

CALIFORNIA GLOBAL CONNECT

GROWTH OPPORTUNITIES IN AUTOMOTIVE & AUTONOMOUS
TECHNOLOGY, MACHINE LEARNING & TRANSPORTATION SERVICES

Connecting California to Global Markets

VIRTUAL B2B EXPO:
SMART MOBILITY DRIVES EUROPE & EURASIA
JUNE 14-18, 2021

Calling California Small Business Exporters!

Join the U.S. Commercial Service's Virtual B2B Smart Mobility Expo to Europe and Eurasia



Since August of 2020, the **California Global Connect** program has provided 100+ California small businesses the opportunity to speak directly with international buyers, potential partners and buying authorities in various countries and sector industries. In the spirit of our virtual business to business matchmaking efforts, the California STEP program is supporting this U.S. Commercial Service-led B2B matchmaking effort!

OPPORTUNITY: EUROPE & EURASIA SMART MOBILITY



Every successful ecosystem is stimulated by technology. And right now, Smart Mobility & Intelligent Transportation Systems (ITS) industries will carry us to the next opportunity. The U.S. Commercial Service will connect U.S. exporters to foreign buying authorities from Europe & Eurasia.

WHO SHOULD PARTICIPATE?

- California companies with:
- automotive technology
 - machine learning technology
 - intelligent transportation systems
 - autonomous technology solutions



California companies will meet with pre-screened government/procurement officials, distributors, buyers, importers, partners, and industry multipliers recruited by our U.S. Embassy & Consulate colleagues. California companies will be pre-assessed to ensure products and services align with the participating foreign firm's objectives.

Meet with potential partners from 24 foreign markets:

- | | | | |
|------------------|-----------|---------------|------------------|
| • Austria | • Finland | • Kazakhstan | • Slovakia |
| • Belgium | • France | • Netherlands | • Spain |
| • Bulgaria | • Germany | • Norway | • Sweden |
| • Czech Republic | • Greece | • Poland | • Turkey |
| • Croatia | • Hungary | • Portugal | • Ukraine |
| • Denmark | • Italy | • Romania | • United Kingdom |

EVENT FORMAT

This 1/2-day, week-long Virtual B2B Expo will help California companies create dynamic business relationships from their desktop, explore new markets, and identify potential export sales leads immediately! California Exporters will also virtually connect with the U.S. Embassy Industry Experts to gain strategic intelligence and learn first-hand about real time market developments in-country.

California companies must first register with the US Commercial Services [Here](#). Once approved, interested California businesses can apply for the event subsidy offered by the California STEP program [Here](#).

This program is free to qualified California small businesses, per SBA's smallbusiness guidelines. Medium/large company participation cost is \$125.

DATE: June 14-18, 2021

LOCATION: Online

COST: \$125

CALIFORNIA OFFER:

FREE for the first 10 Qualified [California STEP Eligible Small Businesses](#) (subsidy is first come, first served)

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

REGISTER BY: June 9, 2021

PROGRAM QUESTIONS:

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HOSTED BY:



SUPPORTED BY:



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