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## International Affairs and Trade August 2023 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).

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### Upcoming Events Organized or Supported by GO-Biz



#### MEDICA CEO Program

*November 13-16, 2023  
Düsseldorf, Germany*

Registration Contact: [patricia.utterback@gobiz.ca.gov](mailto:patricia.utterback@gobiz.ca.gov)

MEDICA in Düsseldorf is one of the largest medical business-to-business trade fairs in the world for medical technology, diagnostic imaging, health IT, laboratory equipment, diagnostics, physiotherapy equipment and medical consumables. The trade fair includes an in-depth program of forums, conferences, and special events to provide opportunities for thought provoking presentations and discussions with global experts.

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

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#### Cosmoprof Asia

*November 15-17, 2023  
Hong Kong, China*

Registration Contact: [henan.li@gobiz.ca.gov](mailto:henan.li@gobiz.ca.gov)

The California Governor's Office of Business and Economic Development (GO-Biz) is supporting up to 5 California small businesses with \$4,850 per company in funding to exhibit at

2023 Cosmoprof Asia under the USA Pavilion. Cosmoprof Asia, the leading b2b international beauty trade show in Asia, is where global beauty trendsetters gather to introduce their cutting-edge technologies, product innovations and new solutions. The show serves as an ideal platform for the entire beauty industry to unveil the latest trends, enable partnerships and business opportunities.

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

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## Arab Health

*January 29–February 1, 2024  
Dubai, United Arab Emirates*

Registration Contact: [patricia.utterback@gobiz.ca.gov](mailto:patricia.utterback@gobiz.ca.gov)

Arab Health is a significant event for the healthcare industry that brings regional and international policy drivers, thought leaders, and healthcare professionals to address and outline global healthcare challenges. Additionally, attendees have the opportunity to network with these global industry leaders and enable companies to showcase their progress and achievements in the sector.

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

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## Singapore Airshow

*February 20–25, 2024  
Changi Exhibition Centre, Singapore*

Registration Contact: [henan.li@gobiz.ca.gov](mailto:henan.li@gobiz.ca.gov)

Connect with high-level government and military delegations, as well as senior corporate executives around the world at one of the leading aerospace and defense trade shows. California aerospace and defense companies looking to expand to the Asia market are highly encouraged to apply to join the California Pavilion at the Singapore Airshow. Businesses qualified for CA STEP funding are eligible to participate at a significantly reduced cost. Space is limited and resources will be offered to STEP qualified companies on a first come first served basis.

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

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## Hannover Messe

*April 22–26, 2024  
Hannover, Germany*

Registration Contact: [patricia.utterback@gobiz.ca.gov](mailto:patricia.utterback@gobiz.ca.gov)

Hannover Messe is the world's largest and most comprehensive industrial technology event. It covers core themes of the industrial value-adding chain – from individual components to the complete smart factory. Innovative California industrial companies looking to expand to the European market are highly encouraged to apply to join the California Pavilion at Hannover Messe. Businesses qualified for CA STEP funding are eligible to participate at a significantly reduced cost. Space is limited and resources will be offered to STEP qualified companies on a first come first served basis.

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

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## Farnborough International Airshow

*July 18–22, 2024  
Farnborough, England*

Registration Contact: [patricia.utterback@gobiz.ca.gov](mailto:patricia.utterback@gobiz.ca.gov)

Aerospace, aviation, and defense industries are invited to Farnborough from June 18–22, 2024, for one of the world's premier airshows. Farnborough International Airshow aims to provide participants with opportunities to pioneer change, build new connections, engage with thought leaders, and access unparalleled business development opportunities. The California Governor's Office of Business and Economic Development is organizing a state-led delegation of California companies to exhibit under a California Pavilion at the show. Aerospace and defense companies interested in expanding their international footprint are encouraged to register their interest [here](#).

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

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## Upcoming Events from Our Partners



### Access Africa Now Webinar Series

*International Trade Administration*

*February 8, 2023 – September 13, 2023  
Virtual*

[Register](#) for the remainder of the series

ITA's "Access Africa Now Webinar Series" is a monthly series of virtual events that will give U.S. companies insights into the entire continent of Africa and its many promising markets. Participation in this webinar series is encouraged because companies that successfully export to Africa always "know before they go" by gathering market intelligence and talking to others who have been there. This series of webinars will share business opportunities in Kenya, South Africa, Ghana, Nigeria, Tanzania, Mozambique, Angola, and Ethiopia. The presentations will include market information, as well as opportunities and challenges. Participants will meet on-the-ground U.S. Department of Commerce staff who can assist them in entering the sub-Saharan African markets. Participants will also hear the stories of other U.S. companies that have succeeded on the continent and will have an opportunity to ask questions to tie their

experiences to their own company goals.

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

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## Strategies for Success in Asia: Six Part Webinar Series

*U.S. Commercial Service*

*June 1, 2023 – November 2, 2023*  
*Virtual*

[Register](#) for the remainder of the series

Strategies for Success in Asia is a six-part virtual event series hosted by the U.S. Commercial Service that offers an educational opportunity for businesses to gain the skills and knowledge to successfully export to the diverse markets in the region. Each topic within the webinar series will be tailored to address specific opportunities and challenges that U.S. businesses face when exporting or doing business in Asia. Each webinar will also highlight best prospects and priority upcoming events in a key country in Asia. Through this series of events, participants will be introduced to key export resource partners and meet on-the-ground U.S. Department of Commerce/U.S. Commercial Service staff who can assist you in entering markets in Asia. Participants will also hear from private sector experts and receive first-hand accounts from other U.S. companies that have succeeded in the region and will have an opportunity to ask questions relevant to your own company goals.

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

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## U.S. Caribbean Business Conference

*South Florida District Export Council, U.S. Commercial Service*

*September 6–7, 2023*  
*Miami, Florida*

[Register for this event](#) by September 4, 2023

The South Florida District Export Council in collaboration with the U.S. Commercial Service is organizing the conference to help your company access opportunities across this important region. The conference is open to U.S. companies from all industries with growth potential in the Caribbean region. Participants at the two-day conference event will receive up-to-date market intelligence and help develop practical strategies for winning procurements and for exporting their goods and services. The program will include U.S. diplomats, industry professionals, trade experts, international business experts, high-level government officials and seasoned exporters – with plenty of opportunity for networking.

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

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## 2023 ASEAN Outbound Mission to Thailand

*Western United States Agricultural Trade Association (WUSATA)*

*October 2–6, 2023  
Bangkok, Thailand*

[Register for this event](#) by August 11, 2023

The Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, in cooperation with the NW Wine Coalition, announce participation and registration in the 2023 ASEAN Outbound Trade Mission, which is brought to you by the USDA's Foreign Agricultural Service. The benefits of participation include meeting in person for customized one-on-one business meetings with qualified buyers from Thailand and surrounding Southeast Asia countries, learning and gathering information on current Thailand and ASEAN market trends and consumer and buyer preferences, understanding how supplier products will fit into Thailand markets through retail tours and site visits, and experiencing a chef demonstration and reception event using supplier products/ingredients to showcase how U.S. products can be incorporated into Asian cuisine.

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

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## Canada Hot Sauce Mission and Trade Show

*Western United States Agricultural Trade Association (WUSATA)*

*October 22–26, 2023  
Toronto, Canada*

[Register for this event](#) by August 25, 2023

WUSATA will be hosting a hot sauce only Trade Mission in October, that will allow companies to travel to Toronto and attend numerous hot sauce related buyer meetings and events. Attendees will learn more about New-to-Export Opportunities in the Canada Market, attend the Food Innovations Trade Show, and meet with buyers, brokers, and distributors interested in the hot sauce category!

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

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## Trade Mission to Mongolia

*American Chamber of Commerce, Mongolia*

*October 24–26, 2023  
Ulaanbaatar, Mongolia*

[Register for this event](#) by September 15, 2023

The U.S. Department of Commerce and the U.S. Embassy in Mongolia are supporting a Certified Trade Mission to Ulaanbaatar, Mongolia, on October 24–26, 2023, organized by The American Chamber of Commerce in Mongolia. The trade mission will help U.S. companies to explore new opportunities in this emerging market. Mongolia has a vast territory with immense natural resources, most of them unexplored. The country presents tremendous opportunities for U.S. investors and exporters in many sectors, including mining, agriculture, food processing, energy, medical equipment, pharmaceuticals, construction, high-tech, and franchising.

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

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## New to Export Training: Fall Session

*State International Development Organizations (SIDO)*

*October 31 – November 21, 2023  
Virtual*

[Register for this event](#) by October 17, 2023

SIDO's New to Export Training Fall Session is scheduled to commence with the instructor led sessions on October 31, 2023. The program takes a practical approach to export training that will provide you with expert advice, guidance and resources to develop a strategy and plan to begin exporting. SIDO's program is flexible in addressing your needs and intentional in maximizing your time commitment.

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

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## U.S. Aerospace & Defense Trade Mission to Romania and Poland

*United States Department of Commerce*

*November 12–17, 2023  
Bucharest, Romania; Warsaw, Poland*

[Register for this event](#) by September 29, 2023

The United States Department of Commerce, International Trade Administration (ITA) is organizing a U.S. Aerospace & Defense Trade Mission to Romania and Poland, November 12–17, 2023. The objective for this mission is to give U.S. companies an opportunity to provide

aerospace and defense equipment, technology, and services to Romania and Poland, both impacted by the Russian invasion into Ukraine. Participating U.S. firms will gain market insights, make industry contacts, solidify business strategies, and advance specific projects, with the goal of increasing U.S. exports and services in the aerospace and defense sectors.

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

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## Africa Technology Festival

*November 12–17, 2023  
Capetown, South Africa*

[Register for this event](#)

Africa Tech Festival is a jam-packed, energy-filled week that celebrates Africa's vibrant tech scene. The festival brings a passionate community of 12,000+ movers and shakers and showcase the most inspiring examples of tech as a force for good. The festival has a supercharged program where thrilling new features, content and experiences run alongside the main stars of the show, namely the anchor events AfricaCom, AfricaTech and Africalgnite. AfricaCom is dedicated to telecoms, connectivity and digital infrastructure. AfricaTech explores innovative, disruptive technologies, and Africalgnite, with an exclusive track dedicated empowering entrepreneurs.

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

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Are you hosting an event that you would like to feature in this newsletter?  
Please use our [Event Submission Form](#).

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## Training Opportunities & Informational Resources

### Trade

[U.S. Commercial Service Global Diversity Export Initiative \(GDEI\)](#) // Following the conclusion of their "From Local to Global: Celebrating Diversity" event series with GO-Biz International, the U.S. Commercial Service has compiled this guide that provides an overview of the various federal, state, and local-level resources and funding opportunities available to help your organization grow globally.

[U.S. Department of Commerce New Country Commercial Guides](#) // Reports on market conditions, opportunities, regulations, and business customs prepared at U.S. Embassies worldwide by Commerce Department, State Department, and other U.S. agencies' professionals.

[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 that are initiating or expanding their export activities.

## Investment

[California Business Investment Guide](#) // Compiled by the Governor's Office for Business and Economic Development (GO-Biz), this guide is intended to help businesses and for-profit entities identify relevant new and existing state funding resources for recovery and success.

[California Competes Tax Credit \(CCTC\) & Grant Program \(CCGP\)](#) // The California Competes Tax Credit (CCTC) and California Competes Grant Program (CCGP) application periods, amounts available, and committee meeting dates for fiscal year 2023–2024 have been posted! The first application period will start on July 24, 2023, with \$164 million in tax credits and \$120 million in grants available. Businesses interested in learning more about the CCTC or CCGP may register for free application webinars on [August 8th](#).

[California Life Sciences Startup Resource Guide](#) // Startups are at their best when they have tools and infrastructure needed to develop the science & technologies of the future. Learn how California Life Sciences is giving emerging companies what they need to grow.

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## 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 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.

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## 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.





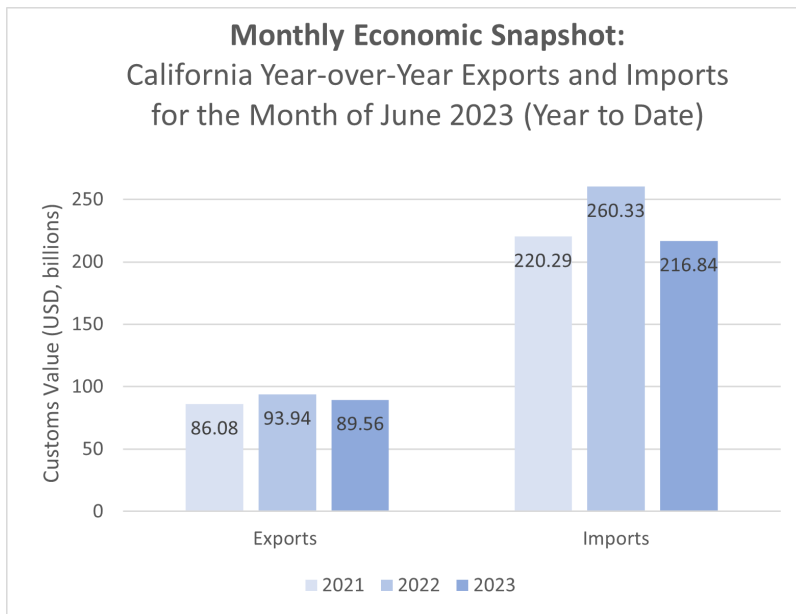
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## California's International Trade by the Numbers

This information was compiled using the most recent trade data from the U.S. Census Bureau.

### Fast Facts: June 2023

- ~ California's top three export destinations were Mexico, Canada, China.
- ~ California's top three import markets were China, Mexico, and Vietnam.



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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:

Visit the [International Businesses in California success stories page](#) to see testimonials from foreign firms who have invested in California.

[Share an international business success story](#)

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## California Small Business Export Success Stories

Hundreds of California small businesses have successfully utilized the State Trade Expansion Program (STEP) to initiate or expand their export activities. Visit the link below to learn more!

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

Do you have an international 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

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Click [here](#) to subscribe to this newsletter  
Send questions or feedback to [international@gobiz.ca.gov](mailto:international@gobiz.ca.gov)

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## Contact the GO-Biz Service Desk



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