



## **WORLD TRADE CENTER LOS ANGELES (WTCLA) INTERNSHIP TRAINING DESCRIPTION AND SPECIFICATIONS**

### **About the WTCLA**

The World Trade Center Los Angeles (WTCLA) is Los Angeles County's leading promoter and facilitator of international trade and inbound foreign direct investment. WTCLA has led or assisted in the attraction of more than \$1 billion of foreign investment into Los Angeles County. The WTCLA and our trade managers work in conjunction with the LAEDC's Business Assistance Team to provide a diverse array of services to quickly make connections and help businesses increase exports.

WTCLA offers businesses the opportunity to expand in the international market through a variety of cooperative regional efforts, combining the numerous public and private trade resources available. The WTCLA works to support the development of international trade and business opportunities for Southern California companies as the leading international trade association, trade service organization and trade resource in the Los Angeles region.

We also promote Los Angeles County as a destination for foreign investment to a targeted international audience to attract a significant flow of investment to the region, thereby enhancing the region's economy, employment and business opportunities for local firms. Our trade experts and staff provide businesses with the basics of trade, individual export and import counseling; personal referrals to state and federal agencies for trade promotion; and investment attraction.

### **Program Description**

The proposed internship will offer one student an opportunity to train with the President to conduct assessments of local, national and global businesses and proposed economic development projects/initiatives then analyzing findings to develop recommendations to help gather more complete, multi-systemic information. This information will help the team consider economic development policies/projects and business decisions.

The intern will also help create support material to educate visiting representatives from national and global businesses and governments on how to conduct business in Los Angeles. The intern will be able to develop skills such as needs assessment (data collection and analysis), policy analysis, cultural competence, foundational business skills, business decision-making, strategic planning, exposure to local, national and international economic development policies and initiatives, community outreach and organizing, marketing, relationship management, coordination and problem solving.

<b>Reports to</b>	<p>President - World Trade Center Los Angeles  International Trade Manager – World Trade Center Los Angeles</p>
<b>Interface</b>	<ul style="list-style-type: none"> <li>• International Trade Businesses and Organizations</li> <li>• Foreign Consulates and Trade Representatives</li> <li>• Overseas delegates and Domestic business leaders</li> <li>• Local/International Governments/City officials</li> </ul>
<b>Training and Responsibilities</b>	<ul style="list-style-type: none"> <li>• Learn WTCLA economic development goals especially those related to local, national and global trade, organizational culture/philosophy and background information needed to understand departmental delivery of services including mission, security policies and procedures;</li> <li>• Gather, compile and analyze data (e.g., economic development strategies, ways other cities, markets and organizations promote economic development and international trade) utilizing a variety of data sources including in-person and telephone interactions/interviews, online resources and other vehicles, then conduct a comparative analysis, compile/track findings and report “best practices.”</li> <li>• Analyze existing and proposed economic development policies to increase local, national and global trade/business and provide recommendations;</li> <li>• Conduct a needs assessment with local, national and global stakeholders which will include developing and administering a questionnaire to help capture data to help inform/brief the team on selected economic development related topics;</li> <li>• Analyze needs assessment data (e.g., in-person interviews and data from existing reports) and create/present a report highlighting findings, conclusions and recommendations related to assigned project(s);</li> <li>• Based on needs assessment findings, help develop and improve seminars/workshops geared towards business leaders on a variety of topics (e.g., how to do business with the city of Los Angeles). Tasks will include data research, presentation design and event coordination;</li> <li>• Research and synthesize existing community resources to develop a resource guide for business leaders;</li> <li>• Perform program evaluation duties to track outcome measures and impact of economic development program components by identifying variables/outcome measures, creating new measurement tools and data tracking system, capturing and analyzing data, managing program testing efforts and making program improvement recommendations;</li> <li>• Help execute outreach strategies to increase awareness of the services the city offers to support business growth and international trade development which may include the following: conducting presentations, creating marketing materials (e.g., brochures, flyers, letters, etc.) and contributing to social media content aimed at local, national and global business leaders;</li> <li>• Perform project management duties including planning,</li> </ul>

scheduling, implementation, tracking/evaluating data, identifying and resolving root-cause relationships/challenges and making recommendations to assist in taking corrective action as problems arise, and

- Document and report efforts (e.g., reports, presentations to senior management), as well as attend assigned meetings, events and assist on related projects.

### **Experience and Qualifications**

- Graduate students preferred.
- Professional and self-motivated.
- Detailed oriented and ability to manage multiple projects at once.
- Ability to handle a fast-paced and high-intensity environment.
- Strong communication and writing skills a must.
- Must be a team player.
- Cultural sensitivity and competency.

### **Contact**

Stephen Cheung  
President  
World Trade Center Los Angeles  
[Stephen.Cheung@laedc.org](mailto:Stephen.Cheung@laedc.org)

Michael A. Smith  
International Trade Manager  
World Trade Center Los Angeles  
[Michael.Smith@laedc.org](mailto:Michael.Smith@laedc.org)

\*\* Please note that this will be an unpaid internship position for training and educational purpose in support of current students. The suitable candidates need to be from an internship or a credit program, which is part of the educational curriculum. Hence, we will need a letter from the university stating that you are a current student.