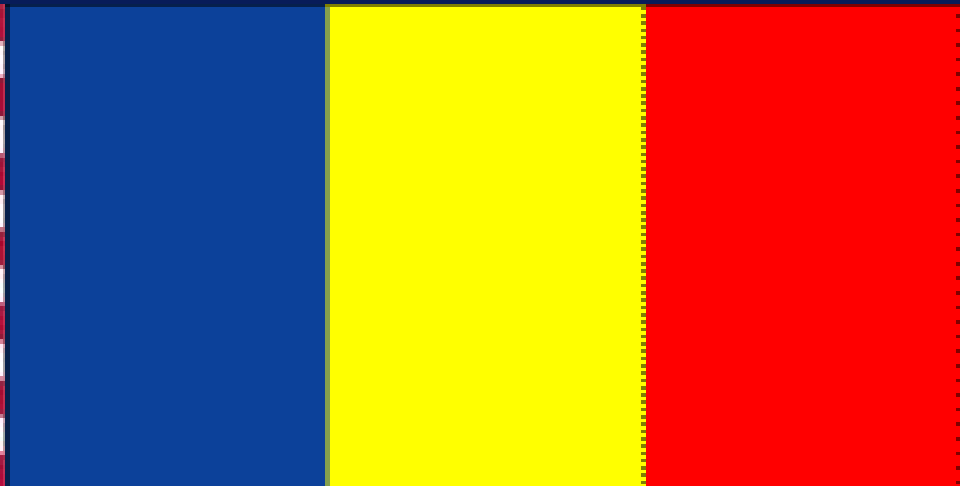
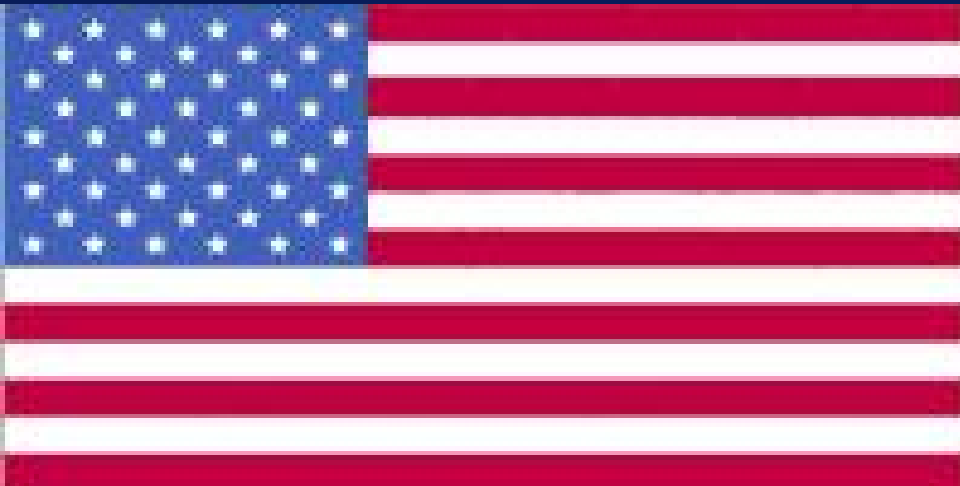


# CALIFORNIA EXPORTS (USA) INC.

## Virtual Gold Key Matching Service

### U.S. Commercial Service

November 2013





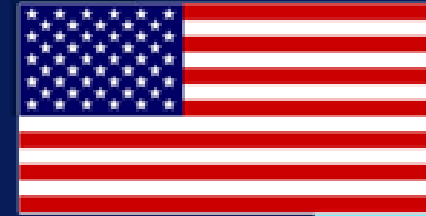
## ABOUT US

- Our organization's founder brings over 25 years of experience in the freight forwarding, customs & export businesses. We operate as exclusive export liaisons for U.S. factories.
- Our headquarters are located 5 miles from LAX International airport & 17 miles from the Los Angeles & Long Beach ports.
- In today's competitive global business environment companies need U.S. suppliers who understand European businesses, the Romanian market needs and the local language & business culture. Our mission is to provide Romanian importers with a unique service & access to procurement from USA, increasing your profitability.



## ABOUT US

- We can offer Romanian importers quality, only **MADE IN USA** products at competitive prices in US Dollars.
- We makes importing from USA easy for you:
  - We answer your inquiries promptly and process your Purchase Orders
  - Handle transportation from American factory to final destination.
  - Initiate and prepare required export documentation.
  - We offer marketing support & customer service throughout transaction.
  - We guarantee the product's quality and reliability!
  - We'll become the supplier you can rely on.
  - We can travel to meet if necessary and we reply to all of your inquiries and concerns in a timely manner.







## ABOUT US



- California Exports works with well known U.S. Freight Forwarders for air & ocean shipments and will search lowest shipping costs, quickest routes & best shipment options.
- We are specialized in exporting to Romania:
  - Agricultural machinery and equipment
  - Construction machinery and equipment
  - Restaurant & bakery machinery & equipment
  - Used cars and motorcycles
  - Auto parts and tires
  - Boats





# ABOUT US



- California Exports is a member company of Ritchie Brothers Auctioneers' public auctions of used heavy equipment:

The screenshot displays the Ritchie Brothers Auction website interface. The browser address bar shows the URL <http://www.rbauktion.com/>. The page title is "Used Heavy Equipment for Sale | Heavy Equipment A...". The navigation menu includes links for Home, Current Inventory, Auction Results, Auctions, Buy, Sell, About Ritchie Bros., and Sign In. A search bar is prominently displayed with the text "Enter name, model or keyword" and a magnifying glass icon. Below the search bar, it indicates "Search 26831 items in inventory". A dropdown menu lists categories: CONSTRUCTION, AGRICULTURE, TRANSPORT TRUCKS, VOCATIONAL TRUCKS, and ALL INDUSTRIES. The background image shows a vast outdoor lot filled with hundreds of yellow and black heavy construction vehicles, including excavators, bulldozers, and trucks, arranged in neat rows.





# Why Romania?



- Geographic location: 2nd largest market in CEE with more than 22 million consumers, #2 following Poland
- Rich natural resources, including surface and underground waters and fertile agricultural land
- Stable political environment
- Pro American market
- Member of NATO & EU
- Stability guarantee in SE Europe





# Romania Agri-Business Market Best Prospects



- With excellent natural resources for agricultural production and membership in the EU, Romania is well-positioned to reach a market of 500 million consumers.
- However, the productivity of farming has been held back by a lack of investment, including storage, agricultural inputs and mechanization.
- Improving the productivity of its agriculture across the board is a national priority of Romania, and the goal of programs by the World Bank, EBRD, and other financial institutions.





# U.S. - Romanian Agri-Business Market Opportunities



- Romania's principal crops -- wheat, oil-seed rape, corn, and sunflowers -- account for about 15 million acres of farmland.







# U.S. - Romanian Agri-Business Market Opportunities



- The country's fertile soils and varied topography support forestry, pasture and rangeland, orchards, vegetables, and vineyards.
- U.S. agri-business companies are providing solutions for Romanian demand for a wide variety of machinery and equipment, agricultural inputs, animal husbandry and veterinary products, crop handling and storage facilities, agribusiness services.





# Romanian Agri-Business Delegation to WORLD AG EXPO, TULARE, CALIFORNIA, February 8-16, 2014



- The U.S. Commercial Service is organizing a Romanian Agri-Business Delegation to WORLD AG EXPO, TULARE, CALIFORNIA, February 8-16, 2014
- This help Romanian farmers interested in U.S. agricultural machinery & equipment, inputs, and services find new competitive suppliers in USA.
- World Ag Expo is an international trade show featuring more than 1,600 exhibitors of agricultural machinery, spare parts, silos, irrigation systems, greenhouses, viticulture equipment, milk industries & agricultural inputs on a space of around 232,000 square meters.





# Romanian Agri-Business Delegation to WORLD AG EXPO, TULARE, CALIFORNIA, February 8-16, 2014



Romanian Delegation will visit vegetal farms with agricultural machinery parks and vineyards & cellars with Californian wine tasting tours in Napa & Saint Joaquin Valleys



# Romanian Agri-Business Delegation to WORLD AG EXPO, TULARE, CALIFORNIA, February 8-16, 2014



Marian Hirina, CEO, California Exports (USA) Inc.

17777 Ventura Blvd., Encino, CA. 91316

Cell: +1 818 731 6154, Phone: +1 818 381 9414, Fax: +1 818 295 6978

E-mail: [marian@californiaexports.us](mailto:marian@californiaexports.us)

Web: [www.californiaexports.us](http://www.californiaexports.us)



Gabriel Popescu, Commercial Specialist

U.S. Commercial Service-Bucharest, American Embassy in Romania

4-6 Dr. Liviu Librescu Blvd., Sector 1, Bucharest - 015118, Romania

Cell: +40 722 467 130, Phone: +40 21 200 3312, Fax: +40 21 316 0690

E-mail: [gabriel.popescu@trade.gov](mailto:gabriel.popescu@trade.gov)

Website: [www.export.gov/romania](http://www.export.gov/romania)

