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International Affairs and Trade February 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



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



Economic Incentives & Tax Credits Webinar for California Manufacturers

*February 15, 2022 at 10:30 am
Manufacturing*

Register for this event [here](#)

Co-hosted with [California Manufacturing Technology Consulting](#) (CMTC), this webinar will provide practical guidance to California manufacturers on economic incentives, resources, and workforce training funding that can help them to save money and foster growth. Topics will include partial sales and use tax exemption, workforce training funding (ETP), the California Competes Tax Credit (CCTC), the New Employment Tax Credit, sales and use tax exclusion, R&D

tax credits, new grants, and other resources – including no-cost assistance. There will be opportunity for a Q&A session at the end of the event.

Upcoming Partner Events



Virtual Event: Annual Global Economic Outlook

*San Diego State University
February 9, 2022 at 11 am*

Register for this event [here](#)

San Diego State University's annual Global Economic Outlook will be presented at this virtual event, with speaker Dr. Aditya Bhawe of Bank of America's Global Research Team. Advance registration is required.



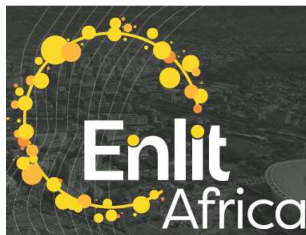
Webinar: A Greener Saudi – Water Opportunities

US Commercial Service

*February 14, 2022 at 11 am
Saudi Arabia
Water and Wastewater Treatment*

Register for this event [here](#)

The US Consulate General in Dhahran, Saudi Arabia invites you to a special webinar featuring The National Water Company (NWC), a Saudi joint stock company fully owned by the government (namely the Public Investment Fund), which was established to provide water and wastewater treatment services in accordance with the latest international standards. The speakers at this event will discuss the opportunities in the country and review the vendor requirements for US companies interested in NWC tenders/procurements. Invited speakers will also address the country's plans to invest heavily in new water and wastewater treatment solutions. There is a \$25 fee for those who wish to attend. This event is part of "A Greener Saudi," a multi-month virtual program designed to promote education and business development opportunities in the Saudi Arabia market. Please contact Haisum Shah at haisum.shah@trade.gov with any questions regarding this event.



Webinar: Enlit Africa 2022

*US Commercial Service
February 17, 2022 at 8 am
Energy and Water Tech*

Register for this event [here](#) by February 15, 2022

Join the US Commercial Service, Power Africa, and the Vuka Group for a one-hour webinar for US

firms in the power generation, power distribution, and water resources management sectors who are interested in expanding into or increasing their presence in sub-Saharan Africa's energy market. With a population of over one billion people in the region, and an estimated combined economy of \$1.5 trillion, there is a wealth of opportunities for developers, operators, and investors. California companies are encouraged to attend this informative webinar. Please contact Rod Hirsch at rod.hirsch@trade.gov with any questions regarding this event.

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



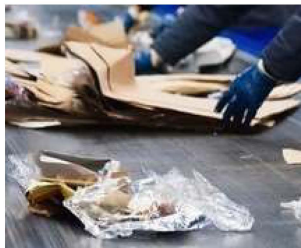
Webinar: Managing International Trade Credit Risk

*US Commercial Service
February 22, 2022 at 10 am*

Register for this event [here](#)

The US Commercial Service has partnered with Meridian Finance Group and the LA Regional Export Council (LAREXC) to bring you this webinar on international credit management. Participants will learn about today's longer terms and slower payments from other countries, why and how to reevaluate foreign customers' creditworthiness, credit risks arising from supply chain disruptions and economic recovery, and macroeconomic factors that mask underlying customer credit issues, as well as tools, techniques, and best practices for international credit management. Participation is free with registration. Please contact Rachid Sayouty at rachid.sayouty@trade.gov with any questions regarding this event.

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



Webinar: The Australian Market for Waste Management and Recycling Solutions

*US Commercial Service
February 23, 2022 at 2 pm*

Register for this event [here](#)

Please join this conversation to help provide US suppliers of waste management and recycling solutions with an understanding of the Australian market, the opportunities that exist there, and practical steps to developing and implementing a market entry strategy. There will be presenters from Australia's national waste management firms as well as importers and distributors of existing solutions. There is a \$25 fee for those who wish to attend. Please contact Jacqueline Roeder at jacqueline.roeder@trade.gov or Lauren Platz at lauren.platz@trade.gov with any questions regarding this event.



Webinar: Cosmetics Opportunities in Costa Rica

*US Commercial Service
February 24, 2022 at 11 am*

Register for this event [here](#)

Attendees of this event will be able to identify market opportunities and learn how their business can take advantage of recent changes to the registration guidelines in Costa Rica. There will be opportunities to gain insight from local representatives, including a law firm who will explain the revised registration timeline and requirements – which have reduced the registration time for most US products down to one day – and a distributor who will give an overview of the Costa Rican and Central American markets, with additional information on what to expect when entering the cosmetics sector. US Commercial Service representatives will update participating US companies on future opportunities to engage with buyers from Costa Rica and Central America. Please contact Bobby Hines at bobby.hines@trade.gov with any questions regarding this event.

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



WELLTI Summit at Trade Winds Middle East and Africa

*March 2–10, 2022
Dubai, United Arab Emirates*

Registration for Trade Winds has now closed, but registrants still have the opportunity to participate in this concurrent event

Women Empowered Leave Legacies Through Trade and Investment (WELLTI) will be holding a summit in conjunction with Trade Winds Middle East and Africa 2022, the largest US government-led trade mission and business development forum in the world. The WELLTI Summit is an opportunity for women-owned and women-led businesses to connect and access resources for doing business in the Middle East and Africa region. Participants will also be invited to a series of events and networking opportunities designed to support and enhance women engaging in international trade, in addition to having full access to Trade Winds Business Forum programming.

Click [here](#) for an event flyer with further details about the WELLTI Summit.



Smart Mobility Moves the World

US Commercial Service

*March 14–25, 2022
31 foreign markets (see [event website](#) for complete list)
Smart Mobility, Intelligent Transportation Systems, Machine Learning, and Autonomous Maritime Technology*

Register for this event [here](#) by March 11, 2022

Join the US Commercial Service for the world's first 24-hour, 2-week global networking event. This event will help businesses create dynamic relationships and identify potential export sales immediately with pre-screened foreign government procurement representatives, buyers, distributors, partners, and multipliers. US businesses will also virtually connect with US Embassy industry experts to gain strategic intelligence and learn first-hand about real time market developments in-country. If your business operates in one of these sectors and you want to sell your products/services or increase your market share internationally, this event is for you. Please contact Alexandra Machetanz at alexandra.machetanza@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 with any questions regarding this event.

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



Aerospace & Defense Supplier Summit (A&DSS)

BCI Aerospace

April 11-13, 2022

Seattle, WA

Aerospace and Defense

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

This is a supply chain event that brings together aerospace and defense primes, tier suppliers, and contract-manufacturers. Suppliers and service providers, as well as engineering, procurement, supply chain, fabrication, and commodity teams, will meet through pre-arranged one-on-one meetings. The 2021 virtual A&DSS brought together 1,000 delegates from 550+ companies representing 25 countries, and each company landed an average of 14 pre-arranged meetings. Please contact Diana Dominguez at diana.dominguez@gobiz.ca.gov with any questions

regarding this event. Participation costs up to \$1,000 USD may be subsidized for businesses who qualify for STEP funding.

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



Cosmoprof Worldwide Bologna

Bologna Fiere

April 28–May 2, 2022

Bologna, Italy

Beauty and Cosmetics

Register for this event [here](#)

Cosmoprof Worldwide Bologna is a tailor-made fair divided into three different trade shows dedicated to specific industries and distribution channels, with each show opening and closing on different dates in order to make the visit easier for professionals and maximize business and networking opportunities. Cosmopack is the leading international event fully dedicated to the entire supply chain of the cosmetics industry: ingredients and raw materials, contract and private label manufacturing, packaging, applicators, machinery, automation, and full-service solutions. Cosmo Perfumery & Cosmetics is the show dedicated to perfumery and cosmetics products, featuring a selection of the best brands distributed in the different retail channels. Cosmo Hair & Nail & Beauty Salon offers an optimized layout for distributors, owners, and professionals from beauty centers, wellness centers, spas, hair salons, and hotels. There is a wide selection of goods from the best suppliers of products, equipment, furnishings, and services meant for the professional world of hair, nails, and beauty salons/spas. Participation costs are subsidized for California businesses who qualify for STEP funding; interested applicants should apply for ICEP funding and note their interest in this event in their application.

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



Clean Air Virtual Trade Mission to India

US Commercial Service

May 4–6, 2022

India

Environmental Tech

Register for this event [here](#) by March 15, 2022

Join the US Commercial Service for a virtual trade mission promoting US pollution control solutions exporters. The mission will focus on environmental technology subsectors related to air quality monitoring, indoor air quality, weather forecasting, and pollution control – all key issues in India impacting environmental and human health, as well as economic development. The virtual event will showcase live panels featuring state and local government officials, industry leaders, and senior officials from the US Embassy in Delhi and US Consulates from across India. Participating US companies will be able to gain market insights, make industry contacts, meet with government agencies, solidify business strategies, advance specific projects, identify potential partners and buyers, and participate in virtual introductions. They will also have the

opportunity to attend customized business-to-business (B2B) matchmaking appointments in India with pre-screened potential buyers, agents, distributors, and partners. Please contact Haisum Shah at haisum.shah@trade.gov or Jing Liu at jing.liu@trade.gov with any questions regarding this event. Participation costs are subsidized for California businesses who qualify for STEP funding.

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



Minority Business-Focused Trade Mission to Italy, Spain, and Portugal

International Trade Administration

May 15–21, 2022

Milan, Madrid, and Lisbon

ICT, Safety and Security Tech, Environmental Tech, and Energy

Register for this event [here](#) by March 4, 2022

The goal of this executive-led trade mission is to connect US minority businesses and trade associations in the ICT, safety and security technology, environmental technology, and energy sectors with pre-screened business prospects in these Southern European markets. Participants will have the opportunity to receive market insights from US International Trade Administration experts and US companies already operating within the region. They will also conduct appointments with pre-screened potential buyers, agents, distributors, and joint venture partners, as well as with local government officials and industry experts, where applicable. This mission is being organized by the US Department of Commerce's International Trade Administration. Please contact Fernando Jimenez at fernando.jimenez@trade.gov with any questions regarding the event. Participation costs are subsidized for California businesses who qualify for STEP funding.

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

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

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 to learn more.

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](#)

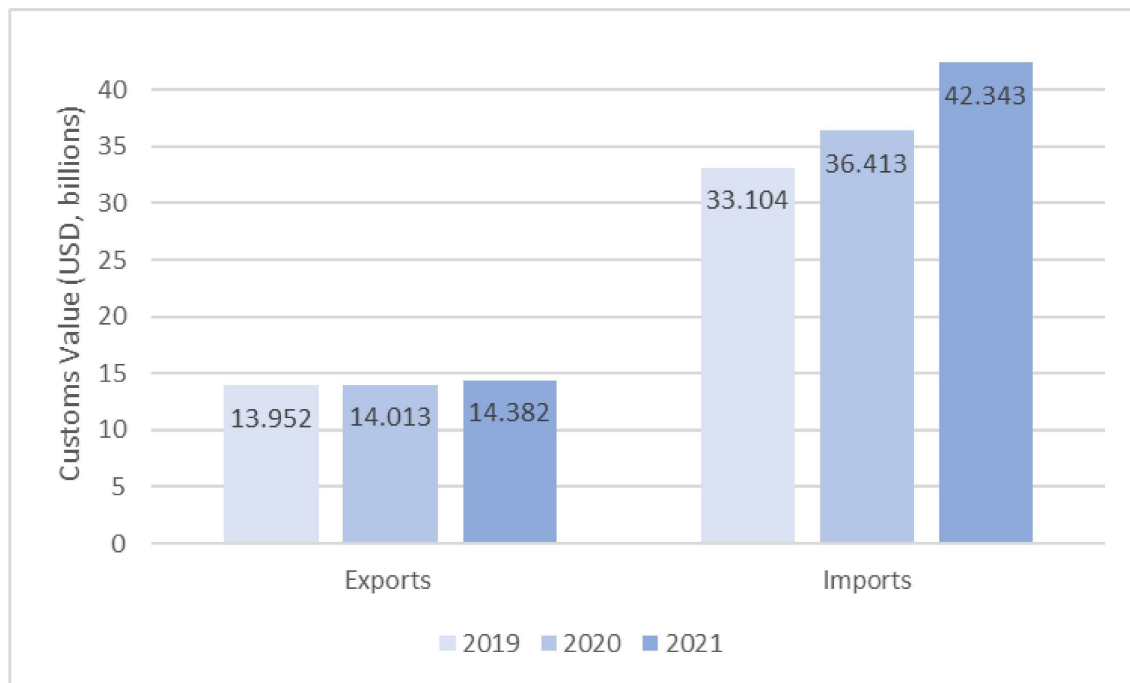
Fast Facts

- ~ The top five export destinations for California were Mexico, Canada, China, and Japan.
- ~ California was the state of destination for 16.4 percent of national imports in December 2021, a slight increase from 16.2 percent in November.
- ~ California's share of national exports declined from 9.5 percent in November 2021 to 9 percent in December. The state's year-over-year share of exports also declined at a rate of 17 percent, from 10.6 percent in December 2020 to 9 percent in December 2021.
- ~ The upcoming March 2022 newsletter will feature more information on 2021 trade trends overall.

*Commodity type determined by HS code.

Monthly Economic Snapshot:

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



Featured Success Story



"Chile was a successful virtual conference for us that turned into actual business."

– Terry Lee, Chief Operating Officer, Hill Flight Support LLC, 2/18/2021

[Hill Flight Support](#) of Chatsworth, California has been in business since 1973, providing high quality parts and accessories to support fixed and rotary wing U.S. Military aircrafts. They had done business in Chile in the past, but sales had been cold for about seven years, until they participated in California Global Connect Virtual Trade Mission to Chile in August 2020. This U.S. Department of Commerce–certified virtual trade mission was part of a ten–part series organized by the State of California’s GO–Biz office, in partnership with Kallman Worldwide and with the support of the U.S. Small Business Administration State Trade Expansion Program (STEP), to link California civil aviation and defense suppliers with the Chilean buying authorities. During this two–part mission, California delegates first met in a virtual group setting with key players from Chilean defense maintenance agencies, government ministries and commercial airlines who explained their organizations' plans, priorities, and procurement processes. After the group presentations, California delegates held virtual one–on–one meetings with relevant authorities to present their products/services and receive immediate feedback. Hill Flight Support representatives virtually met one–on–one with the buyer's Chief of Sales, Aftermarket and Contracts, in addition to the buyer's staff from the maintenance and procurement department.

The conversation focused on overhaul work for the F-5. Since then, three purchase orders totaling around one million dollars have been fulfilled for F-5 overhaul.


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.




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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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