

# CALIFORNIA GLOBAL CONNECT INDIA VIRTUAL TRADE MISSION

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

## Opportunity Sectors:

- **Clean Technology** - India's decarbonization goal has the potential to expand its cleantech market to \$1 trillion by 2030. This means increased opportunities for water management systems, smart grid ICT (metering, communication, GIS/mobile technologies), energy management systems, and energy storage technologies
- **ICT** - With the world's second largest telecom market and over \$80 billion in ICT spending in 2021, India provides significant export opportunities in 5G, broadband infrastructure, telecommunications, digital transformation, data centers, and cyber security
- **Healthcare Technology** - Targeted products include medical devices, dental/lab equipment, diagnostic instruments, health related IT, and software



**Event Format:** This B2B matchmaking event will help California companies create dynamic business relationships from their desktop, explore new markets, and identify potential export sales leads immediately!

Participants will also receive access to a customized, pre-mission brief that will include an overview on doing business in India, opportunities in the CleanTech, ICT, and Healthcare sectors, and breakout Q&A sessions with CS India Commercial Specialists.

Approved California companies will meet with prescreened procurement officials, distributors, buyers, importers, partners, and industry multipliers recruited by U.S. Embassy and Consulate officials in India.

California companies will be pre-assessed to ensure products and services align with the participating foreign firms' objectives.

*California STEP eligible small business can apply to participate free of charge. Small business eligibility requirements are listed at [www.californiaexport.org](http://www.californiaexport.org). This opportunity is funded in part through a grant with the U.S. Small Business Administration.*

**Date:** March 7-11, 2022

**B2B meetings to be arranged during the hours of:**

6:30 PM - 9:30 PM (PST)

8:00 AM - 11:00 AM (IST)

**Location:** Online

**Cost:**

**Free to STEP eligible companies**

*Space is limited!*

**Registration Deadline:**

January 21, 2022

**Registration Link:**

<https://californiaexport.org/register/>

**Contact Information:**

**Jonathan Zeigler**

[jonathan.zeigler@gobiz.ca.gov](mailto:jonathan.zeigler@gobiz.ca.gov)

(279) 666-8635

**Jason Sproule**

[jason.sproule@trade.gov](mailto:jason.sproule@trade.gov)

(213) 894-8785



U.S. Small Business Administration

Organized by GO-Biz and the U.S. Commercial Service with support from the California STEP program