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International Affairs and Trade September 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



California STEP Grant Applications Are Open!

We are thrilled to announce that the [U.S. Small Business Administration](#) has awarded a grant totaling \$700,000 to our International Affairs and Trade team as part of the State Trade Expansion Program (STEP). STEP is a federally funded grant program that aims to increase export activities among small businesses. Learn more about this announcement in our recent [press release](#).

Companies can apply for reimbursable export vouchers, which can fund up to \$10,000 in funding for export promotion activities. Additionally, companies can now apply to participate in STEP events in 2024 on the [STEP Grant Portal](#).

Our International Affairs and Trade team is hosting bi-weekly webinars for companies to learn about the eligibility requirements, permissible expenses, and the application process. Please see the [webinar registration](#) page for further details.



Local Immigrant Integration and Inclusion Grant (LIIG)

GO-Biz recently distributed the state's first-ever Local Immigrant Integration and Inclusion Grant (LIIG) allocations, with over \$6 million to 12 local governments across California. The program provides funding to bolster efforts focused on helping immigrant families thrive and contribute, increasing community trust and supporting local government's ability to serve their immigrant communities successfully. Awarded activities for LIIG funding include economic development, social services navigation, intergovernmental assistance, and civic engagement.

GO-Biz is expected to release a limited second round of funding to further support the equitable distribution of funds in rural regions and for underserved immigrant populations. Additional details about the award recipients and future announcements for additional funding will be available on the [LIIG website](#). Please [see the recent press release](#) for more information and email immigrantintegration.initiatives@gobiz.ca.gov with any questions.



Calling all California Economic Development Organizations!

The SelectUSA Investment Summit is on the horizon for June 2024. If you know of speakers hailing from your region who can highlight a recent foreign investment announcement, we want to hear from you. Submit your speaker recommendations to maria.onorato@gobiz.ca.gov! While we value every suggestion, selection is not guaranteed.

Upcoming Events Organized or Supported by GO-Biz



7th U.S.-UK Small and Medium Enterprise (SME) Dialogue

*October 5 2023 | 9:00 am – 5:30 pm PDT
Indio, Coachella Valley, CA*

U.S. SME stakeholders can RSVP using [this form](#)

The 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 with the UK Department for Business and Trade. Topics for discussion include an update on U.S.-UK trade; SMEs and clean tech solutions in U.S.-UK green technology trade; trade & investment opportunities and challenges for tribal, rural, and minority-owned businesses; growth opportunities in U.S.-UK services trade; and challenges SMEs face in trading in U.S. and UK markets. Attendees will be

able to engage in discussion with experts as well as learn about tools and resources to grow their businesses internationally.

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



World Korean Business Convention 2023

*October 11–14, 2023
Anaheim Convention Center*

Visit the California Pavilion and meet with the GO–Biz International Team to learn about state resources that support California business exporters and services to help international businesses invest in the state. Apply for a complimentary exhibition pass [here](#).

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



MEDICA CEO Program

*November 13–16, 2023
Düsseldorf, Germany*

Registration Contact: patricia.utterback@gobiz.ca.gov

MEDICA in Düsseldorf is one of the largest medical B2B 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.



Arab Health

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

Registration Contact: 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 companies are able to showcase their progress and achievements in the sector.

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



Singapore Airshow

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

Registration Contact: 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 California 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.



Hannover Messe

*April 22–26, 2024
Hannover, Germany*

Event Contact: 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-added 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 California 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.



Trade Winds 2024

*May 13–15, 2024
Istanbul, Türkiye*

Event Contact: patricia.utterback@gobiz.ca.gov

GO-Biz invites California small businesses to register their interest in attending the U.S. Commercial Service's premier business development conference and business matchmaking sessions. The 2024 conference will be held in Türkiye with matchmaking in Denmark, Romania, Poland, and Italy. California small businesses that qualify for STEP funding are eligible to participate at a significantly reduced cost. Interested businesses are encouraged to register their interest [here](#).

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



Farnborough International Airshow

*July 18–22, 2024
Farnborough, England*

Event Contact: patricia.utterback@gobiz.ca.gov

Businesses in the aerospace, aviation, and defense industries are invited to Farnborough 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 (GO-Biz) 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.

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 gives 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 in entering Asian markets. 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 their own company goals.

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



Know Before You Go Webinar: 2024 SelectUSA Brazil Roadshow

SelectUSA

*September 13, 2023 | 11:00 AM – 12:00 PM PDT
Virtual*

[Register for this event](#) by September 12, 2023

SelectUSA will host this four-stop roadshow through Brazil to facilitate connections between U.S. EDOs and potential investors. In this webinar, leaders from the U.S. Commercial Service and SelectUSA teams based out of the U.S. Consulate General in São Paulo will discuss the program and benefits for participating EDOs.

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



MANUFACTURING SOLUTIONS

EXIM and SBA Resources for Exporters

Arkansas Manufacturing Solutions

*September 13, 2023 | 12:00 – 1:00 PM PDT
Virtual*

[Register for this event](#) by September 12, 2023

Arkansas Inc. Manufacturing Solutions is hosting a free webinar that will cover what the Export-Import Bank of the U.S. (EXIM) and the U.S. Small Business Administration (SBA) can offer to ensure the export success of your products or services. Topics to be covered include credit for foreign buyers, loans for export working capital, and STEP grants to globalize your website or attend tradeshows.

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



Essentials You Need to Know for U.S. Expansion

SelectUSA

*October 24, 2023 | 5:00 – 6:00 AM PDT
Virtual*

[Register for this event](#) by October 23, 2023

SelectUSA is excited to offer this webinar on the steps needed to successfully set up a business in the U.S. The webinar will cover important topics including creating a U.S. entity, accounting, banking, insurance, taxes, and hiring employees. SelectUSA will also have legal experts on hand to answer questions. This webinar is open to the public! Interested economic development organizations are welcome to attend and to share this opportunity with foreign companies that may benefit from the content.

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



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, 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.



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 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.



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 is an exclusive track dedicated to empowering entrepreneurs.

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



2023 Trade Mission to Mexico

*December 3–8, 2023
Mexico City and Monterrey, Mexico*

[Register for this event](#) by October 20, 2023

The Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service. Mexico and surrounding Central American countries represent an opportune market for new-to-export companies. Mexico is the largest trade partner of the U.S. and shares a land border, making export logistics much simpler. Participants will enjoy industry-compatible and vetted buyers in direct B2B meetings in two cities in Mexico (Mexico City and Monterrey), with additional buyers flown in from Colombia, Costa Rica, Panama, Guatemala, Chile, and El Salvador.

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



VIETNAM EXPO 2024

*April 3–6, 2024
Hanoi, Vietnam*

[Register for this event](#)

With the aim of fostering investment and trade collaboration between Vietnam and other nations, the VIETNAM EXPO stands as Vietnam's largest trade fair in terms of both attendance and business turnover. The event encompasses a diverse array of industries, including agricultural products, food and beverage, machinery and supporting industries, digital technology and e-commerce, and more! Each year, VIETNAM EXPO garners attention and active participation from trade and investment promotion organizations, as well as domestic and foreign business communities hailing from 40 countries and territories worldwide.

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

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

Spotlight on Innovation



LifeSpace Labs: Your Go-to Bay Area Life Science Incubator

LifeSpace Labs offers a range of services for life science startups, including shared wet labs, private lab suites, virtual labs, coworking offices, and virtual office spaces. The organization specializes in providing international companies with opportunities for expansion into the Bay Area market, without the need for upfront capital investments.

LifeSpace Labs is a life science incubator that provides entrepreneurs with a platform to take their ideas to the next level. Participating entrepreneurs receive expert assistance in fundraising, regulatory compliance, and commercialization. The vibrant entrepreneurial community also provides networking opportunities, industry events, and other essential resources. Most importantly, LifeSpace Labs warmly welcomes entrepreneurs from all backgrounds to benefit from the resources and support they provide.

Please [visit the LifeSpace Labs website](#) for more information.

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 resources and funding opportunities available to help businesses 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. These include 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 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.

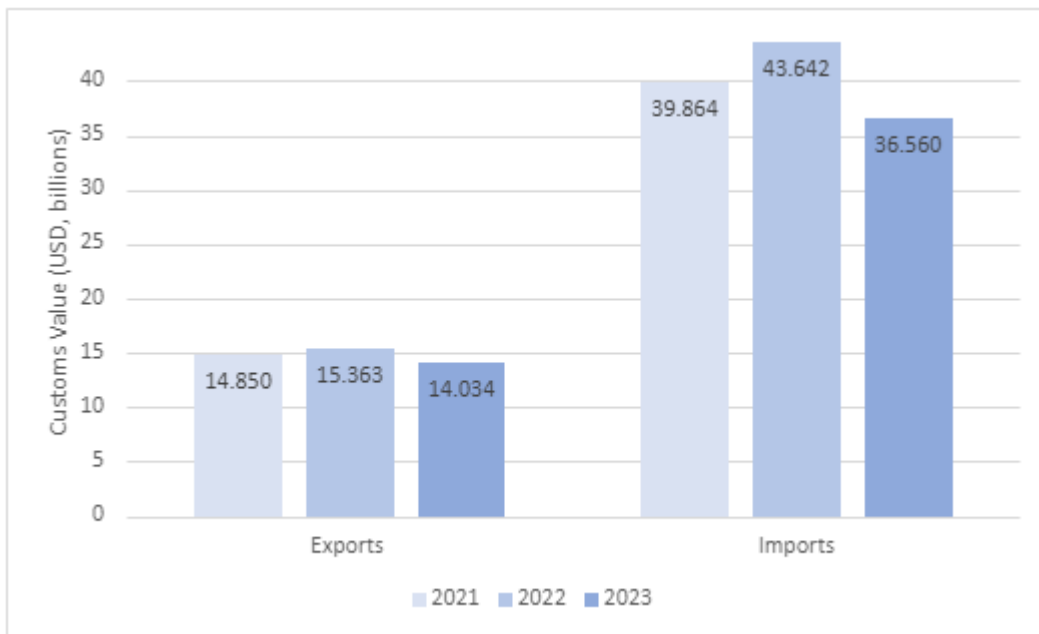


California's International Trade by the Numbers

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

Fast Facts: July 2023

- ~ California's top three export destinations were Mexico, Canada, and China.
- ~ California's top three import markets were China, Mexico, and Taiwan.
- ~ California trade experienced a year-over-year decline, with exports dropping 8.6 percent and imports 16.2 percent compared to July 2022.



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 international@gobiz.ca.gov

Contact the GO-Biz Service Desk



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