

# CALIFORNIA GLOBAL CONNECT

GROWTH OPPORTUNITIES IN  
INFORMATION TECHNOLOGY & AEROSPACE  
*Connecting California to Global Markets*

CALIFORNIA - BAJA CALIFORNIA VIRTUAL TRADE MISSION  
MAY 3-4 & 6, 2021

## Calling California Small Business Exporters!

### Join the State of California's Virtual Trade Mission to Baja California

Since August of 2020, the **California Global Connect** program has provided 100+ California small businesses the opportunity to engage directly with international buyers, potential partners and buying authorities in various countries and sector industries. The next stop on our global opportunities tour is **Baja California!**

### OPPORTUNITY: MEXICO IT & AEROSPACE



California companies have a geographic advantage and are best poised to plug into Baja's supply chain. The time is now to meet potential business partners and build long term relationships!

**California companies with IT/electronics and aerospace products are highly encouraged to apply!**

During this mission, California companies will hear from, and be introduced to, potential business partners including government officials and prime contractors in Tijuana and Mexicali.

#### INVITED GUESTS:

##### May 3rd

- Plantronics
- FOXCONN
- CUBIC

##### May 4th

- Honeywell Aerospace
- Collins Aerospace
- SAFRAN Aerospace

##### May 6th

- Hutchinson
- Celestica
- EATON
- Sundance Spas

### MARKET DETAILS

Baja California has an extensive aerospace output and a robust IT/Electronics manufacturing industry, and yet still, more than 80% of all supplies are imported into Baja representing a strong sales opportunity for these industries in California.

### MISSION FORMAT

California delegates will first meet in a virtual group setting with key IT, electronics, and/or aerospace players from Tijuana and Mexicali who will explain their organizations' plans, priorities, and procurement processes. After the group presentations, California delegates will meet one-on-one with relevant authorities to present their products/services and receive immediate feedback on next steps forward. Based on interested received, additional one-on-one closed-door meetings will be arranged on May 6<sup>th</sup>.

California companies are invited to register [HERE](#) by April 23<sup>rd</sup>

Be sure to select "Mexico IT & Aerospace Virtual Trade Mission" from the list of activities.

This program is free of charge to qualified California small businesses, per SBA's small business guidelines.

***This opportunity is funded in part through a grant with the U.S. Small Business Administration.***

#### DATE:

May 3-4 & 6, 2021

(two half days of presentations on sales opportunities + half day of one-on-one meetings)

#### LOCATION:

Online

#### COST:

FREE for [California STEP Eligible Small Businesses](#); registration required.

#### REGISTER:

[Californiaexport.org/register](https://californiaexport.org/register)

Deadline: April 23<sup>rd</sup>

\* Select Mexico IT & Aerospace Virtual Trade Mission from activity list

#### SPACE IS LIMITED:

20 California Companies

#### PROGRAM QUESTIONS:

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#### ORGANIZED BY:



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