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International Affairs and Trade December Newsletter

Welcome to this month's newsletter from the International Affairs and Trade team at the California Governor's Office of Business and Economic Development (GO-Biz).

Special Announcements



Diana Dominguez is the new Trade and Investment Representative for the Americas, Australia, and New Zealand

Diana joined GO-Biz as the Special Advisor for International Affairs and Trade in October of 2015. In that role she managed the international partnerships and export development planning of GO-Biz's International Affairs and Business Development unit, in addition to serving as the primary manager between GO-Biz and the California Department of Food and Agriculture (CDFA) in overseeing the implementation of California State Trade Expansion Program (STEP)-funded activities. Diana formerly served as the International Special Projects Manager at the Northern California Center for International Trade Development (CITD) from 2009 to 2015, where she coordinated and organized export/import seminars and foreign training delegations. She assisted the Director in leading over one hundred trade missions to and from California. In 2010, Diana served as the Statewide Ag Co-Coordinator to implement the Memorandum of Agreement between the CITD and the California Department of Food and Agriculture. Diana holds a bachelor's degree in political science with an emphasis in international relations from the University of California, Davis.

Jonathan Ziegler is the new Trade and Investment Representative for Europe, the Middle East, and Africa

Jonathan is a career specialist in international trade and investment whose work has specifically focused on supporting



governors and state offices in building international partnerships. After graduating from Seton Hall University with a degree in diplomacy and international relations, Jonathan began work at the International Trade Administration, where he assisted New Jersey businesses with the export process. He then relocated to Washington, DC, where he operated as an International Trade Specialist for the National Governors Association and a Senior Trade Analyst for the US Department of Commerce. Jonathan later accepted an opportunity to develop a new business attraction and accelerator program for the Research & Technology Park in the US Virgin Islands, which was a 2020 gold award-winner with the International Economic Development Council. After a decade of studying and working across the country, Jonathan finally made it back to his home state of California, where he is excited to utilize his skill set to support the state's commercial relationships with Europe, the Middle East, and Africa.



Mariana Guevara is the new International Analyst

Mariana previously worked as an International Business Development Specialist at the Sacramento Minority Business Development Agency (MBDA) Export Center, helping minority business enterprises expand into foreign markets, with a focus on Asia. Before joining the export center, Mariana completed an internship with the US Commercial Service at the US Embassy in Mexico City, where she helped American companies increase their exports to Mexico as part of the Embassy's mission. Before interning abroad, Mariana gained her international experience with the US Commercial Service in Sacramento, where she worked alongside the Director to help small- and medium-sized businesses. Mariana is originally from Torreón, Coahuila, Mexico, but considers herself a local of Sacramento. She graduated from California State University, Sacramento with a focus on international business and marketing. In her new role, Mariana will be primarily working on the STEP/ICEP program and supporting GO-Biz's efforts to serve small business exporters, in addition to a variety of other responsibilities.



Claire Gordon is the new Executive Fellow

Claire has joined the International Affairs and Trade team through the Capital Fellows Program, part of the Center for California Studies at California State University, Sacramento. She will be working as a full-time member of staff for GO-Biz until September 2022. Claire recently graduated from the University of St Andrews with a degree in international relations, and now that she has completed her studies she has returned to her hometown of Sacramento to begin her career. Prior to becoming an Executive Fellow she worked as a research assistant on an academic book project and a legislative intern in the California State Assembly.

The next meeting of the International Affairs and Trade Development Interagency Committee is scheduled for today at 2 pm. An agenda and log-in

details are available [here](#), where you can also find summaries and recordings of the previous committee meetings.

Upcoming GO-Biz Events



Singapore Airshow

*February 15–18, 2022
Changi Exhibition Center, Singapore
Aerospace and Defense*

Register for this event [here](#) by December 16, 2021

GO-Biz will be leading a delegation of small businesses from across the state to exhibit in a California Pavilion at Asia's largest airshow, a biannual event that brings together aerospace and defense businesses from around the globe. Attendees include high-level government and military delegations, as well as senior corporate executives. In addition to company exhibitions, the 2022 Singapore Airshow will include a conference, forums, and trade programs. California Pavilion participation costs are subsidized for businesses who qualify for STEP funding.

Click [here](#) for an event flyer with further details.



India Virtual Trade Mission

*March 7–11, 2022
Health Tech, Clean Tech, ICT*

Register for this event [here](#) by January 21, 2022

GO-Biz will be leading a virtual delegation of small businesses from across the state to participate in this trade mission. This is a great opportunity for eligible California businesses to establish relationships with procurement officials, distributors, buyers, importers, partners, and industry multipliers recruited by US Embassy and Consulate officials in India. Opportunity sectors include Healthcare Technology, Clean Technology, and Information and Communications Technology. Participating businesses will also have the ability to connect with US Embassy industry experts. Participation costs are subsidized for businesses who qualify for STEP funding.

Click [here](#) for an event flyer with further details.

World Smart Energy Week

*March 16–18, 2022
Tokyo Big Sight, Japan
Environmental Tech*

Registration for this event has closed



GO-Biz will be leading a delegation of small businesses from across the state to exhibit at World Smart Energy Week, a renewable energy trade show in Tokyo, Japan (remote access available) featuring nine expos: Hydrogen & Fuel Cell, Rechargeable Battery Technology, Smart Grid & Smart Communities, Zero Emission Thermal Power, Photovoltaic Power, Wind, Biomass, Decarbonization, and Resource Circulation. The event will also feature technical conferences with industry leaders. Participation costs are subsidized for businesses who qualify for STEP funding.

Click [here](#) for an event flyer with further details.



SelectUSA Investment Summit

*June 26–29, 2022
Washington, DC*

Registration for the California delegation coming soon

GO-Biz will be leading a delegation of economic development leaders from across the state to the SelectUSA Investment Summit in Washington, DC. Local leaders, innovation partners, and industry representatives will be welcome to apply to join the California delegation. The application will be open throughout the month of January and will be available on the GO-Biz website. Contact maria.onorato@gobiz.ca.gov with any questions.

Click [here](#) for an event website with further details.

Upcoming Partner Events



Briefing Session on Chinese Customs Decrees 248 & 249

*City of Sacramento, GlobalSF, and WTCLA
December 16, 2021 at 5 pm*

Register for this event [here](#)

The City of Sacramento, GlobalSF, and the World Trade Center Los Angeles (WTCLA), in partnership with the Consulate General of the People's Republic of China in San Francisco, bring you this briefing on two new customs decrees that may affect California food and agriculture exports to China. Decree 248 (Overseas Facilities Registration Regulation) and Decree 249 (Administrative Measures on Import and Export Food Safety) will be explained by an expert from the Bureau of Import and Export Food Safety, a division of the General Administration of Customs in China. There will be an opportunity to ask questions upon the conclusion of the briefing.

Click [here](#) for an event flyer with further details.



MADE IN USA

Webinar: Complying with the Made in the USA Labeling Standards

*US Department of Commerce
January 19, 2022 at 2 pm*

Register for this event [here](#)

The US Department of Commerce's International Trade Administration is hosting a free webinar to help guide companies on proper Made in USA labeling. For a product to have this label, it must meet specific criteria outlined by the Federal Trade Commission. Gain insights from the Federal Trade Commission on the essentials of Made in USA labeling, as well as California's statutory requirements.



Winter Fancy Food Show

*Specialty Food Association
February 6-8, 2022
Las Vegas Convention Center*

Register for this event [here](#) before December 17, 2021

The California Department of Food and Agriculture (CDFA) and the Western US Agricultural Trade Association (WUSATA) invite you to join this event, brought to you by the USDA's Foreign Agricultural Service. Fancy Food Shows present the most convenient and cost-effective opportunity to meet buyers from every major food/beverage buying channel in the US and around the world. Shows are strictly business-to-business (B2B), and all attendees are vetted to ensure they are active buyers and distributors. Participants must be [Specialty Food Association Members \(Tier 2\)](#) in good standing. Eligible California small businesses can apply for consideration of a California STEP financial reimbursement to recover select out-of-pocket costs, click [here](#) for more information.

Click [here](#) for an event flyer with further details.

Are you hosting an event that you would like to feature in this newsletter?
Please email gobiz.intltrade@gobiz.ca.gov

Training Opportunities & Informational Resources

Trade

[Resources & Tools on the GO-Biz Website](#) // A variety of helpful resources can be found on the GO-Biz website. This includes previous newsletters, forms for event promotion and delegation visits, and video sets that aim to assist businesses who are initiating or expanding their export activities.

Investment

[GO-Biz Consulting Services](#) // The GO-Biz International Affairs and Trade Team offers free, confidential services to international businesses looking to expand or relocate in California. Contact us for expert guidance on navigating the tax credits, grants, and financing assistance options available to your business. Email maria.onorato@gobiz.ca.gov for more information.

[California Business Comeback Guide](#) // This comprehensive guide to incentive programs, grants, and funding resources for businesses operating in California was compiled by the Business Investment Services team (CalBIS).

[Foreign Direct Investment in California, 2021](#) // A comprehensive annual report by the World Trade Center Los Angeles (in partnership with GO-Biz) on the status of foreign direct investment in California. Data is organized by California region, industry, and source nation.

[Foreign Direct Investment Factsheets by Source Nation](#) // One-page factsheets for twenty different countries that provide data on existing partnerships with California, key industries, and top destinations within the state.

Grant & Funding Opportunities

Trade

[State Trade Expansion Program \(STEP\)](#) // Eligible California small businesses can apply for funding through STEP in order to initiate or expand export activities. This can include trade show/mission attendance, translation services, and much more.

Investment

[California Competes Tax Credit \(CCTC\) & Grant Program \(CCGP\)](#) // Tax credits and grants available to businesses regardless of size, industry, or location. Businesses must create a minimum of 500 new full-time jobs, invest a minimum of \$10M in facility construction/renovation, and/or create jobs or make investments in an [area of high unemployment and/or high poverty](#) in order to be eligible. The next open application period is January 3–24, 2022. There will be three informational webinars for interested businesses on January [5](#), [13](#), and [18](#), 2022.

Other Resources from Our Partners

Click [here](#) for a list of our state and federal export assistance partners available by region.
Select any of the icons below to access that resource.



California's International Trade by the Numbers

This information was compiled using the most recent trade data from the [US Census Bureau](#) and the [California Trade Report](#) from Beacon Economics

Fast Facts

- ~ Supply chain congestion, rising transport costs, a stronger dollar, shortages of key components, declining electric vehicle exports, and a constantly evolving virus all served to restrain California's export trade in October, according to Beacon Economics
- ~ Year-to-date, the state's merchandise export trade amounted to \$145.861 billion, a 14.1% gain over this point last year (*it's important to note that October 2020 was the worst October for California exporters since 2012*)
- ~ The top four export destinations were Mexico, Canada, China, and Japan, respectively
- ~ 16.8% of US merchandise imports in October were to California, 7% higher than October 2020 and 15.6% higher than October 2019

Monthly Economic Snapshot:

California Year-over-Year Exports and Imports for the Month of October



California Small Business Export Success Stories

Hundreds of California small businesses have successfully utilized the State Trade Expansion Program (STEP) to initiate or expand their export activities. Visit the link below to learn more!

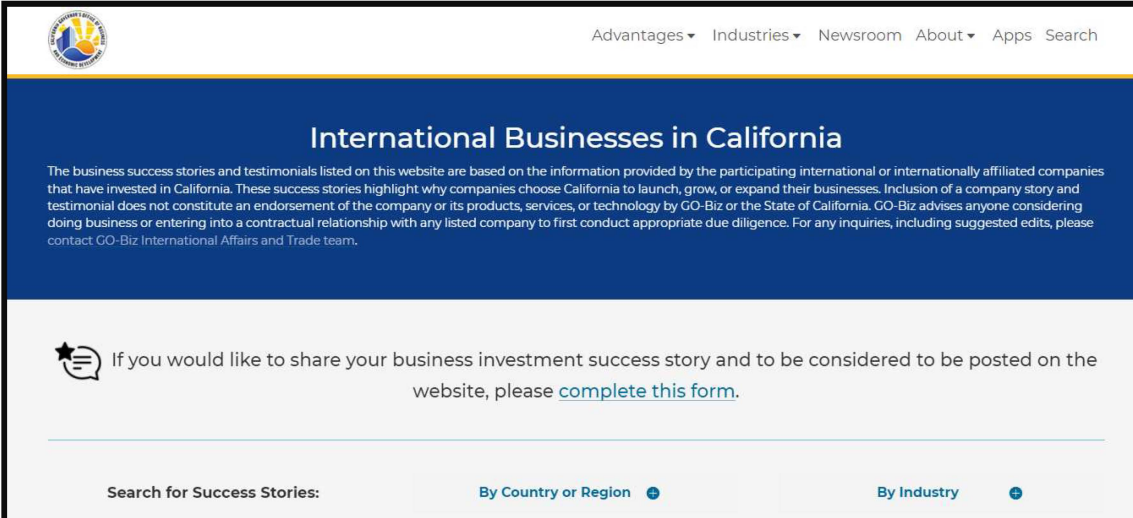
To see testimonials from California small businesses, click [here](#)


Do you have a California small business success story to share on our website? If so, please share your success story for consideration:

Share a California small business export success story

Foreign Direct Investment (FDI) Success Stories


Visit our new resource showcasing international businesses! This tool can be used to view profiles and testimonials from foreign firms who have invested in California. Click [here](#) to access this resource.





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International Businesses in California

The business success stories and testimonials listed on this website are based on the information provided by the participating international or internationally affiliated companies that have invested in California. These success stories highlight why companies choose California to launch, grow, or expand their businesses. Inclusion of a company story and testimonial does not constitute an endorsement of the company or its products, services, or technology by GO-Biz or the State of California. GO-Biz advises anyone considering doing business or entering into a contractual relationship with any listed company to first conduct appropriate due diligence. For any inquiries, including suggested edits, please contact GO-Biz International Affairs and Trade team.

 If you would like to share your business investment success story and to be considered to be posted on the website, please [complete this form](#).

Search for Success Stories: [By Country or Region](#)  [By Industry](#) 

Do you have an international business success story to share on our website? If so, please share your success story for consideration:

Share an international business success story

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