Every American should be asking where we want the nation to be when the COVID-19 pandemic is over. How could the emerging technologies being deployed in the current crisis propel us into a better future?

We should also accelerate the trend toward remote learning. Online, there is no requirement of proximity, which allows students to get instruction…but this needs to be more equitably distributed. Struggling school districts, community colleges and career technical training institutes could benefit if network connectivity becomes more affordable and applications become accessible to a wider range of learners. Education will also be prompted to think of new ways to integrate young talent; there will be experiments in remote internships and apprenticeships. Finally, the country is long overdue for a real digital infrastructure. Government at every level should move to cloud, mobile and web-based software and start treating data as a strategic asset. It’s now painfully obvious that these tools are essential for effective action. Moreover, the American people will need that infrastructure for their daily lives. If we are to build a future economy and education system based on tele-everything, we need a fully connected population and ultrafast infrastructure. The government must make a massive investment—perhaps as part of a stimulus package—to convert the nation’s digital infrastructure to cloud-based platforms and link them with a 5G network. The American people are problem-solvers and innovators, and we have the opportunity today for farsighted action. If we invest strategically and mobilize our society, we can build the digital infrastructure necessary to enjoy a higher and healthier standard of living and to solve complex modern problems like today’s pandemic.

— Eric Schmidt, former CEO and Executive Chairman of Google

Wall Street Journal 3/27/2020

Percent of Workers Who Could Work from Home and Who Do Work from Home by Industry

Source: Author’s calculations from American Time Use Survey table 1: Workers who could work at home, did work at home, and were paid for work at home, by selected characteristics, averages for the period 2011–18, U.S. Bureau of Labor Statistics (2019)

— Stuart Andreason

Workforce Currents, March 18, 2020
In October 2019, the California International Trade Center officially launched to a standing-room only session at the Get Global conference in Long Beach.

The CA International Trade Center (CITC), powered by California Community Colleges, is specifically designed to enhance the competitiveness of small and mid-size businesses through digital trade, including ecommerce. Led by the Global Trade Sector as part of the Economic and Workforce Development of the Community College system, the CITC initiative on behalf of trade activities is uniquely focused on growing exports through cross-border trade.
**CITC RESPONDS to SMALL BUSINESS in the COVID-19 CRISIS**

- New COVID-19 business support page features unique CITC resources including articles, webinars, and COVID-19 resources from state, government and private entities
- Daily updates from trusted partners and industry insights surrounding business tactics in response to COVID-19
- New webinar series “COVID CONVERSATIONS FROM THE FIELD” sharing insights around how small business is coping and how to adapt
- Bi-weekly virtual workshops and webinars on key digital trade skill building for SMEs and incumbent workers
- Promotion and outreach through partners and social media to update businesses during the crisis and beyond

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**Pressing Forward Through The Coronavirus Crisis**

With the rapid global spread of coronavirus (COVID-19) in the last six weeks, there is mounting concern about the macro economy. There is widespread anticipation of a global recession as manufacturing, production and trade slows or halts completely in many parts of the world, particularly in China. It is unclear yet whether these interruptions will be temporary or more long-term.

The U.N. Conference on Trade and Development (UNCTAD) has reported that the U.S. economy and supply chain is second hardest impacted after the European Union as a result of China’s manufacturing slowdown. Additionally, there are reports that Amazon is prioritizing essential and health-related items in its distribution centers to meet the most pressing needs of its customers, especially those affected directly by COVID-19. Fortunately, many shipping and delivery companies, like UPS and FedEx, are still operating on a relatively normal schedule.

**Coronavirus Resources For California Businesses**

We recognize this is a worrisome time for California small business owners and their employees, whose livelihoods depend on the ability to keep moving – especially if the majority of their business is global.

The following are helpful resources for your business from state, government, and vetted private entities:
CITC offers SMALL BUSINESS SOLUTIONS through eCommerce and Cross-Border Trade.

Online tools provide immediate solutions including:
- Duty Tax Calculator
- HS Code Harmonizer
- Global eCommerce Readiness Assessment

Immediate Assistance
Call our Hotline for prompt support

Expert Access
Schedule a consultation with English/Spanish/Mandarin fluent trade experts

eCommerce and Trade Events
Virtual workshops and content-rich webinars with Q&A

Country Guides
Access to 28 country guides with detailed market intel
VIRTUAL EVENTS PROVIDE ONGOING SMALL BUSINESS SUPPORT

Stay Home, Sell Global

The Coronavirus is impacting businesses at home and abroad. This crisis presents businesses with an opportunity to either establish or continue to grow your online presence.

In partnership with the L.A. Mayor’s Office, the Los Angeles Trade Coalition Presents a series of three online events created to help you “stay home and sell global.”

COVID Conversations From The Field: Mexico ECommerce Entry For Beauty Products

COVID CONVERSATIONS FROM THE FIELD

In this straight-talking conversation series, hear from in-country experts and industry leaders on how COVID is impacting consumer sentiment and behavior, supply chains, manufacturing, marketing investment, and more. Ask direct questions to capture the pulse on the ground in 45-minute conversations from the field.

April, 2nd 2020

Spanish Language
9:00 AM – 9:45 PST
11:00 AM 12:00 PM CDMX

English Language
10:00 AM – 10:45 PST
12:00 PM - 1:00 PM CDMX

Get Full Access

Sign up to get the latest global trade and ecommerce news, events and updates from the California International Trade Center.

* Email

First Name

By submitting this form, you are consenting to receive marketing messages from California International Trade Center. You can unsubscribe at any time. For more details, read our Privacy Policy.

Contact Us

Powered by California Community Colleges
2020 CITC VIRTUAL EVENTS

Content available in English and Spanish

**JANUARY**
- CITC Webinar: Industry Innovation Series - Global HR for eCommerce Growth
- CITC Webinar: eCommerce Basics Series - The Basics Of eCommerce

**FEBRUARY**
- CITC Webinar: Innovation Series - Taxes, Duties and Compliance for Global eCommerce
- CITC Webinar: eCommerce Basics Series - Everything Amazon

**MARCH**
- CITC Webinar: Global Marketing Platforms and Partnerships
- CITC Webinar: Cross Border eCommerce

**APRIL**
- COVID-19 Conversations From The Field: Oportunidades Comerciales en México Utilizando
- COVID-19 Conversations From The Field: Mexico eCommerce Entry For Beauty Products
- COVID-19 Conversations from the Field: Brazil
- COVID-19 Conversations From The Field: Latam eCommerce Direct-To-Consumer Entry Strategies
- CITC Webinar: Innovation Series - AI and Automation in Trade Online
- CITC Webinar: eCommerce Basics Series - Fulfillment and Shipping Optimization

**MAY**
- Virtual Global Springboard
- CITC Webinar: Industry Innovation Series - Cybersecurity for Global Trade and eCommerce
- CITC Webinar: Brazil Market Entry with eCommerce
- Incremental Global – Leverage Online Marketplaces And Cross Border Sales To Build
- CITC Webinar: eCommerce Basics Series - Top eCommerce Markets and Top eCommerce Platforms
- Asia Pacific Economic Cooperation – Women-Owned Business and Global Ecommerce Virtual Workshop Series

**JUNE**
- CITC Webinar: How Businesses Can Export More Sustainably via eCommerce
- CITC Webinar: Industry Innovation Series - Website Optimization
- CITC Webinar: eCommerce Basics Series - How To Handle VAT for Cross-border eCommerce
- CITC Webinar: Global Marketing and Brand Building for Exporters

**JULY**
- VIP Internship for Business and Technology Students
- CITC Webinar: Industry Innovation Series - Website Optimization

**AUGUST**
- Global Marketing & Brand Building for Exporters

**COVID Conversations from the Field: Africa**

Content available in English and Spanish
CITC IMPACT AND SMALL BUSINESS DEMAND

The CITC have received close to 10,000 visitors who are reading cross-border, eCommerce focused articles, watching CITC webinars, using the suite of tools, and contacting the team of consultants for business assistance. Our unique, value-driven content and tools have been accessed over 11,000 times through all viable marketing channels. New market entry guides for over 28 countries now better meet the needs of exporters as we continue to publish cross-border and eCommerce focused content across multiple formats that serve small business owners in California looking to go global.

CITC WEBSITE: www.CAinternationaltrade.org
SMALL BUSINESS UNDER COVID-19

- U.S. Chamber of Commerce’s Top 8 Things Small Businesses Need to do During the COVID-19 Pandemic
- SBA’s Coronavirus (COVID-19) Disaster Relief Lending
- Centers for Disease Control’s (CDC) guidelines for businesses and employers, preventing COVID-19 and managing self-isolation
- Force Majeure: COVID-19 and the Trade Community
- Resources to help your small business manage through uncertainty
- LA SBDC-COVID-19 Response Guide
- COVID-19 Business Resource Guide
- COVID-19 Daily Updates for Small Business
- Los Angeles Area Chamber of Commerce’s COVID-19 (Coronavirus) Resource Guide
- EDC SBDC Disaster Preparedness Toolkit
- Legal Alerts on COVID-19
- COVID-19 Document Data Bank
- Government Response to COVID-19 Coronavirus
- U.S. Exim Bank COVID-19 Resources
- Small Business Toolkit for Assistance During Emergency Closure Period
- CA Gov’s Coronavirus (COVID-19) in California
- California Association for Micro Enterprise Opportunity’s Coronavirus Resource for Business

www.CAinternationaltrade.org/covid-19-business-resources
OPPORTUNITY AND OUTCOMES

STUDENTS AND INCUMBENT WORKERS

The CITC Global Virtual Internship Program (VIP) is a virtual digital media and global marketing internship program that provides students with supervised experience in conducting client-orientated research and business strategy execution. During the internship, students will work collectively to scope the problem and identify gaps for their client, analyze consumer trends and behaviors, and develop ideas to address the client’s needs. Students will produce interim reports throughout the internship to track progress and receive instructor feedback to develop their skill set throughout the program.

Learning Objectives: This internship requires students to apply technical skills they have acquired in class to analyze consumer trends, evaluate assigned client’s objectives and needs to develop strategic research and ideas for their client. The specific objectives are:

✓ Professional Practice in Global Trade. Students will conduct research and analysis on consumer trends and behaviors to develop a strategic consumer analysis.

✓ Client Relations and teamwork. Students will develop the interpersonal skills through interaction with the client and their team. Students will manage teamwork and create a constructive and professional working relationship to address client's needs and discuss expectations.

✓ Technological and Digital Tradecraft. Students will strengthen their skill set and gain a better understanding of the role of digital media and marketing for businesses. Students will identify best practices in digital marketing, utilize data to create a strategic plan, and establish their personal brand through the process.
The Global Trade Sector is Transforming to Meet the Requirements of Online Sales and Digital Trade

<table>
<thead>
<tr>
<th>SALES AND MARKETING</th>
<th>TRADITIONAL SKILLS</th>
<th>NEW SKILLS</th>
<th>HYBRID SKILLS</th>
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<tbody>
<tr>
<td>MANAGER</td>
<td>Strategic Marketing ▲8% Marketing Management ▲1% Marketing Communications ▲1% Project Management ▲1% Online Marketing ▼3% Email Marketing ▼6% Advertising ▼6% Web Marketing ▼6% Event Planning ▼7% Social Media Marketing ▼7%</td>
<td>• Digital Tools and Digital Technology • Analytics and Data • Business and Management • Design or Create</td>
<td>• Big Data and Analytics • Intersection of Design and Development • Sales and Customer Service • Emerging Digital Technologies • Evolving Compliance and Regulatory Landscape</td>
</tr>
<tr>
<td>GLOBAL</td>
<td>Product Marketing ▲3% Strategic Marketing ▲2% Strategy Development ▲2% Marketing Management ▲1% Market Research ▼4% Marketing Communications ▼7% Branding ▼9% Social Media Marketing ▼9% Digital Marketing ▼9% Project Management ▼10%</td>
<td>• Global Business and Management • Cultural Fluency • Remote Working</td>
<td>• Big Data and Analytics • Intersection of Design and Development • Sales and Customer Service • Emerging Digital Technologies • Evolving Compliance and Regulatory Landscape</td>
</tr>
<tr>
<td>DIGITAL</td>
<td>Strategic Marketing ▲6% Digital Marketing ▲4% Search Eng. Marketing (SEM) ▲4% Online Marketing ▲3% Google Analytics ▼1% Data Analytics ▼1% Email Marketing ▼2% Content Management ▼5% Web Content Mngt ▼5% Social Media Marketing ▼7%</td>
<td>• Remote Working • Virtual Teams • Digital Communication • Social Media Strategy • eCommerce • Business Development • Internet Regulation/Strategies</td>
<td>• Big Data and Analytics • Intersection of Design and Development • Sales and Customer Service • Emerging Digital Technologies • Evolving Compliance and Regulatory Landscape</td>
</tr>
</tbody>
</table>

Source: Skills Affect Pay, Payscale 2019
The Digital Workforce is Global

Upskill Employees and Increase Global Competency through Online Training

- Train safer-at-home with remote internships for students and businesses alike to acquire talent fluent in digital skills relevant to business
- Scalable to businesses of any size
- Ready for statewide deployment

Consumers are increasing their eCommerce activity as they steer clear of hotels, restaurant dining rooms and public transit, per a PYMNTS COVID-19 Consumer Survey.

47,000
Minimum number of chain stores throughout the U.S. that have temporarily closed their doors.

90
Minimum number of non-essential nationwide retailers that have temporarily gone dark.

32M
Number of kids under the age of 14 in the U.S.

28%
Share of U.S. survey respondents who said they were using eCommerce to “stock up” on food.
Growing The Virtual Workforce

As work increasingly becomes remote and requires collaboration with distributed teams, a virtual internship is no longer a second-rate alternative. In many cases, it exactly mirrors workdays spent shifting between Zoom calls, Slack channels and Trello boards with colleagues stretched across time zones. Seeing how someone works on remote projects can be a strong and reliable signal for how they will perform in a tech-enabled role.

— Amy Ahearn, Future of Work, via EdSurge

You have to avoid the tendency to slash and burn your transformation and revert back to your traditional working model, which is human nature.

— Steve Bates, Global Leader of KPMG’s CIO Center of Excellence, via CIO.com

But the combination of supply shocks and demand shocks due to the novel coronavirus means the situation is more complex and faster-moving than ever before. Advertisers need to be on top of their own supply chains as well as the latest news driving consumer behaviors.”

— Analyst Nicole Perrin via eMarketer