



September GO-Biz International Newsletter

Dear Economic Development Partner,

We'd like you to join this month's GO-Biz international monthly call. The call will be focused on California's trading relationship with China and will feature special guest Del Christensen, Chief of Global Business Development of the Bay Area Council to discuss their physical presence in China and the nuances of doing business in the world's largest consumer market. Register Today!

Topic: China

Date: 9/20/2019

Time: 2:30 PM PST

Dial-In details: (877) 402-9753 Passcode: 9557166 #

Register for the call [HERE](#)

Questions or Comments? Contact Max.Oltersdorf@gobiz.ca.gov

Why Join the Call: Learn about ways California is engaging with China and the nuances of doing business in the country. Learn about ways to get more involved with China related events originating from California and about delegations from China to the State.

IMPORTANT ANNOUNCEMENTS

Following are international trade and investment efforts happening at the state level

Lieutenant Governor to Lead a Mission to Mexico City

[CLICK HERE TO READ FULL PRESS RELEASE](#)

From October 1 - 4, Lt. Governor Kounalakis, with support from GO-Biz, will lead a CA government, business, academic and NGO delegation to Mexico focused around the theme: "Economy, Environment and Equity - Building Sustainability and Resiliency in the 21st Century." Attendees will participate in a conference at University of California's Casa de California, meet with business leaders from across Mexico and have high-level meetings with government officials.

GO-BIZ & CDFA ANNOUNCE \$600,000 FEDERAL GRANT TO SUPPORT SMALL BUSINESS EXPORTS

[CLICK HERE TO READ FULL PRESS RELEASE](#)

California received a \$600,000 grant from the U.S. Small Business Administration (SBA) to help California small businesses boost trade and exports abroad. GO-Biz and CDFA will use the funds as part of the California State Trade Expansion Program (STEP) to help California small businesses participate in activities like foreign trade shows and access foreign markets through trade promotion initiatives-- *Eligible applicants: California small businesses as defined by SBA and STEP program requirements.*

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!



THE FUTURE OF FOOD ROADSHOW OCTOBER 7-12, 2019 | SINGAPORE & HONG KONG [REGISTER TO JOIN](#)

The GlobalSF Future of Food Roadshow is an opportunity for brands, entrepreneurs, and investors in the food industry to gain critical insight, access strategic opportunities, showcase solutions, and form connections with the food innovation ecosystem in Asia. [READ MORE](#)



CHINA INTERNATIONAL IMPORT EXPO (CIIE) NOVEMBER 5-10, 2019 | SHANGHAI Bay Area Council Mission – [READ MORE](#) GlobalSF and City of Sacramento Mission – [READ MORE](#)

California businesses looking to showcase their products and services to the largest gathering of Chinese buyers won't want to miss the China International Import Expo (CIIE) in Shanghai from November 5-10, 2019. CIIE began last year as a national Chinese government initiative under Xi Jinping to increase imports to China's domestic market. It is the first multi-industry, import-dedicated exhibition in the world, providing new channels for countries and companies to do business and strengthen cooperation. This year, the Expo is expected to attract a whopping 400,000 Chinese buyers and 6,800 other overseas buyers and generate close to \$60 billion in transactions.

Several organizations in the state will be leading trade missions to China and will be participating at CIIE 2020. Take a look at their programming for opportunities to showcase your regions and for businesses to display their products and services!



**SOUTH KOREA WINE TRADE MISSION
NOVEMBER 18-22, 2019 | SEOUL**

[REGISTER TO JOIN](#)

The CalAsian Chamber of Commerce is leading a delegation of California wineries to Seoul, South Korea. This mission provides an opportunity for California wineries to meet pre-screened wine buyers and showcase your products to wine influencers in the market. [READ](#)

[MORE](#)



**CLEAN ENERGY AND ZERO EMISSION VEHICLE
TECHNOLOGIES TRADE MISSION TO MEXICO NOVEMBER 18-
22, 2019 | MEXICO CITY & PUEBLA** *EMAIL*
[ROD.HIRSCH@TRADE.GOV TO JOIN](mailto:ROD.HIRSCH@TRADE.GOV)

The United States Department of Commerce is organizing this trade mission to expand international business opportunities for U.S. exporters of clean energy products, services and technologies. This 4-day program will include matchmaking appointments; participation at a conference with government and industry speakers; roundtable discussions on energy, automotive and standards; automotive and wind power plant visits; and a networking reception organized by the U.S. Embassy. Participants will get the opportunity to connect with Mexican automakers (OEMs) such as Ford, FCA Group, Nissan, Audi, Volkswagen, tier 1 and 2 suppliers and potential partners, as well as federal, state and city government contacts.



**STEP: ARAB HEALTH 2020
JANUARY 27-30, 2020 | DUBAI, UNITED ARAB EMERATES**
EMAIL [CINDY.MA@TRADE.GOV TO JOIN](mailto:CINDY.MA@TRADE.GOV)

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.

Looking for more international opportunities?

Please visit the California Chamber of Commerce International events calendar!
[Link to website](#)