



California STEP
Exporting made easier for
California Small Businesses



Los Angeles Area
Chamber of Commerce



Los Angeles Convention Center



Los Angeles Department of Water & Power



Los Angeles
TOURISM & CONVENTION BOARD



Los Angeles
World Airports



L.A.

Where the World Creates and Innovates



“Los Angeles is an incubator of new ideas and a haven for entrepreneurs. Our wide net of industries fosters the passion, innovation and expertise that drives our economy.”

Los Angeles is truly a global center of the 21st Century with exceptional resources, talent and culture. In the City of Angels, our advantages include a dynamic economy, tremendous creative and intellectual capital and a vibrant metropolitan hub. Los Angeles brings its strengths together in ways that are unprecedented and unmatched in the U.S.

We are at the crossroads of commerce, technology, arts and education. As one of the most internationally connected cities in the world, our geographic location is not only a gateway to the Pacific Rim regions and the Americas but also to the entire world.

Los Angeles is an incubator of new ideas and emerging markets and a haven for entrepreneurs. Our wide net of industries fosters the passion, innovation, optimism and expertise that drives our economy and—perhaps most importantly—provides a sustainable blueprint for the future.

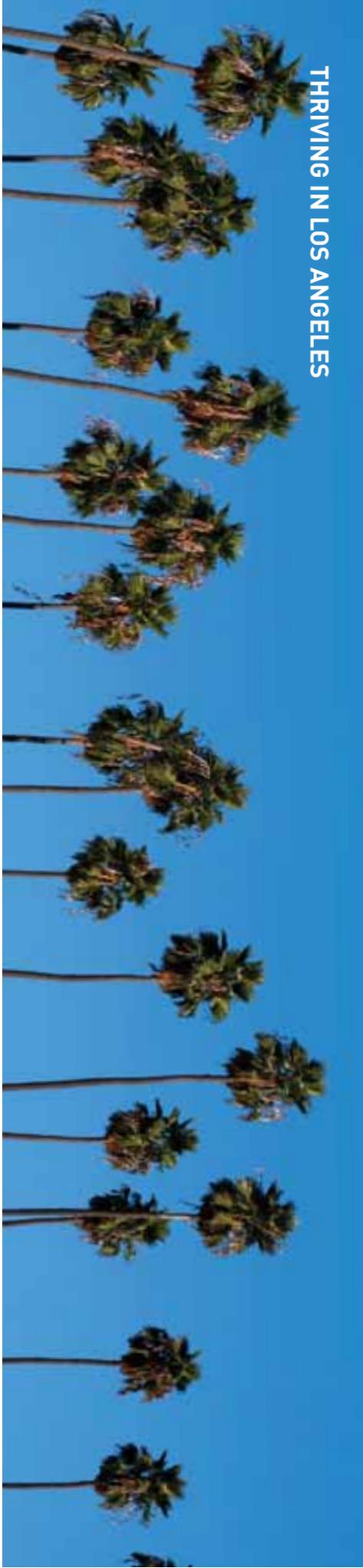
We are also a city that recognizes the need to help businesses start, grow and thrive. That is why we work hard to offer numerous incentives—many of which we have included here for you to see.

Ultimately, the City of Los Angeles is full of opportunity and is an arena where businesses and industries can realize their full potential, enriched by a unique and wonderful quality of life.

We look forward to welcoming you!

Very truly yours,

Antonio R. Villaraigosa
Mayor of the City of Los Angeles



THRIVING IN LOS ANGELES

The Case for L.A.



ACCESS TO GLOBAL MARKETS

- Large and growing local consumer market
- Quick access to northern California and southwestern U.S.
- Excellent access to U.S. and international markets
- Model for regional export plans around the country



WORLD-CLASS INFRASTRUCTURE NETWORK

- Largest seaport in the Western Hemisphere
- World's sixth largest airport
- Well-established ground and mass transportation network
- Unrivaled access to international destinations



A GLOBAL HUB OF INNOVATION AND RESEARCH EXPERTISE

- Major think tanks, universities and research labs
- Worldwide center for cleantech research and development
- Silicon Beach and thriving technology firms



CREATIVE CAPITAL OF THE WORLD

- Heart of Hollywood and world-famous film and entertainment
- “Designed and Made in Los Angeles” design and fashion apparel manufacturing
- Home of world sports champions and award-winning artists



ACCESS TO WORKFORCE

- Large and diversified labor pool
- Talented and well-educated professionals
- Government-funded training programs



BUSINESS FRIENDLY INCENTIVES

- Business Tax Holiday for businesses opening in L.A.
- BusinessSource Centers to help grow businesses and create jobs

“L.A. has a huge port, manufacturing, warehousing and affordable office space. This city was built for entrepreneurs!”

Inc. Magazine, September, 2008

What Sets L.A. Apart

The size of L.A.'s markets, the city's access to the world, the breadth of resources, quality of the region's labor pool and the great climate—these are just some of the reasons why businesses of all types come here, stay here and thrive.

If L.A. County were a country, its economy would rank 19th in the world, just behind the Netherlands, Turkey and Indonesia and in front of Belgium, Switzerland, Poland, Sweden, Saudi Arabia, Taiwan and Norway.¹

L.A.'s economic strengths stem from numerous factors, including the explosive growth of international trade between the U.S., Asia and Latin America, making this city America's #1 gateway to the global economy.

¹ Los Angeles Economic Development Corporation - July, 2009



WHERE CREATIVITY IS SERIOUS BUSINESS



Size and Reach

L.A. County is enviable by any measure. We have a population larger than many states, allowing a richness of diversity that is second to none. L.A.'s sheer size provides numerous advantages such as large manufacturing centers, a massive retail base for goods consumption, and leadership in a number of industry sectors.

- Los Angeles International Airport (LAX) is the world's busiest origin and destination airport, with more passengers beginning or ending their trips in Southern California than using the airport for connecting flights.
- There are 10 million people in L.A. County and 18 million in the five-county Los Angeles metropolitan area. This region is larger than the states of Arizona, Illinois, Michigan, and Pennsylvania.
- The Port of Los Angeles is the top port in the nation, and L.A. Customs District has a two-way trade value of \$386.8 billion.
- L.A. has a \$544 billion GDP (19th largest worldwide) that is larger than that of Belgium, Saudi Arabia, Norway and Taiwan.
- The largest manufacturing center in the U.S. is located in L.A. County.
- A diverse demographic profile (36% percent of the population is foreign born): 86 languages spoke, 600 religious groups, 49 foreign language publications and hundreds of foreign language radio and TV stations.
- Outside of their respective countries of origin, L.A. is home to the world's largest communities of Koreans, Armenians, Israelis, Persians, Filipinos, Japanese, Mexicans and Salvadorians.
- L.A. is a world leader in aerospace, clean technology, entertainment, fashion, healthcare and tourism.

Diverse Industry Cluster and Opportunities

The City of L.A. is a world-class location for domestic and international business. L.A. is one of the few cities in the world with established industries ranging from aerospace, entertainment and fashion to biomedical services, consumer products and tourism.

CITY OF LOS ANGELES INDUSTRY CLUSTERS

Industry	Associations, Education and Research Institutions
■ Aerospace 19	Aerospace manufacturing and research institutions
■ Apparel Design and Manufacturing 32	Fashion associations, institutions and colleges
■ Architecture and Engineering 39	Architecture and engineering associations and research institutions
■ Automotive Manufacturing and Wholesaling 10	Automotive manufacturing, research and educational institutions
■ Education 200	Universities and colleges
■ Entertainment..... 77	Entertainment institutions, organizations and professional trade schools
■ Environmental Sciences and Management 14	Environmental sciences and management associations, research and academic institutions
■ Financial Services..... 34	Financial related universities, associations and regulators
■ Foodservice 23	Associations and colleges
■ Furniture and Home Furnishings..... 26	Furniture design institutions and associations
■ Health and Biomedical Sciences 45+	Health services research and academic institutions
■ Jewelry 5	Jewelry colleges and associations
■ Tourism and Hospitality..... 30+	Tourism and hospitality schools, airports, associations and convention centers
■ Toys..... 4	Toy manufacturers' design colleges and associations

Dominance in International Trade

As one of the world's leading gateways, L.A. in 2006 became the first customs district in the U.S. to surpass \$300 billion in trade for a single year. A new trade impact study concluded that the fast-paced growth will continue for at least two decades.

TOP 10 U.S. CUSTOMS DISTRICTS¹ (2011 RANKINGS - IN BILLION U.S. DOLLARS)

City	Total Trade	Exports	Imports
Los Angeles	\$387.2	\$121.1	\$266.1
New York/New Jersey	\$388.2	\$161.1	\$227.1
Houston	\$268.0	\$119.4	\$148.6
Detroit	\$243.6	\$122.8	\$120.8
New Orleans	\$234.4	\$83.9	\$150.6
Laredo, TX	\$216.0	\$95.7	\$120.2
Chicago	\$176.5	\$36.6	\$139.9
Seattle	\$128.4	\$69.5	\$58.9
Atlanta/Savannah	\$126.1	\$49.5	\$76.6
San Francisco	\$119.5	\$49.8	\$69.7

¹World City - Los Angeles Trade Numbers 2011



Photo Credit: Los Angeles Department of Water and Power

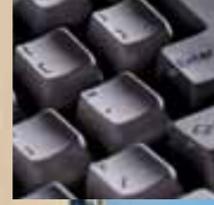
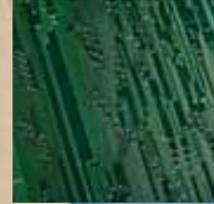
A National Model for Expanding Exports

The Los Angeles Regional Export Council (LAREx), a public-private partnership between government, business, and educational institutions, streamlines export services in the Los Angeles region and connects L.A. businesses with regional leaders in international markets.

In 2010 alone, L.A. County created a total of 157,200 export-oriented trade jobs. LAREx is a model for regional export plans around the country and is leading the way to economic recovery through exports of goods and services.

LAREx's seven key partners include: The Los Angeles Mayor's Office, the Los Angeles Area Chamber of Commerce, the Centers for International Trade Development (CITD), the USC Center for International Business Education and Research (CIBER), the UCLA Center for International Business Education and Research (CIBER), the Port of Los Angeles, and Los Angeles World Airports.

STRENGTH IN NUMBERS



Top Trade Partners

When it comes to business, the world looks to Los Angeles as a vital business center. For logistics, resources and customers, L.A. is a key part of the world's international business strategy.

TOTAL TWO-WAY TRADE, 2011 (IN BILLION U.S. DOLLARS)



Source: World City

TOP EXPORTS (IN BILLION U.S. DOLLARS)



Source: World City

TOP IMPORTS (IN BILLION U.S. DOLLARS)



Source: World City

In 2011, L.A.'s world trade value increased to \$386.8 billion with imports at \$265.7 billion and exports at \$121.1 billion achieving record high levels.¹

¹ LAEDC/The Kyser Center for Economic Research, International Trade Outlook, 2012-2013



WHERE EAST MEETS WEST, AND NORTH MEETS SOUTH

L.A.'s thriving seaport not only sustains its competitive edge with record-setting cargo operations, but also leads the way internationally with its groundbreaking environmental initiatives, progressive security measures, and diverse recreational facilities.

Port of Los Angeles: America's Port!

For the past decade the Port of Los Angeles (POLA) has moved more containers than any other port in the Western Hemisphere. Its success is not a coincidence. POLA has heavily invested to ensure that its customers can take advantage of at least three major business drivers: superior cargo terminals, rail and warehouse infrastructure, and services between dock and destination.

The Port's state-of-the-art facilities are moving the goods and modernizing aggressively for the decades ahead. Port professionals work with tenants and their customers to meet their needs for today and anticipate their needs for tomorrow. POLA is the best option for moving cargo in and out of the most heavily populated region in the Western U.S. and beyond. It has the nation's largest on-dock rail assets, providing the highest frequency of intermodal access to 14 major freight hubs across the United States and beyond.

THE PORT OF LOS ANGELES ADVANTAGE

- Spending \$1.5 billion over the next five years in capital development
- Ongoing channel deepening and terminal expansion projects
- Reduced-fee incentive program
- 100% of POLA's drayage fleet trucks are model year 2007 or newer for superior reliability and air quality
- Workforce of 18,000 regular and casual longshore personnel
- Access to multiple service providers in all parts of the logistics chain
- Easy access to special handling equipment companies
- 7,500 acres (4,300 land/3,200 water)
- 53' deep draft waterways to accommodate the world's largest container ships
- 270 berths and 77 container cranes

CONTACT

Port of Los Angeles
425 South Palos Verdes Street
San Pedro, CA 90733-0151
P: 310-732-3840
W: www.portoflosangeles.org



Extensive Transportation Network

As the gateway to the Pacific Rim and closest neighbor to the Latin American region, L.A. is the prime destination for businesses of all sizes to come here, stay here, and thrive.

Keeping people moving and goods flowing smoothly through the Los Angeles region has been a major focus of Mayor Villaraigosa's administration. Whether it's around town or around the world, L.A. has the systems and resources in place to get people and goods to their destinations quickly and affordably.

The Port of Los Angeles remained number one in the nation with a total two-way trade value of \$273.6 billion. The Port of Los Angeles connects directly with rail lines to destinations east of the Rocky Mountains via the Alameda Corridor, which is the nation's busiest rail cargo expressway.

Los Angeles International Airport (LAX) has more than 1,000 cargo flights each day and is the world's sixth busiest airport by passenger flights, linking Los Angeles to every corner of the globe.

In 2011, LAX served more than 61 million passengers, processed more than 1.8 million tons of air cargo valued at \$84.6 billion, and conducted 603,912 landings and takeoffs combined.

World-Class at First Sight: Los Angeles International Airport

Los Angeles International Airport (LAX) is the world's busiest origin and destination airport, with more passengers beginning or ending their trips in Southern California than using the airport for connecting flights. It is also the world's sixth busiest passenger airport and ranks 13th in air cargo tonnage handled.

LAX: AN ECONOMIC DRIVER

- Annual economic impact of \$60 billion
- An estimated 59,000 jobs, directly attributable to LAX
- 1,000 cargo flights each day
- Operates a 12,700-square-foot refrigeration unit for perishable products

The Bradley West Project will provide greater capacity to the Tom Bradley International Terminal's (TBIT) west side with the addition of new gates to accommodate new-generation aircraft and a Great Hall for dining, retail shopping and passenger amenities beyond passenger security screening. Bradley West is considered to be the biggest public works project in the history of the City of Los Angeles. It is expected to create 4,000 construction-related jobs during the four-year project schedule.

In accordance with LAWA's Sustainable Design and Construction Guidelines, the Bradley West Project will optimize the use of recycled building materials, minimize the amount of energy used in construction, and optimize energy efficiency. The architecture and construction of the new facilities are designed to achieve a LEED (Leadership in Energy and Environmental Design) Silver certification from the U.S. Green Building Council.

TRAVELER BENEFITS

Passengers will experience a quality level of comfort and convenience with:

- 18 new roomier boarding gates/waiting areas with 9 able to accommodate new generation aircraft (Airbus A380 super jumbo jet and Boeing 787 Dreamliner), which are more fuel-efficient, quieter and less polluting
- Dual passenger loading bridges for faster boarding and deplaning
- Great Hall with 140,000 square feet for premier dining, retail shopping, other passenger amenities, and airline club lounges
- Upgraded customs and immigration federal inspection areas for more efficient passenger processing
- Secured corridors between Terminal 3, TBIT and Terminal 4 so connecting passengers can conveniently go from one terminal to the next
- Fully modernized facility will be able to accommodate 4000 passengers per hour up from current 2800

CONTACT

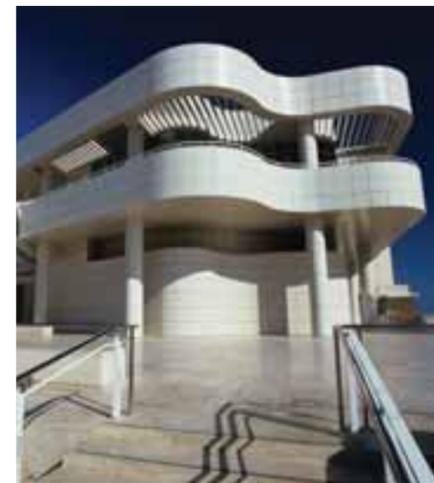
Los Angeles World Airports
#1 World Way, Los Angeles, CA 90045
P: 424-646-7300
W: www.lawa.org

THE FUTURE IS LANDING AT LAX

Tourism: A World-Class Destination with a 467-Square-Mile Wingspan

L.A. is a world-class city that has established itself as one of the most traveled destinations in the United States. Where else can you find an architecturally classic downtown just a short distance away from the surf and sand of Venice Beach? The nightlife and iconic attractions of Hollywood are just seconds away from unique shopping, original dining spots, and cultural landmarks such as the J. Paul Getty Museum. With 400 miles to explore, Los Angeles always has something to see and do. As the entertainment capital of the world, a cultural mecca boasting more than 300 museums, and a paradise of good weather, L.A. offers exciting experiences whether your visit is for business or pleasure.

L.A. welcomes 26.9 million visitors annually each year, making tourism one of L.A.'s leading industries. The Los Angeles Convention Center is the one of the largest convention centers in the U.S., attracting more than 2.5 million annual visitors. Direct visitor spending totaled \$15.2 billion in 2011. With nearly four million people living in the city, visitors will experience one of the most diverse populations in the world when coming to L.A. For more information, visit the official visitor information website of L.A. at www.discoverLosAngeles.com.



INTERNATIONAL TRAVEL

L.A. is the second most visited city in the United States for international travel. In 2011, there were 5.9 million international visitors who visited Los Angeles, and spent \$5.5 billion. International visitors made up 22 percent of L.A.'s total visitors in 2011 but accounted for more than 36 percent of total visitor spending. Mexico, Canada, Australia, United Kingdom, and China were L.A.'s top five visitor-generating markets in 2010.

REGIONAL DRIVE MARKET

The Regional Drive Market is an important segment for the L.A. tourism sector and presents further opportunities for growth. A proactive marketing and sales campaign targets this group by leveraging the city's assets in the form of online advertising, publicity, promotions and other programs. San Francisco/Oakland, San Diego, Sacramento/Stockton and Phoenix are L.A.'s top domestic feeder markets.

HOTEL OCCUPANCY

L.A. is consistently one of the top five cities in the United States, in terms of overall hotel occupancy. Hotels within L.A. work with a variety of market segments including commercial, group and leisure.

TRADE SHOWS

Los Angeles Tourism & Convention Board works with the Los Angeles Convention Center and other partners to promote what's new in L.A. at tradeshows to reach important decision makers from around the world. L.A. participates in the following tradeshows: ASAE & The Center for Association Leadership's annual meeting and exposition, MPI World Education Congress and Tradeshow, World Travel Mart in London, JATA World Travel Fair in Japan, The Annual National Business Travel Association's annual convention and National Tour Association's annual convention.



“The creative industries in Los Angeles encompass much more than simply entertainment. And far from being a supporting player in our regional economy, they generate nearly 1 million jobs and over \$100 billion in sales revenues.”

Samuel Hoi, President, Otis College of Art and Design



ENTERTAINMENT CAPITAL OF THE WORLD

Where Creativity is Serious Business

There are more artists, writers, filmmakers, actors, dancers and musicians living and working in L.A. than any other city at any other time in the history of civilization. L.A. is famously home to Hollywood, all six major film studios, and 11,000 establishments that serve the entertainment industries. With 1,000 annual theatrical productions, and more than 800 museums and art galleries, arts and culture are a major driver of the regional economy and contribute to the exceptional quality of life found here.

L.A. also boasts internationally renowned design, architecture, and advertising firms, and is one of the most important fashion industry centers in the world. With a vibrant prototyping and manufacturing sector, world-class art and design colleges providing talent and resources, and a local population that embraces new ideas, L.A. can turn creative concepts into reality like no place on earth.

FASHION: MADE AND DESIGNED IN LOS ANGELES, WORN AROUND THE WORLD

As the global hub of innovation and creativity, L.A. is the premier destination for apparel design and manufacturing in the United States and abroad. With a strong demand for the “Made in Los Angeles” label both in the U.S. and abroad, the future of the American fashion and apparel industry is happening in L.A.

The production capabilities of L.A.’s \$13 billion fashion industry are unmatched across the country. The L.A. industry is made up of over 10,000 apparel manufacturing and wholesale firms that contribute to 110,000 jobs in the L.A. region. With 14 design schools, L.A. produces a steady supply of talented designers with plenty of fresh ideas and their finger on fashion’s pulse.

Sample of the Creative Economy Leaders Based in the City of Los Angeles:

- Gensler
- Gehry Partners
- Smashbox Studios
- Marmol Radziner
- 7 For All Mankind
- Lucky Brand
- TOMS Shoes and Eyewear
- Tokidoki

Major Attractions & Must Sees

SPORTS & ENTERTAINMENT

- Dodger Stadium
- Dorothy Chandler Pavilion
- Hollywood Bowl
- Kodak Theatre
- L.A. LIVE
- Nokia Theatre
- STAPLES Center
- Trump National Golf Club
- Universal Studios Hollywood
- Walt Disney Concert Hall



ACTIVITIES & RECREATION

- Getty Villa
- Grauman’s Chinese Theatre
- Griffith Observatory
- Griffith Park
- Hollyhock House
- Hollywood Sign
- Hollywood Walk of Fame
- La Brea Tar Pits
- LA Zoo & Botanical Gardens
- Leimert Park
- Los Angeles Convention Center
- Los Angeles Memorial Coliseum
- Mission San Fernando Rey de Espana
- Olvera Street
- Paramount Studio Tour
- Point Fermin Lighthouse
- Ports O’ Call Village
- San Pedro Beach
- The Cathedral of Our Lady of the Angels
- UCLA
- Universal CityWalk
- USC
- Venice Beach
- Venice Skate Plaza

ARTS & CULTURE

- Annenberg Space for Photography
- Autry National Center of the American West
- Broad Contemporary Art Museum (BCAM)
- California African American Museum
- California Science Center
- Chinatown
- Craft and Folk Art Museum
- El Pueblo de Los Angeles
- George C. Page Museum
- Getty Museum
- GRAMMY Museum
- Hammer Museum
- Japanese American National Museum (JANM)
- Little Tokyo
- Los Angeles County Museum of Art (LACMA)
- Madame Tussauds Hollywood
- Museum of Contemporary Art (MOCA)
- Natural History Museum
- Petersen Automotive Museum
- The Getty Center
- Travel Town Museum
- Watts Towers

SHOPPING

- Abbot Kinney Boulevard
- Beverly Center
- Citadel Outlet Mall
- Hollywood and Highland
- L.A. Fashion District
- Melrose
- Robertson Boulevard
- The Grove
- The Original Farmers Market
- Universal CityWalk
- Ventura Boulevard
- West Third Street
- Westfield Century City
- Westfield Topanga Promenade



World-Class Academic Institutions and R&D

With 200 colleges and universities, higher and specialized education is a hallmark of Los Angeles County. L.A. is home to internationally-acclaimed educational institutions that include:

- California Institute of Technology
- Claremont Colleges
- Loyola Marymount University
- UCLA – University of California Los Angeles
- USC – University of Southern California

In addition, L.A. has many specialized educational institutions such as California Institute for the Arts, Art Center College of Design, Fashion Institute of Design and Merchandising, Otis College of Art and Design and the American Film Institute.

HIGHLIGHTS FROM L.A.'S INSTITUTIONS OF HIGHER LEARNING:

- An average of \$2 billion in research annually
- 42 Nobel Laureates
- Three of the nation's top graduate engineering schools



Clean Technology: Advancing Environmental Sustainability

Mayor Antonio Villaraigosa is committed to making L.A. the greenest big city in the nation and a global capital of clean technology.

L.A. has some of the most progressive environmental policies and initiatives in the nation, resulting in more than \$1 billion of investment in cleantech programs such as sustainable development, renewable energy, and clean transportation. Over the next 10 years, L.A. will invest \$10 billion in the City's cleantech industry. For more information, please visit the Cleantech Los Angeles website at www.cleantechlosangeles.org

RENEWABLE ENERGY AND GREEN HOUSE GAS REDUCTION

The Los Angeles Department of Water and Power quadrupled its use of renewable energy to 20% in 2010 with a new goal of 33% renewable energy use by 2020. This program represents a multibillion-dollar investment in clean energy technologies.

L.A. is on track to become the center of U.S. solar energy development, creating 200–400 jobs in R&D manufacturing, installation and maintenance for every 10 megawatts of solar power generated.

GREEN BUILDING

The City mandated green building standards for all new public and large private construction projects, creating a market for innovating building materials and designs to reduce energy and water consumption. L.A. is also implementing incentives for private green developments in a committed effort to spur job growth and innovation in the green retrofitting and materials market.

CLEANTECH INCUBATOR

The Los Angeles Cleantech Incubator (LACI) is a private nonprofit founded by the City of Los Angeles to accelerate the commercialization of clean technologies in the L.A. region and make L.A. a global leader in the clean technology sector.

LACI is located in the City's Cleantech Corridor, the cornerstone of the city's green economy strategy. LACI works closely with the region's universities, business community, government institutions, capital markets and utilities to foster innovation and to grow the region's green economy.

LACI offers flexible office space, CEO coaching and mentoring, and access to a robust network of experts and capital. LACI Portfolio Companies operate in a range of sectors including Smart Grid infrastructure, energy efficiency, renewable energy, energy storage, electric transportation, and materials science. Learn more at www.laincubator.org.

CleanTech Corridor



Innovation Economy: Silicon Beach

L.A. has experienced an explosion of great technology innovators—from local start-up e-commerce and digital media companies to global internet giants such as Google and YouTube—who are calling L.A.’s Silicon Beach a place to move, start, and grow.

L.A.’s companies are innovators of great technology and are able to monetize their work much quicker than other firms. With access to the world’s greatest research experts, investors, and entrepreneurs at their fingertips, L.A. tech companies have a unique opportunity to be the next great innovative company.

BOUNDLESS CREATIVITY: MAYOR’S COUNCIL ON INNOVATION AND INDUSTRY

L.A. is an environment that supports and rewards Boundless Creativity: it’s where our lifestyle, culture, and history intersect to define what makes L.A. unique and special.

The Los Angeles Mayor’s Council on Innovation and Industry (LAMCII) is committed to the support of LA’s vibrant business ecosystem. LAMCII brings leaders from across the innovative growth sectors, universities, and professional services to focus on how to better support, grow, and attract innovation and entrepreneurship to L.A.

LAMCII’s members represent the following industries or stakeholders: Venture capital; Biotechnology; Clean technology; Internet/new media; Educational institutions; Law; Management consulting. For more information, please visit the LA Mayor’s Council on Innovation and Industry website at www.lamcii.org

Talented and Abundant Workforce

Employees represent a company’s most valuable asset, and Los Angeles boasts hundreds of thousands of experienced, talented and motivated workers with the skills to enrich new and growing companies. Under the leadership of the Workforce Investment Board (WIB), the Community Development Department facilitates employment centers that offer free recruiting services for businesses, thereby reducing company human resource expenses.

WORKERS PER INDUSTRY¹

Industry	Number of Workers
■ Local Health Services	378,900
■ Local Commercial Services	350,800
■ Entertainment and Film	159,000
■ Direct International Trade and Logistics	157,200
■ Business Services	143,200
■ Education	89,900
■ Fashion	68,500
■ Hospitality and Tourism	61,100
■ Financial Services	53,700
■ Processed Food	38,900

¹ LAEDC, Industry Clusters of Los Angeles County, 2010

AT THE CENTER OF IT ALL



Photo Credit: Los Angeles Department of Water and Power

Strategic Location

The city of Los Angeles is “the heart” of Southern California. L.A. is where every form of transportation comes together. The city is home to the nation’s largest port and the sixth largest airport. L.A. is also home to thousands of business resources and millions of customers all within easy reach.

Located along the southern coast of the state of California, the city of Los Angeles is 468 square miles (1,404km²) and is located in the County of Los Angeles, which encompasses 87 other incorporated cities. The city is divided into four major geographic regions: Metro, Harbor, West and the San Fernando Valley.

Photo credit: Los Angeles Department of Water and Power

The San Fernando Valley Region

This vast region represents more than half of the City's geographic area—345 square miles (894 km²)—and is bounded by foothills and mountains. Some of the S.F. Valley neighborhoods include North Hollywood, Pacoima, Van Nuys, Canoga Park, Encino and Chatsworth.

The Metro Region

L.A.'s "core" includes Downtown and the Hollywood, Mid-Wilshire and South Los Angeles neighborhoods. It is the area of highest residential and commercial density.

The West Region

Located west of Downtown and extending to the Pacific Ocean, this region includes several neighborhoods including Brentwood, Pacific Palisades and Venice. It is also home to Los Angeles International Airport (LAX).

The Harbor Region

Located along the southern tip of the Los Angeles Basin, the Harbor Region includes the neighborhoods of Wilmington and San Pedro. The Port of Los Angeles is also in this region and is part of the largest port complex in the Western Hemisphere through which roughly 40 percent of all U.S. containerized cargo flows.

Los Angeles and You

L.A. has so much to offer: size and reach, diverse industry clusters, an extensive transportation network, world-class academic institutions and R&D, a talented and abundant workforce, dominance in international trade, enviable strategic location and competitive incentives to ensure the success of your business. We're here to help you succeed.



For more information please contact:

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About Los Angeles Regional Export Council (LAREXC):

LAREXC is a public-private partnership between government, business and educational institutions that is working to coordinate and streamline export services in the Los Angeles region. LAREXC is a model for regional export plans around the country and is funded by contributions from City, State and Federal sources, as well as from the private sector. To learn more about LAREXC and to read the Los Angeles Regional Export Plan, please go to

<http://www.losangelesworks.org/internationalBusiness/larexc.cfm>

