

Trade Is... Bring!

A New Program Connects Students to Trade



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Christopher J. Steinhauser
Superintendent
Long Beach Unified
School District

What allows Skechers shoes, Toyota cars and Taylor guitars to bring the world a little closer? What directly connects people in Southern California with people in distant places like China and Japan? What creates more than 30,000 jobs in Long Beach?

The answer to each question is the same: International trade.

Today, more than ever, the impacts of international trade are wide-ranging. Jobs, economies and nations themselves hinge on the ability to move goods around the world. Knowing how international trade works to bring together people and businesses from around the world is an important lesson. To high school students who are about to head out into that world and might find their lives or future careers impacted by international trade, it is even more critical.

This is one of the main reasons that the Port of Long Beach is sponsoring a new trade-related program for Long Beach high school students. Titled “Trade Is,”

the program is a multimedia teaching tool designed to help students understand how international trade touches each of us everyday.

Coming Soon

Starting this fall, high school students throughout Long Beach will begin using the program as part of their 12th grade economics curriculum.

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ing The World Closer



students need to learn how we are all interconnected by trade and how we are part of a larger world. The Port of Long Beach is making that possible with this program.”

The program consists of two videos – “Trade Is” and “Julio’s New Ride” – and accompanying workbooks that provide trade-inspired lessons related to social studies and economics.

The “Trade Is” curriculum is adopted from a similar program created by the State of Washington Office of Trade for Washington schools.

Distant Locales

Using the Washington program as a model, the Long Beach Board of Harbor Commissioners voted unanimously last year to develop a video that would be specific to Southern California’s international trade.

Shot on location in and around Long Beach, Tecate, Mexico, and Yokaichi, Japan, the new video – “Julio’s New Ride” – explores the seemingly unseen connections formed by international trade. Using the simple purchase of a new car by the young Julio, the video introduces distant people connected by consumer goods such as cars, sneakers and guitars.

The “Trade Is” video sets the stage for discussions about trade in a high-energy, visually entertaining style. The point of the video is to illustrate how trade is an everyday part of our lives and has been since the dawn of civilization. With straightforward examples tied to key phrases, “Trade Is” asks questions that will stimulate classroom discussion on a variety of issues.

For the filming of the “Julio’s New Ride” video, a main component of the “Trade Is” curriculum, camera crews shot scenes in Yokaichi, Japan (far left), Tecate, Mexico (bottom left), on the Long Beach shore (top left), at the Port of Long Beach (top right, bottom right), and at a Manhattan Beach Skechers store (above).