

[View this email in your browser](#)



---

## International Affairs and Trade January 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



#### Apply to Join Our Team!

The International Affairs and Trade team is hiring an Export Program Manager! Help grow the California State Trade Expansion Program (STEP) for the world's fifth largest economy. This is a tremendous opportunity to support small businesses across the state as part of a fantastic team. Click [here](#) for more details and to apply for this position. The application will remain open until January 13.

## Apply to Join the **CALIFORNIA** Delegation to SelectUSA

SelectUSA Investment Summit in Washington D.C.  
June 26-29, 2022



GO-Biz will be leading a delegation to the SelectUSA Investment Summit this June to attract more foreign businesses to our state. You can apply to join as an in-person delegate (~\$650) or a virtual delegate (~\$300). This delegation fee *includes the cost of registration for the event*. Click [here](#) for an event flyer with further details, and apply [here](#) to join the California delegation before the deadline on February 1. Please contact Maria Onorato at [maria.onorato@gobiz.ca.gov](mailto:maria.onorato@gobiz.ca.gov) with any questions.



### Calling All EDOs! Apply to Join Select USA's CleanTech Virtual Inbound Investment Mission

SelectUSA will host a CleanTech Virtual Inbound Investment Mission from February 14–18. Economic development organizations (EDOs) seeking to attract foreign direct investment in CleanTech to their region are invited to apply [here](#) by January 19 for an opportunity to schedule one-on-one meetings with 100+ vetted global CleanTech startups. Please email [SUSAEvents@trade.gov](mailto:SUSAEvents@trade.gov) with any questions.



### Ongoing STEP Funding Opportunities

The California State Trade Expansion Program (STEP) continues to fund eligible California small businesses for export activities through May 2022. Businesses can apply for reimbursement grant funding through STEP in order to initiate or expand export activities. This can include trade show/mission attendance, translation services, and much more. Click [here](#) to apply.

## Upcoming GO-Biz Events



### Emerging ZEV Industries: Innovation and the Go To Market

January 27, 2022 at 8:30 am  
ZEV and Hydrogen Vehicles

Register for this event [here](#)

GO-Biz has organized this workshop in partnership with Baden-Württemberg International (BW-i), the State Agency for New Mobility Solutions and Automotive Baden-Württemberg (e-mobil BW), LA Economic Development Corporation (LAEDC), and World Trade Center LA (WTCLA). Business leaders in zero-emission and hydrogen cars, trucks, buses, vans, and fleet vehicles will have the opportunity to connect with expert innovators from both California and Germany in this cutting-edge field. Ambitious clean energy goals drive innovation, and this workshop will showcase a number of innovative companies and the stories of how they got to market.

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



## Singapore Airshow

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

Registration for this event has closed

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 tech, clean tech, and information and communications tech. 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.

---



## China International Medical Equipment Fair (CMEF)

*April 7-10, 2022  
National Exhibition & Convention Center, Shanghai  
Healthcare*

Register for this event [here](#) by January 28, 2022

California small business exporters in the healthcare industry supply chain who join the USA pavilion at the biannual CMEF trade show will be able to connect with industry leaders from around the world. This event will feature scientific and technological innovation, new product launches, business matching, brand promotion, academic exchanges, trend insights, education, and training. Every CMEF attracts 7,000+ manufacturing enterprises from 30+ countries and regions, 600+ key opinion leaders and entrepreneurs, and 200,000+ government officials,

hospitals, end-users, agents, and distributors from 110+ countries and regions. The California STEP program will reimburse eligible California small businesses up to \$5,000 USD for international export trade show costs. *Due to the ongoing uncertainty regarding travel restrictions, businesses interested in participating should have a local representative in China who can attend the event in person.*

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

---

## Upcoming Partner Events



### Canadian Inbound Delegation to 2022 Winter Fancy Food Show

*February 6–8, 2022  
Las Vegas Convention Center  
Consumer-Oriented Food Products*

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

California, in coordination with the Western US Agricultural Trade Association (WUSATA), will be organizing an inbound delegation of Canadian buyers to attend the 2022 Winter Fancy Food show in Las Vegas. These pre-qualified buyers will be meeting with participating US companies for one-on-one, business-to-business (B2B) meetings during the show. Please contact Josh Eddy at [josh.eddy@cdfa.ca.gov](mailto:josh.eddy@cdfa.ca.gov) with any questions related to this event.

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

---



### SIAL America

*March 22–24, 2022  
Las Vegas Convention Center  
Food & Beverage Products*

Register for this event [here](#) by January 14, 2022

Join the Western States Pavilion at SIAL America! The trade exhibition will debut in Las Vegas, uniting the entire food community and showcasing all food and beverage categories to key importers, food service companies, distributors, retailers, and wholesalers. The SIAL Network has over 50 years of experience in delivering food events that provide critical business connections, inspiring content, and an unrivaled export platform. Please contact Josh Eddy at [josh.eddy@cdfa.ca.gov](mailto:josh.eddy@cdfa.ca.gov) with any questions related to this event.

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

---

## Central America Trade Mission & Business Conference

*International Trade Administration*





*March 27–April 1, 2022*

Conference Location: *Guatemala City, Guatemala*  
Trade Mission Locations: *Belize, Costa Rica, El Salvador, Honduras, Guatemala, & Panama*

*Various Sectors (see below)*

Register for this event [here](#) by January 28, 2022

Companies who attend this event will be able to gain market insights, make industry contacts, solidify business strategies, identify potential partners, advance specific projects, and conduct business-to-business (B2B) appointments with pre-screened potential buyers, agents, distributors, and joint venture partners. The mission is open to businesses from a cross section of industries with growing potential in Central America, but is focused on US companies representing best prospect sectors such as agriculture, medical equipment, safety and security, franchising, solar energy products, cybersecurity, design and construction, energy, education and training, disposable medical supplies, information and communications tech, equipment, cosmetics, plastics, travel and tourism, packaging equipment and machinery, construction equipment and services, and automotive parts, accessories, and services. This is one of a series of trade missions to Latin America organized by the US Department of Commerce's International Trade Administration as part of the Biden Administration's Root Causes Strategy, which seeks to increase and diversify trade between the US and Central America. Please contact Delia Valdivia at [delia.valdivia@trade.gov](mailto:delia.valdivia@trade.gov) with any questions regarding this event.

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

---



### **Cyber Security Business Development Mission to South America**

*International Trade Administration*

*April 4–8 & 11, 2022*

*Chile, Uruguay, Peru, Argentina (optional)*

*ICT, Security, & Critical Infrastructure Protection*

Register for this event [here](#) before all spaces are filled.

This mission aims to introduce US firms and trade associations to some of South America's most rapidly growing information and communication tech, security, and critical infrastructure protection markets. Companies who attend will be able to gain market insights, make industry contacts, solidify business strategies, identify potential partners, advance specific projects, and conduct business-to-business (B2B) appointments with pre-screened potential buyers, agents, distributors, and joint venture partners. This is part of a series of trade missions to Latin America organized by the US Department of Commerce's International Trade Administration. Please contact Gemal Brangman at [gemal.brangman@trade.gov](mailto:gemal.brangman@trade.gov) with any questions regarding this event.

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

---

**South America Trade Mission & Business Conference**



## *International Trade Administration*

*May 15–20, 2022*

Conference Location: *Sao Paulo, Brazil*

Trade Mission Locations: *Argentina, Brazil, Bolivia, Chile, Guayana, Peru, Paraguay, Suriname, Colombia, Ecuador, & Uruguay*

*Various Sectors (see below)*

Register for this event [here](#) by January 28, 2022

Companies who attend this event will be able to gain market insights, make industry contacts, solidify business strategies, identify potential partners, advance specific projects, and conduct business-to-business (B2B) appointments with pre-screened potential buyers, agents, distributors, and joint venture partners. The mission is open to businesses from a cross section of industries with growing potential in South America, but is focused on US companies representing best prospect sectors such as aviation, education, environmental tech, textiles, manufacturing equipment, medical equipment and devices/pharmaceuticals, agribusiness and agro-processing, construction equipment/road building machinery/building products/infrastructure/smart cities, digital economy, defense, franchising, travel and tourism, mining equipment and services, architecture and engineering services, water treatment and supply, alternative energy (renewable energy, storage, energy efficiency), food processing, waste management, packaging equipment, financial tech, safety and security equipment, information and communications tech, and oil and gas industry tech and services. This is part of a series of trade missions to Latin America organized by the US Department of Commerce's International Trade Administration. Please contact Laura Krishnan at [laura.krishnan@trade.gov](mailto:laura.krishnan@trade.gov) with any questions regarding this event.

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

Are you hosting an event that you would like to feature in this newsletter?

Please email [gobiz.intltrade@gobiz.ca.gov](mailto: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

[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).

---

## Grant & Funding Opportunities

### Trade

[Western US Agricultural Trade Association \(WUSATA\) FundMatch Program](#) // California's membership in WUSATA allows qualified small food businesses the ability to expand international marketing budgets for a variety of activities. The FundMatch program supports up to 50 percent on reimbursement of promotional expenditures related to trade shows, labeling, advertising, retail promotions, and much more. Visit the [WUSATA website](#) or email Josh Eddy at [josh.eddy@cdfa.ca.gov](mailto:josh.eddy@cdfa.ca.gov) to learn more.

### Investment

[California Competes Tax Credit \(CCTC\) & Grant Program \(CCGP\)](#) // These tax credits and grants are 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 current open application period will end on January 24, 2022. There will be two more informational webinars for interested businesses on January [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 disruptions, rising transport costs, a stronger dollar, and the ongoing pandemic all served to restrain California's export trade in November, according to Beacon Economics.
- ~ Year-to-date, the state's merchandise export trade amounted to \$160.744 billion, a 13.1% gain over this point last year (*it is important to note that November 2020 was the worst November for California exporters since 2015*).
- ~ California export volumes may not have significantly increased compared to previous years, but

due to rising inflation they are valued at a higher price, according to Christopher Thornberg of Beacon Economics.

~ The top four export destinations for California were Mexico, Canada, China, and Japan.

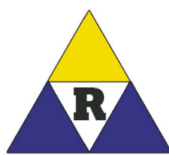
~ 16.2% of US merchandise imports in November were to California, representing a 3.5% decrease from the previous month.

### Monthly Economic Snapshot: California Year-over-Year Exports and Imports for the Month of November



---

### Featured Success Story



## RAMESHNI & ASSOCIATES TECHNOLOGY & ENGINEERING LLC

*"The information shared with us by the US Commercial Service, with funding from the State of California's STEP program, is exactly what we were looking for to support our export expansion efforts."*

~ Mahin Rameshni, P.E., President & CEO of RATE, 6.16.2021

Rameshni & Associates Technology & Engineering (RATE) is a woman-owned small business based in Pasadena, California since 2011. They are responsible for licensing sulphur technologies, gas processing, and decarbonization to achieve zero SO<sub>2</sub> and CO<sub>2</sub> emissions. Over the past 10 years, RATE has been granted more than 10 patents by the US Patent and Trademark Office, all related to advanced clean technologies that aim to meet environmental regulations by reducing SO<sub>2</sub> and CO<sub>2</sub> emissions. RATE has been trying to sell their technologies in countries like Kazakhstan that are required to comply with the new environmental regulations, but first had to raise awareness of advanced clean technologies.



RATE utilized California State Trade Expansion Program (STEP) funding to conduct a Virtual International Partner Search (IPS), a service offered by the US Commercial Service that assists export-ready U.S. businesses in identifying potential partners in international markets of interest. As a result, in October 2021, RATE signed a representation agreement with an engineering company in Kazakhstan that had been suggested as a potential partner in the final IPS report.

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

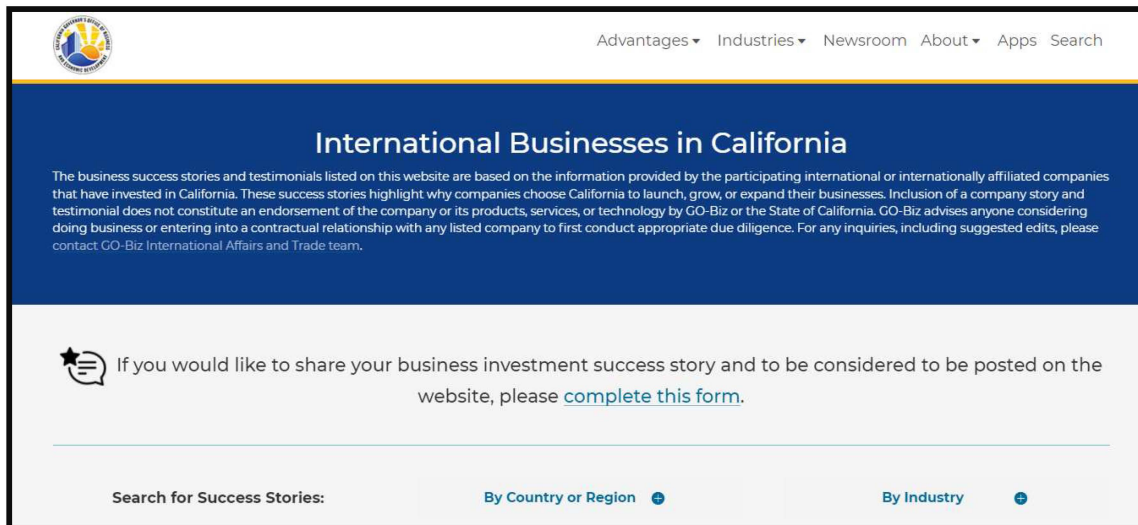
Do you have a California small business success story to share on our website? If so, please share your success story for consideration:

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.



The screenshot shows the homepage of the 'International Businesses in California' website. At the top, there is a navigation bar with links: Advantages, Industries, Newsroom, About, Apps, and Search. The main heading is 'International Businesses in California'. Below the heading, a paragraph states: '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.' Below this, there is a call to action: '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](#).' At the bottom, there is a search bar labeled 'Search for Success Stories:' and two filters: 'By Country or Region' and 'By Industry', both with plus icons.

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

---

Click [here](#) to subscribe to this newsletter

Send questions or feedback to [gobiz.intltrade@gobiz.ca.gov](mailto:gobiz.intltrade@gobiz.ca.gov)

---

## Contact the GO-Biz Service Desk



Website



Twitter



Facebook



LinkedIn



YouTube

---

*Copyright © 2022 California Governor's Office of Business and Economic Development, All rights reserved.*

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).

