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International Affairs and Trade June 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).

Special Announcements



NEW: 2023 California Foreign Direct Investment Report

In collaboration with the Governor's Office of Business and Economic Development and Loyola Marymount University, the World Trade Center Los Angeles released its 2023 California Foreign Direct Investment Report! It includes data on investment distribution across the state, wages, and top sectors for FDI.

To read the full report, please [visit the GO-Biz website](#). If you would like a custom report for your region, please contact maria.onorato@gobiz.ca.gov.



GO-Biz Concludes Summer Series of Foreign Investment Attraction Events!

The International Team at GO-Biz participated in multiple events focused on marketing California to international businesses in April and May, including leading a delegation of California economic developers to the annual SelectUSA Investment Summit in Washington, D.C.

For a full read out of the events, please [visit the GO-Biz website](#).



Tricia Utterback is the new Trade and Investment Representative for Europe, the Middle East, Africa, and India

Tricia Utterback comes to GO-Biz from Cal OES, where she has served since 2018. She has worked on several major disasters, including the Mendocino Complex, Camp Fire, and Ferndale Earthquake. Before Cal OES, Tricia served as a management consultant for the Swedish Trade and Invest Council. She worked directly with small and medium-sized Swedish companies in establishing and growing their presence in the United States.

Tricia is a Sacramento native. She earned her B.A. in International Studies–Political Science with a minor in European Studies at the University of California, San Diego, and her M.S. in Diplomacy, Business, and Trade at Loughborough University, London. After work, Tricia enjoys spending time with her two fur babies, Pip and Cari, and searching for the world’s best beach.

[Connect with Tricia](#) on LinkedIn!

Upcoming Events Organized or Supported by GO-Biz



Green Expo & Aquatech Mexico

*September 5–7, 2023
Mexico City, Mexico*

[Register your interest](#) for this event

The Green Expo has 29 years of experience in supporting the environmental market and the development of clean, renewable, and energy efficiency in Mexico. Aquatech has taken place in Mexico for six years, and it is the largest exhibition for drinking water and wastewater technology. Participating companies have the opportunity to convene with industry leaders in the environmental sector, showcase their technologies and solutions, and develop potential business opportunities.

The California Governor’s Office of Business and Economic Development is considering organizing a state led delegation of California companies to exhibit under a California Pavilion at the Green Expo. If you’re considering the Mexican CleanTech/Green Tech market for the export of your products and solutions, let us know by registering your interest so that we can follow up with details as this further develops.

For more information about the event, [click here](#).



MEDICA CEO Program

*November 13–16, 2023
Düsseldorf, Germany*

[Register your interest](#) for this event

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 website](#) for further details.



Arab Health

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

[Register your interest](#) for this event

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 website](#) for further details.

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.



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.



Business Opportunities in Canada and Mexico: Aerospace, Defense and Security

U.S. Commercial Service

June 8, 2023 | 11:00 AM – 12:25 PM PST

Virtual

[Register for this event](#) by June 7, 2023

Learn about the top business opportunities for U.S. exporters in the aerospace, defense, and security sector in Canada and Mexico! The moderators will discuss key initiatives including the Quebec Aerospace Strategy and the rise of greener aviation in Canada. Participants will also learn how to approach the Mexican aerospace market, understanding the potential demand at main hubs around the country.

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



Opportunities with Dubai Electricity and Water Authority

U.S. Commercial Service

*June 12, 2023 | 7:00 AM – 8:00 AM PST
Virtual*

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

Dubai Electricity & Water Authority (DEWA), part of the Dubai government in the UAE, will be hosting a virtual webinar to speak about current and upcoming projects and how U.S. companies can bid for these multi-million-dollar projects. Learn about opportunities with the Dubai Electric and Water Authority (DEWA) and hear how to access those opportunities through exhibiting at WETEX/Dubai Solar Show 2023.

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



Opportunities in the Defense and Safety and Security Sector in the Southern Cone Region

U.S. Commercial Service

*June 14, 2023 | 10:00 AM – 11:15 AM PST
Virtual*

[Register for this event](#) by June 13, 2023

Dubai Electricity & Water Authority (DEWA), part of the Dubai government in the UAE, will be hosting a virtual webinar to speak about current and upcoming projects and how U.S. companies can bid for these multi-million dollar projects. Learn about opportunities with the Dubai Electric and Water Authority (DEWA) and hear how to access those opportunities through exhibiting at WETEX/Dubai Solar Show 2023.

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



Biotech Market Opportunities in Japan & Korea

U.S. Commercial Service

*June 27, 2023 | 3:00 – 4:00 PM PST
Virtual*

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

Join the U.S. Commercial Service to hear from lead biotech industry organizations from Japan and Korea to learn about opportunities and market entry strategies in both markets. The Japan Bioindustry Association (JBA) and KoreaBIO will share recent opportunities and their

insights as to market entry! Learn how your company can take advantage of these opportunities as well as develop partnerships internationally via the services of U.S. Commercial Service.

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



Trade Mission to Canada and Mexico and Business Opportunities in the America's Conference

International Trade Administration (ITA)

*September 17-22, 2023
Washington D.C., Mexico, Canada*

[Register for this event](#) by June 30, 2023.

The United States Department of Commerce, International Trade Administration is organizing a trade mission to Canada and Mexico from September 17-22, 2023, that will include the Business Opportunities in the Americas Conference in Washington, DC on September 17-19, 2023. The United States, Canada, and Mexico share common interests in strengthening regional economic growth, prosperity and competitiveness, and understand that North American competitiveness underpins the future prosperity, and sustainability of all three countries. The combination of the Trade Americas conference and customized business-to-business matchmaking appointments in ONE or TWO cities with pre-screened potential buyers, agents, distributors, or joint venture partners will provide participants with strategies for expanding their business throughout Canada and/ or Mexico.

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

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

Spotlight on Innovation



ThermoGenesis

Grow your life sciences startup in California! The IncuStart Wet Labs and ReadyStart Cleanrooms by ThermoGenesis are set to open in the Summer of 2023 located in the Greater Sacramento area. The IncuStart Wet Labs will provide 26 rentable 6ft lab benches in over 2,000ft² of co-

working space. Shared lab equipment includes Biosafety Cabinets, 160L Incubators, Centrifuges, along with shared cold and freezer storage. A separate cell culture room is available by reservation. The ReadyStart Cleanrooms will provide over 6,000ft² of leasable cGMP compliant ISO 7 Cleanrooms consisting of 11 private lab spaces. Each private lab space will come equipped with 2–6ft Biosafety Cabinets, 2–160L Incubators, and a Centrifuge. Shared cold and cryo storage space is also available. The entire facility is over 35,000ft² with shared and private offices, cubicles, and meeting rooms available.

Email Marketing@ThermoGenesis.com to learn more.

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 \(CCGP\)](#) // 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 next application round will open on March 6, 2023. To learn more about how to draft a successful application, [register for the March 16th webinar](#).

[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.

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.

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.



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](#)

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

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

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