

SMART MOBILITY

MOVES THE WORLD

VIRTUAL B2B EXPO



March 14, 2022 to
March 25, 2022



\$250 Voucher*

**Voucher applicable to 20 California
STEP eligible small businesses*



Virtual
Your Desk, California

CALLING CALIFORNIA SMART MOBILITY SMALL BUSINESS EXPORTERS!

The California Governor's Office of Business and Economic Development (GO-Biz) is supporting up to 20 California small businesses with a \$250 voucher to participate in the U.S. Commercial Service's Global Virtual B2B Smart Mobility Expo. Sign up to speak directly with international buyers, potential partners, and buying authorities from various countries.



OPPORTUNITY: SMART MOBILITY MOVES THE WORLD

Every successful ecosystem is stimulated by technology. And right now, Smart Mobility & Intelligent Transportation Systems (ITS) industries will carry us to the next opportunity.

WHO SHOULD PARTICIPATE?

Companies with the following solutions and technologies:

- Intelligent transportation systems
- automotive technology
- machine learning technology
- autonomous marine technology



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 40+ MARKETS (to include):

AMERICAS:

- Canada
- Mexico
- Brazil
- Chile
- Peru

EUROPE:

- France
- Germany
- Netherlands
- New Zealand
- Spain

ASIA:

- China
- Japan
- Malaysia
- Philippines
- South Korea

AFRICA:

- Algeria
- Egypt
- Jordan
- Nigeria
- South Africa

MIDDLE EAST:

- India
- Israel
- Pakistan
- Saudi Arabia

EVENT FORMAT

Throughout this two week-long virtual Expo, U.S. exporters will have the ability to schedule one-on-one virtual meetings with pre-screened overseas distributors, buyers, and multipliers. And vice-versa, foreign attendees will have access to reach out and schedule meeting with U.S. attendees. U.S. exporters can also request one-on-one meetings with U.S. embassy officials to gain insights into real-time market access.

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](#).

California Offer:

\$250 voucher to offset 100% of participation costs for California STEP eligible small businesses (first-come-first-served)

Voucher Application:

californiaexport.org/register/

**select "March 2022 Smart Mobility Virtual B2B Global Expo"*

Voucher Application Deadline:

March 11, 2022

B2B Expo Info:

<https://bit.ly/3BQ6t84>

Voucher Questions:

Mariana Guevara

Mariana.Guevara@gobiz.ca.gov

Diana Dominguez

Diana.Dominguez@gobiz.ca.gov

Expo Questions:

Hector Rodriguez

Hector.Rodriguez@Trade.gov

Leticia Arias

Leticia.Arias@trade.gov

Michael Rosales

Michael.Rosales@trade.gov

ORGANIZED BY:



SUPPORTED BY:



The subsidy is funded in part through a grant with the California Governor's Office of Business and Economic Development (GO-Biz).