

Click to view this email in a browser



December GO-Biz International Newsletter

Dear Economic Development Partner,

We'd like you to join this month's GO-Biz international monthly call where we will address market entry strategies for India. Register Today!

Topic: California-India trading relationship and market entry strategies

Date: Friday, December 13th, 2019

Time: 2:30 PM PST

Register: [HERE](#)

Questions: Contact max.oldersdorf@gobiz.ca.gov

Why Join the Call: This month's call is focused on India and will feature special guest Gunjan Bagla, Managing Director of Amritt Inc, a global advisory firm that helps companies enter the Indian market. Mr. Bagla will share his expertise on the unique dynamics of entry to the Indian market, as well as tips for economic development organizations who are engaging with Indian-owned businesses in their own region.

IMPORTANT ANNOUNCEMENTS

Following are international trade and investment efforts happening at the state



California Lieutenant Governor to Lead a Trade and Investment Delegation to India

The Lt. Governor will be leading a delegation to New Delhi, in partnership with Bay Area Council, from January 11-17, 2020. The trip arose with the concurrent release of the [Bay Area Council's India report](#) and United Airlines' upcoming inaugural, nonstop flight from SFO to New Delhi.

Given the strong economic and cultural connections between India and California and the importance of the

U.S.-India trading relationship, this trip presents significant opportunity for California. Goals of the visit include:

- Leading a business-oriented delegation to spur trade and investment opportunities between California and India;
- Engaging in dialogue with government officials and the private sector on topics and solutions important to both California and India in areas of energy, climate, agriculture, water, and sustainability; and,
- Laying the foundation for technical exchange and collaboration between relevant Indian Ministries and California state agencies and offices, including the California Energy Commission, CalEPA, California Air Resources Board, and GO-Biz.



SelectUSA 2020 – A few slots left in the CA Pavilion!

GO-Biz will be leading a California Delegation to the 2020 SelectUSA Investment Summit in Washington D.C. **Mon., Jun 1, 2020 – Weds., Jun 3, 2020**. The SelectUSA Investment Summit promotes the United States as the world's premier investment destination and connects qualified foreign firms with U.S. economic development organizations (EDOs) to facilitate business investment and job creation.

In the spirit of the [California for All](#) messaging, which is the prevailing theme of Governor Newsom, we look forward to capitalizing on our success in 2019 with a unified, inclusive, and equitable California-branded delegation. To indicate your interest in this investment mission or for questions, please email Emily.Desai@gobiz.ca.gov.

INBOUND & OUTBOUND TRADE PROMOTION OPPORTUNITIES FOR CALIFORNIA BUSINESSES

The following activities and trade leads provide a strong platform for California companies to engage in trade promotion! Please share these opportunities with businesses interested in expanding their sales markets!



STEP: ARAB HEALTH 2020
JANUARY 27-30, 2020 | DUBAI, UNITED ARAB
EMERATES

EMAIL CINDY.MA@TRADE.GOV TO JOIN

UAE is among the top 25 export markets for California and creation of a world class healthcare infrastructure is top priority for the UAE government. As part of the California STEP program, the Sacramento CITD is organizing a California Pavilion at Arab Health 2020. California biomedical companies have the opportunity exhibit and meet potential customers, importers, and distributors of medical products.



UAE Food Security Mission
February 16-20, 2020

EMAIL MZUCCARELLO@USUAEBUSINESS.ORG TO JOIN

The U.S.-UAE Business Council will host a five-day trade mission that will run in parallel to Gulfood food and beverage trade expo. Participants will learn about the UAE's new food security initiative and meet with key stakeholders in the UAE's food production and agri-tech ecosystems. For more info and to register your interest, contact MZUCCARELLO@USUAEBUSINESS.ORG.



STEP: COSMOPROF BOLOGNA 2020
MARCH 12-15, 2020 | BOLOGNA, ITALY

EMAIL KIMBERLY@CALTRADEALLIANCE.ORG TO JOIN

The Cosmoprof Worldwide Bologna show is the largest beauty trade show in the world convening 265,000+ buyers, investors, distributors, and media from around the globe. For more information and to join the California Pavilion at the show, click [here](#) and contact.



ACCESS ASIA
March 23-26, 2020 | Sacramento, San Francisco,
Oakland, Silicon Valley

EMAIL GEORGE.TASTARD@GOBIZ.CA.GOV TO JOIN

As part of the Access Asia program, visiting U.S. Diplomats will be conducting briefings, round tables, and private consultations with exporters seeking to expand or find new international sales opportunities in Asian markets. Limited seating is available at each site, so please register your interest via soon!



DISCOVER INDO-PACIFIC BUSINESS OPPORTUNITIES
APRIL 20-27, 2020 | HONG KONG, JAPAN, SOUTH
KOREA, THAILAND, VIETNAM

FOR MORE INFO & TO REGISTER [CLICK HERE](#)

The U.S. Commercial Service Trade Winds program includes an Indo-Pacific focused business development forum in Hong Kong, pre-arranged consultations with U.S. Diplomats, and pre-screened potential buyers, agents, distributors and joint-venture partners! Click [HERE](#) for more information and to register!



HANNOVER MESSE
APRIL 20-24, 2020 | HANNOVER, GERMANY
EMAIL TERRI.BATCH@TRADE.GOV TO JOIN

Hannover Messe is seven leading trade shows and an investment summit all in one. With industry pavilions for Automation, Motion and Drives, Engineering Parts & Solutions; Digital Ecosystems, Compressed Air & Vacuum, Energy Solutions, Logistics, and Future Hub, exhibitors have great opportunities to connect with 215,000+ potential customers from more than 70 countries. Click [here](#) for more info about the show and email terri.batch@trade.gov to join!

EXPORT TRAINING FOR CALIFORNIA BUSINESSES

The following export training opportunities for California companies. Please share these opportunities with businesses interested in expanding their sales markets!



[MetroConnect](#) is a comprehensive export assistance program led by World Trade Center San Diego and designed to help regional companies accelerate their global growth. [World Trade Center San Diego](#) is now accepting applications for 15 companies to participate in MetroConnect V, the fifth iteration of its flagship export assistance program. To learn more and apply, click [here](#).

Looking for more export education resources?

Please visit our GO-Biz Video Library for export related videos from our partners!

[Link to website](#)

Looking for more international opportunities?

Please visit the California Chamber of Commerce International events calendar!

[Link to website](#)