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International Affairs and Trade April 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. Businesses may [visit the STEP website to apply for funding](#).

Upcoming Events Organized or Supported by GO-Biz



California-Mexico Aerospace Business Summit

*May 12, 2022
Downtown Los Angeles
Aerospace and Defense*

[Register for this event](#) by April 29, 2022.

California small businesses who attend the California-Mexico Aerospace Business Summit will have the opportunity to meet with an inbound business delegation of Mexican buyers, potential partners, and buying authorities from major aerospace clusters of Mexico. After first meeting in a group setting to learn about the plans, priorities, needs, and procurement processes of the

Mexican delegation members, California delegates will meet one-on-one with relevant authorities to present their products/services. California participants will also have the option to request one-on-one meetings with U.S. embassy officials to gain insights into real-time market access. Key opportunity sectors include civil and commercial aviation, aircraft maintenance, airport equipment and services, aircraft components, aviation and helicopter services, and defense. Please [contact Diana Dominguez](#) with any questions regarding this event. Participation is free for California businesses who qualify for STEP funding.

Please [see the event flyer](#) for further details.



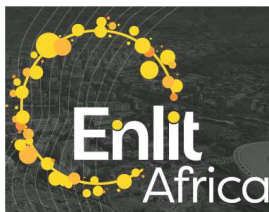
U.S. Pavilion at Milipol Asia-Pacific

*May 18–20, 2022
Sands Expo and Convention Centre, Singapore
Defense and Security*

[Register for this event](#) by April 8, 2022.

Kallman Worldwide is organizing a U.S. Pavilion at Milipol Asia-Pacific, the region's leading international event for homeland security. Participants will be able to connect with high-level law enforcement, counterterrorism, and public safety delegations from the APAC region and 10,000 security industry professionals from around the world. Benefits for participating businesses include an individual Turnkey Booth within the U.S. Pavilion, an entry in the Official Milipol Asia-Pacific Catalogue, and access to U.S. Pavilion events such as the opening ceremony, networking mixer, and market briefing. Please [contact Henan Li](#) with any questions regarding this event. Participation costs up to \$5,000 USD are subsidized for California businesses who qualify for STEP funding.

Please [see the event flyer](#) for further details.



Enlit Africa 2022

U.S. Commercial Service and Power Africa

*June 7–9, 2022
Cape Town, South Africa
Energy and Water Technology*

[Register for this event](#) by May 30, 2022.

The U.S. Commercial Service is partnering with Power Africa to recruit U.S. energy and water technology companies, along with international buying delegations from Sub-Saharan Africa, to attend Enlit Africa 2022. Formerly PowerGen Africa – African Utility Week, Enlit Africa 2022 is the leading conference and trade exhibition for African power, energy, and water professionals. The Corporate Executive Office (CEO) Program is available to qualified US businesses that are seeking to enter or expand their share of the Sub-Saharan Africa energy market. It offers a unique, cost-effective way for these businesses to attend the show and benefit from pre-scheduled meetings and other value-added support services. Please [contact Jonathan Zeigler](#) with any questions regarding this event. Participation costs are subsidized for California businesses who qualify for STEP funding.

Please [see the event flyer](#) for further details.



California Agricultural Export Training Program (CalAgX) Training Series

*Fresno CITD, CDFA, State Center Community College District,
and the U.S. Commercial Service*

*May 12–June 14, 2022 (Weekly)
Food and Agriculture*

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

The Fresno Center for International Trade Development (CITD) is partnering with the California Department of Food and Agriculture (CDFA), State Center Community College District, the U.S. Commercial Service, and GO-Biz to launch a ten-part export training program for California food and agriculture companies. This training program, focusing on new-to-export agricultural businesses, will help companies prepare and succeed in international markets. Attendees will learn from industry experts on issues related to logistics, finance, documentation, and import regulations. CalAgX will hold this live online training for two hours every Wednesday, from May 12 to July 14, 2022. In order to be eligible to participate, businesses must be in business for at least one year, based in California, and with product(s) grown and produced in California. Visit the [CalAgX website](#) or see the flyer below for more information regarding this event. Use code CALAGXGBIZ to receive a 25% discount on your registration fee.

Please [see the event flyer](#) for further details.



Exporting 101: Pathways to International Markets

*Fresno CITD
[August 24](#) and [November 9, 2022](#)
All Sectors*

Register for your preferred date using the links provided above.

The Fresno Center for International Trade Development (CITD) has partnered with the State Center Community College District, the U.S. Commercial Service, and GO-Biz to offer this introductory export training, which will take place twice in 2022. Participants will learn about the process of exporting U.S. products, keys for successful exporting, the export documentation process, and much more. Anyone who is considering exporting is encouraged to attend, from entrepreneurs to business students. Members of any industry will benefit from this workshop, but target industries include manufacturing, equipment, and food and beverages. Please [contact Frank M. Nuñez](#) with any questions regarding this event. Use code EXPORTGBIZ to receive a 25% discount on your registration fee.

Please [see the event flyer](#) for further details.

Upcoming Events from Our Partners



United States–Mexico–Canada Agreement (USMCA) Small and Medium Enterprise (SME) Dialogue

*USTR, U.S. Department of Commerce, and SBA
April 22, 2022 at 7 am*

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

The USMCA SME Dialogue is convened by the Office of the U.S. Trade Representative, the U.S. Department of Commerce, and the U.S. Small Business Administration (SBA), together with the Global Affairs Canada and Canada's Trade Commissioner Service, and the Development Productive Unit and the Vice Ministry of Foreign Trade of the Ministry of Economy of Mexico. The Dialogue brings together small- and medium-sized businesses and stakeholders, including those representing underserved communities, with government officials to discuss strengthening regional trade and investment with USMCA, enhancing cooperation on issues of mutual interest to SMEs, and helping more small businesses benefit from the USMCA, which will foster economic growth and jobs in communities across North America. Topics for discussion include USMCA small business trade resources for exporting and importing under USMCA; SMEs sharing their best practices for trading across the U.S., Canada, and Mexico; and small business COVID-19 recovery resources. Participation in this free virtual event is open to SME stakeholder communities in the U.S., Canada, and Mexico, but space is limited online and inclusion is not guaranteed, so early registration is encouraged. Please [contact the USTA SBDC International Trade Center](#) with any questions regarding this event.

Please [see the event flyer](#) for further details.



National Association of Broadcasters (NAB) Show

U.S. Commercial Service

*April 23–27, 2022
Las Vegas Convention Center
Media and Entertainment*

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

This year's NAB Show will offer an entirely reimagined experience to help discover the innovations and solutions driving the future of the media and entertainment industry. Attendees will be able to pick from among three collections of exhibits and networking opportunities: Create, Connect, and Capitalize. Participants who are looking for international buyers, market intelligence, or other export-related knowledge should visit the International Trade Center hosted by the U.S. Commercial Service. International Trade Specialists will be in the lounge located in the West Hall of the Las Vegas Convention Center, eager to answer your questions free of cost. Stop by to learn more on how to connect with the international buyers from 20+ countries that have been recruited by the U.S. Commercial Service to attend the show – no appointment necessary! Please contact [Christina Parisi](#) with any questions regarding the International Trade Center or the NAB Show itself. Attendees can receive a free Exhibits Pass and \$100 off a Conference Pass with discount code ID116.

Please [see the event flyer](#) for further details.



Webinar: Showcasing the International Success of Arab and Middle Eastern–Owned and Led Businesses

*U.S. Commercial Service: Global Diversity Export Initiative (GDEI)
April 27, 2022 at 11 am*

[Register for this event.](#)

Join the U.S. Commercial Service for the third event in its 'From Local to Global: Celebrating Diversity' event series, which celebrates April as National Arab American Heritage Month. In this free webinar, participants will have the opportunity to participate in an interactive discussion on how Arab and Middle Eastern–owned and led Southern California–based companies have successfully grown their businesses internationally.



2022 Select LA Investment Summit

World Trade Center LA and LA County EDC

*June 22–23, 2022
Los Angeles*

[Register for this event.](#)

World Trade Center LA and the LA County Economic Development Corporation will be jointly hosting the 2022 Select LA Investment Summit, the region's only event focused on attracting and connecting international companies to the LA area. The 2022 event will focus on global sustainability with special emphasis on hydrogen, electric vehicles, climate infrastructure, and the circular economy. Select LA provides international and local businesses with a comprehensive understanding of the region's investment ecosystem with actionable insights that can guide key business decisions. Through matchmaking technology and over four hours of networking, Select LA offers the perfect environment to create and foster new relationships that result in investment opportunities. There will be an array of opportunities to match international investors with local partners, such as table exhibits, one-on-one interactions, plenary panels, and breakout sessions led by local and international executives. Just as important as a connection is understanding the local processes and protocol to ensure successful transactions, which is why attendees will include state and local government officials in addition to private businesses.

Please [see the event program](#) for further details.

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

Please use our [Event Submission Form](#).

Training Opportunities & Informational Resources

Trade

[Business Resource Guide: Showcasing the International Success of Women-Owned and Led Businesses](#) // This guide compiled by the U.S. Commercial Service as part of its Global Diversity Export Initiative (GDEI) provides information on the panelists from their March webinar for women-owned and led businesses, as well as an overview of the federal, state, and local resources available to all small business exporters.

[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).

[California Climate Investments Newsletter](#) // [California Climate Investments](#) is a statewide initiative that puts billions of cap-and-trade dollars to work reducing greenhouse gas emissions, strengthening the economy and improving public health and the environment—particularly in disadvantaged communities. Their monthly newsletter includes helpful information such as recent announcements, funding opportunities, and other resources for businesses in relevant sectors.

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 [contact Josh Eddy](#) to learn more.

[Market Development Cooperator Program \(MDCP\)](#) // MDCP, the International Trade Administration's (ITA) most successful export assistance program, will be accepting applications from non-profit industry groups through May 13, 2022. Successful applicants will receive up to \$300,000 in federal funding for innovative and sustainable projects that address trade barriers, enhance industry competitiveness, and generate exports that create or sustain US jobs. Past MDCP grant recipients have generated over \$334 in exports for every \$1 of ITA funding. Visit the [ITA website](#) for more details or to [request an MDCP eligibility check](#) for your organization.

Investment

[Research and Development \(R&D\) Tax Credit](#) // Governor Newsom recently signed a package of bills that will boost California's continuing economic recovery by investing in businesses that are creating jobs and providing essential goods and services to our communities. This [legislative package](#), developed in partnership with the Legislature, restores the tax credit for investments in research and development, including basic research, that are the foundation of California's unmatched innovation economy. Foreign-owned business may qualify for this income tax credit if they paid for or incurred qualified research expenses while conducting research activity in California. Qualifying research expenses include wages, supplies, and contract research costs.

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

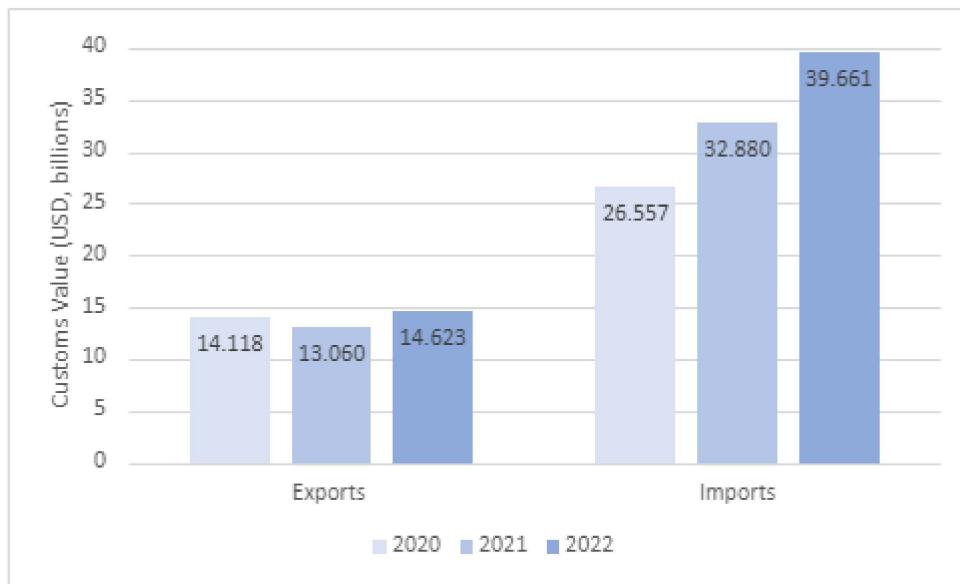
This information was compiled using the most recent trade data from the [U.S. Census Bureau](#).

Fast Facts: February 2022

- ~ The top five export destinations for California were Mexico, Canada, China, Japan, and Korea.
- ~ California's share of national exports continued to increase, from 9 percent in December 2021 to 9.3 percent in January 2022 to 9.7 percent in February 2022. However, this still represented a decrease in the state's year-over-year share of national exports, which was 10.5 percent in February 2021.
- ~ California was the state of destination for 16.9 percent of national imports in February 2022, an increase from 16.3 percent the previous month.
- ~ State export volumes rose above pre-pandemic levels in February 2022, after experiencing a year-over-year decrease in February 2021. Exports increased by 3.5 percent compared to 2020 and 11.9 percent compared to 2021, while imports steadily increased by 49.3 percent compared to both 2020 and 2021.

Monthly Economic Snapshot:

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



Featured Success Story



Aero Turbine, Inc. (ATI) is a U.S.-owned small business located at the Stockton Metropolitan Airport, and is the trusted provider for current U.S. Air Force, Navy, NASA, and foreign military customers, as well as a provider of critical support services to U.S. Government (USG)-contracted adversary aircraft providers. ATI has more than 20 years of experience in the repair, maintenance, and overhaul of J85 engines, and is the only U.S. Air Force-certified MRO provider for the J85 engine.

In 2020 and 2021, Aero Turbine, Inc. utilized tools from the USG and the State of California to further their international expansion efforts with Mexico. With State Trade Expansion Program (STEP) funding, ATI received market counseling, global website review, research, trade show, and business meeting support. ATI also received USG advocacy support for its negotiations with the Mexican Air Force (FAM/SEDENA) on a Phase Assistance and Support Program (PASP) to repair and overhaul 12 J85 engines of FAM's F5 fighter jets. The value of this contract is estimated to be \$12 million USD. As a result, ATI was able to hire an additional 11 employees.

On March 24, 2022 Aero Turbine, Inc. received the Export Achievement Certificate as a result of this success. The Certificate, awarded by the U.S. Department of Commerce's International Trade Administration, was created to recognize small and medium-sized enterprises that have successfully entered the international marketplace for the first time or that have successfully entered a new market.


Visit the [STEP success stories page](#) to see more testimonials from California small businesses.

Do you have a California small business success story to share on our website, or in a future newsletter? 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](#).




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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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