



**TONY LIVOTI
PRESIDENT
MONTEREY BAY INTERNATIONAL TRADE ASSOCIATION (MBITA)**

Biography

In 1984 Tony Livoti saw a need for an international trade association for the burgeoning Monterey Bay region and its array of entrepreneurial enterprises. He then he founded the **Monterey Bay International Trade Association (MBITA)** (www.mbita.org) and today acts as its President.

In 1995 MBITA became a founding partner in the unprecedented public-private sector export promotion program called, **BAYTRADE** which helped generate over \$350 million in 'new-to-market' exports representing exporting companies throughout 17 counties in Northern California. During the BAYTRADE project Livoti also served on the Board of Directors of the **Regional Trade Development Alliance (RTDA)** which set policy for BAYTRADE and trade promotion strategies for the entire Bay Area. MBITA is now a self-sustaining non-profit with over 200 members and clients with foreign counterpart partnerships throughout the Pacific Rim and Europe and the Americas.

MBITA currently manages the popular TradePort.org website and this country's first statewide trade promotion 'intranet' for the California Trade Partners called the TradePort Collaborator.

Areas of Expertise

Global Business

- Expertise in online solutions to facilitate global trade in all industries and country sectors
- Event organizer with over 200 luncheons, conferences and web presentations in locations throughout the world

International Marketing

- Worldwide network of trade promotion and economic development organizations in both the public and private sectors

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