



Calling All California Small Business Exporters!
Join California's Global Connect Virtual Trade Missions

Cost: \$1,950 | [REGISTER HERE](#)
FREE for Qualified California Small Businesses

The California Governor's Office of Business and Economic Development (GO-Biz) has teamed up with Kallman Worldwide and the U.S. Commercial Service to offer California businesses an online series of virtual trade missions designed to link California suppliers directly with pre-screened international buyers, potential partners and buying authorities.

The pandemic has upended global priorities, companies are now addressing the immediate urgency of fighting the pandemic, while continuing with longer-term strategies to create value and safety in a competitive environment. These virtual trade missions are designed to connect California exporters to emerging sales opportunities in foreign markets.

Who Should Participate?

California small business exporters interested in the following sectors and markets:

Sectoral Focus:

- Aerospace
- Defense
- Security
- Health Tech
- Med Tech

Market Focus:

- Latin America
- European Union
- United Kingdom
- United Arab Emirates
- Middle East
- ASEAN
- Pacific Rim

Participation Benefits:

Participating firms will receive significant benefits from these virtual trade missions:

- One-on-one virtual matchmaking meetings with pre-screened buying authorities
- Gain access to government bidding projects and international tender opportunities
- Access to action-oriented market intelligence to get a step ahead of your competitors
- Industry Sector Analysis
- Do's and Don'ts of conducting business in given markets
- Establish relationships with a global network of trade promotion professionals dedicated to your global success.
- Minimal investment to achieve maximum results: GO-Biz will use funds allocated under the federal STEP program to subsidize the participation cost for qualifying California companies.

Virtual Trade Mission Series Dates:

STEP eligible small business can participate in up to two Geographic Regions of Focus free of charge.

Geographic Region of Focus: The Americas

August 2020	Chile	Airport and Civil Aviation Opportunities
September 2020	Colombia	Defense and Civil Aviation Opportunities
September 2020	Mexico	Defense and Civil Aviation Opportunities

Geographic Region of Focus: Europe & the Middle East

September 2020	United Kingdom	Healthcare Opportunities
October 2020	European Union	Aerospace Partnership Opportunities
October 2020	United Arab Emirates	Healthcare Opportunities
November 2020	Bahrain	Defense and Civil Aviation Opportunities

Geographic Region of Focus: Indo-Pacific

November 2020	Asia Pacific	Defense Opportunities
December 2020	ASEAN	Airport and Civil Aviation Opportunities

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STEP eligible small business participants can participate in up to two Geographic Regions of Focus free of charge. Registration is required and will be limited to 12 companies per mission. Small business eligibility requirements are listed [here](#). If you are a medium or large business interested in participating, please reach out to Peter McKenna.



GO-Biz is dedicated to enhancing the global competitiveness of California firms, creating market access opportunities, and increasing California exports. To learn more about you how you can receive assistance in connecting with international buyers or receiving support at trade events, visit our [website](#). This opportunity is brought to you by the GO-Biz California State Trade Expansion Program (STEP).



[Kallman Worldwide](#), a Strategic Partner of the U.S. Department of Commerce, is focused on helping U.S. businesses grow their share of global markets. Founded in 1963, Kallman Worldwide's programs enable U.S. exporters to maximize their marketing opportunities, cultivate meaningful business relationships, and account for a measurable return on their marketing investment. Kallman Worldwide provides advice, assistance and support services before, during and after professional in-person and digital trade events throughout the world.



U.S. Small Business
Administration

This opportunity is funded in part through the State Trade Expansion Program Grant with the [U.S. Small Business Administration](#)



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United States of America
Department of Commerce

The [U.S. Commercial Service](#) supports these upcoming California Virtual Trade Missions. The U.S. Commercial Service is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration. U.S. Commercial Service trade professionals in over 100 U.S. cities and in more than 75 markets help U.S. companies get started in exporting or increase sales to global markets.