



CALIFORNIA

Governor's Office of Business and Economic Development

STATE OF CALIFORNIA - OFFICE OF GOVERNOR GAVIN NEWSOM

International Affairs and Trade Program 2022 Annual Report

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January 2023

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This International Trade and Investment Annual Report was prepared pursuant to the California International Trade and Investment Act of 2006, as amended in 2012 (AB 2012), enacted as Government Code Title 2, Division 3, Part. 4.7, Chapter 2.5, Section 13996.65.

INTRODUCTION AND EXECUTIVE SUMMARY

The International Affairs and Trade team (IAT) within the Governor's Office of Business and Economic Development (GO-Biz) advises the Governor on international affairs and trade issues, implements strategies to develop and grow partnerships and engagement with foreign partners, and provides recommendations to promote and expand California's trade and foreign direct investment. In that capacity, IAT is directed by Lieutenant Governor Eleni Kounalakis per Governor Newsom's Executive Order N-08-19 designating the Lieutenant Governor as the Governor's Representative for International Affairs and Trade Development.¹

The ongoing effects of the COVID-19 pandemic did not stop international engagements – IAT continued to work with its robust network of international partners to promote California exports, support small businesses in accessing global markets, and attract inward investment that brings high-quality jobs to Californians.

IAT continued to implement successful events and convenings. In addition to a growing number of in-person events where conditions permitted, there were also many virtual events that built off best practices developed in 2020 and 2021, when the team pivoted to delivering many of its services virtually. IAT continued its virtual trade mission series with the U.S. Commercial Service and export promotion partners, which included the City of Sacramento China Trade Office and the Los Angeles Regional Small Business Development Center. The virtual trade mission series for 2022 included missions to China, Romania, and India and highlighted key California sectors including aerospace and defense, environmental technology, information and communications technology, and medical devices.

IAT also expanded its virtual foreign investment attraction initiatives, including leading a series of webinars highlighting opportunities in California for businesses from Canada, Sweden, Spain, Hong Kong, and Taiwan. For the third consecutive year, IAT sponsored the World Trade Center of Los Angeles' statewide report on foreign direct investment, which revealed important data related to the economic impact of foreign-owned businesses across the state.² Additionally, IAT led a delegation of California economic development leaders to the SelectUSA Investment Summit, the first to be held in-person since 2019. Although foreign investment overall decreased during the pandemic, IAT further developed relationships with network partners, participated in more than 20 virtual events, and supported more than 200 businesses interested in expanding to California.

This report reviews IAT's activities from January 2022 through December 2022, evaluating the progress made within the projected goals of the California International Trade and Investment 2019-2024 Strategy and in light of the ongoing challenges posed by the COVID-19 pandemic.

IAT 2022 REPORT ON INTERNATIONAL TRADE AND INVESTMENT

¹ Executive Order N-08-19 (gov.ca.gov/wp-content/uploads/2019/02/2.28.19-Executive-Order-1.pdf)

² Foreign Direct Investment in California, 2022 (static.business.ca.gov/wp-content/uploads/2021/06/WTCLA-FDI-22-Report_AC.pdf)

Strategic Objectives, Recommendations, and Actions Taken

1. Develop a comprehensive export strategy that will grow California exports and improve export development.

Action 1: *Develop a comprehensive state export plan that identifies foreign markets with the greatest potential for export expansion, including top trading partners and emerging markets; identifies specific California industries and sectors with potential for export growth; and considers export promotion opportunities for underrepresented areas of California.*

Priority Level: 1

Timeline: Ongoing (implementation)

Measurable Outcomes:

- IAT identifies California's top markets and maintains export and investment plans that include regularly updated trade data analyses, industry-specific information, and contact information for key industry events, associations, and pertinent government entities. California's top ten export markets by customs value of exported goods were as follows, based on 2021 data:
 - Mexico \$27.2 billion
 - Canada \$17.8 billion
 - China \$16.7 billion
 - Japan \$11.8 billion
 - South Korea \$11.6 billion
 - Taiwan \$8.9 billion
 - Germany \$7.6 billion
 - Hong Kong \$6.7 billion
 - India \$6.6 billion
 - Netherlands \$6.1 billion
- IAT continues to track federal export promotion activity to ensure these plans leverage federal policy, where appropriate. As part of these efforts, IAT participates monthly in a trade promotion coordination call with the U.S. Department of Commerce regarding updates on the U.S. national export plan. Throughout 2022, IAT monitored the federal government's efforts to promote a national clean technology export plan, for example.

Action 2: *Develop strategies to incentivize additional federal and state funding for the export activities of California businesses. Identify and utilize available federal and state-level programs and funds, including grant funding from the U.S. Small Business Administration (SBA) for the State Trade Expansion Program (STEP), the Export-Import Bank (EXIM) Insurance Program, California Infrastructure and Economic Development Bank (IBank) Small Business Finance Center, and other available resources to help California businesses expand exports.*

Priority Level: 1

Timeline: 2022, Ongoing

Measurable Outcomes:

- In September 2020, California received \$900,000 in STEP grant funding from the SBA for the performance period of September 2020-September 2022. The total non-federal match of this contract was \$484,614. This contract was executed in partnership with the California Department of Food and Agriculture and California State University, San Bernardino.
- In September 2022, California received \$600,000 in STEP grant funding from the SBA for the performance period of September 2022-September 2023. The total non-federal match of this contract was \$323,076. This contract is being fully executed by GO-Biz IAT.
- Across both contracts, STEP supported export expansion efforts for 185 small businesses, recording actual sales of \$16 million in 2022. As a result, the return on investment in the program means that for every one dollar invested nearly \$12 dollars were generated.
 - 61 businesses were women-owned
 - 13 businesses were veteran-owned
 - 51 businesses were minority-owned
- Over the years, the need for STEP support has exceeded grant funding availability. In 2022, the IAT provided program continuity to the California STEP program with state funds, resulting in the support of an additional 79 California small businesses throughout the calendar year.

Dates	Event	Sector(s)	Outcomes
Apr. 1-May 31	2022 California-China Virtual Trade Mission	Beauty & Personal Care	<ul style="list-style-type: none"> • 5 small businesses participated • 15 one-on-one meetings • 3 leads valued at \$500,000
Apr. 1-May 31	Hong Kong Promotional Catalogue for California Medical Technologies	Healthcare & Health Tech	<ul style="list-style-type: none"> • 3 small businesses participated • Ongoing results and outcomes are actively being tracked
Apr. 1-29	Romania Aerospace & Defense Virtual Trade Mission	Aerospace & Defense	<ul style="list-style-type: none"> • 10 small businesses participated • 6 leads valued at \$250,000 • 14 California-based jobs were created across 3 small businesses as a result of the market expansion enabled through the trade mission
May 15-21	Minority Business-Focused Trade Mission to Italy, Spain, & Portugal	Energy, Environmental Tech, ICT & Digital Economy, Safety & Security	<ul style="list-style-type: none"> • 1 small business participated • Ongoing results and outcomes are actively being tracked
May 12	California-Mexico Aerospace Business Summit	Aerospace & Defense	<ul style="list-style-type: none"> • 25 CA businesses participated • 30 Mexican businesses participated • 6 Mexican Aerospace Cluster organizations participated

			<ul style="list-style-type: none"> • Sales agreements still being tracked
June 7-9	Enlit Africa	Energy Industries	<ul style="list-style-type: none"> • 1 small business participated • 2 leads valued at \$510,000
June 22-23	Mexico LGBTQ + Virtual Mission	Travel & Tourism	<ul style="list-style-type: none"> • 4 California Travel & Tourism Destinations and Services Providers

- In addition to in-person trade events and missions, GO-Biz and STEP partners continued to organize virtual trade missions with partners, including the U.S. Commercial Service, the City of Sacramento China Trade Office, the Los Angeles Regional Small Business Development Center, and Kallman Worldwide, Inc.
- As of December 2022, IAT had supported the export expansion efforts of 38 California small businesses through trade missions and trade shows, with business participation subsidized by STEP. These efforts generated 64 sales leads with projected sales of more than \$14.45 million. Details on the trade missions and shows attended by STEP-eligible California small businesses that occurred in 2022 are listed below:

Dates	Event	Sector(s)	Outcomes
Feb. 15-18	Singapore Airshow	Aerospace & Defense	<ul style="list-style-type: none"> • 4 small businesses participated • 2 sales agreements valued at \$683,000. • 14 leads valued at \$2M
Mar. 7-12	India Virtual Trade Show	Environmental Tech, Healthcare & Health Tech, ICT & Digital Economy	<ul style="list-style-type: none"> • 10 small businesses participated • 1 distributor agreement signed
Apr. 5-10	FIDAE 2022 in Chile	Aerospace & Defense	<ul style="list-style-type: none"> • 6 small businesses participated • Ongoing results and outcomes are actively being tracked
Apr. 11-13	Aerospace & Defense Supplier Summit	Aerospace & Defense	<ul style="list-style-type: none"> • 8 small business participated • Ongoing results and outcomes are actively being tracked
May 18-20	Milipol Asia-Pacific 2022 in Singapore	Safety & Security	<ul style="list-style-type: none"> • 2 CA small businesses participated • 30 leads valued at \$600,000
Oct. 17-21	Advanced Manufacturing Business Development Mission	Advanced Manufacturing	<ul style="list-style-type: none"> • 1 CA small businesses participated • 5 leads valued at \$1.5M
Oct. 31-Nov. 4	Indo Defense Trade Mission to Indonesia	Aerospace & Defense	<ul style="list-style-type: none"> • 3 CA small businesses participated • 13 leads valued at \$10.1M

Nov. 10-11	Asia Summit on Global Health in Hong Kong	Healthcare & Health Tech	<ul style="list-style-type: none"> • 3 CA small businesses participated • 2 leads valued at \$250,000
Nov. 14-17	Corporate Executive Office (CEO) Center Program at MEDICA 2022	Healthcare & Medical Devices	<ul style="list-style-type: none"> • 1 small business participated • Ongoing results and outcomes are actively being tracked

Action 3: *With input and guidance from the California Department of Food and Agriculture (CDFA), take over the leadership, oversight, administration, and execution of the STEP grant. This includes successfully applying for a new round of federal funding overseen by IAT and creating a new website and grant portal so that California small businesses can more easily access and apply for funding for their export-related activities.*

Priority Level: 1

Timeline: 2021-Fall 2022

Measurable Outcomes:

- Throughout the summer and fall of 2021, IAT leadership worked with CDFA and CSU San Bernardino, which formerly held the STEP Director position, to develop a transition plan to move the STEP program to the international team at GO-Biz. This coordination continued into 2022 as the three organizations spent down existing federal contracts under the STEP program and collaborated on processes to aid in the transition in the summer of 2022.
- IAT worked closely with the GO-Biz IT team to create content and design elements for a new STEP website, which has been integral to the full transfer of STEP management to IAT.³ The website, which was launched in September 2022, contains information on the grant program, eligibility criteria, and application process, as well as a comprehensive list of events available to STEP-eligible small businesses and other resources to help them succeed in their export initiatives. IAT also created a separate grant portal that California small businesses can use to apply for funding, track the status of their application, and request reimbursements.⁴ In the six months since its July 2022 launch, the new California State Trade Expansion Program (STEP) website⁵ received 9,000 views. The top pages by number of views were Program Details⁶ and Events.⁷
- As part of the content for the new website, IAT created a set of PDFs to guide businesses through the application and reimbursement processes, including

³ California STEP Website (export.business.ca.gov)

⁴ California STEP Application Portal (step.business.ca.gov)

⁵ California STEP Website (export.business.ca.gov)

⁶ Program Details (export.business.ca.gov/program-details)

⁷ Events (export.business.ca.gov/step-events)

an updated Program Guidelines document,⁸ Application Guide,⁹ and sample Export Voucher application.¹⁰

- IAT has been regularly hosting webinars for potential STEP applicants since the website and grant portal were launched.¹¹ These live sessions give business representatives the opportunity to learn and ask questions about the new application process and the program as a whole. As of December 2022, IAT had directly engaged with over 1,000 California small businesses through these webinars.

2. Develop a comprehensive investment attraction strategy that will grow foreign direct investment (FDI) in California.

Action 1: *Develop an FDI plan that identifies foreign markets with potential for investment in California, the sectors with the greatest potential for growth, and opportunities for underrepresented areas in the state. Leverage California's leadership in technology, energy, and sustainability to attract 'next-gen' businesses and consider how foreign direct investment can support California's climate goals. Use incentives and resources, including the California Competes Tax Credit and California Business Investment Services, to bring businesses and jobs to the state.*

Priority Level: 1

Timeline: 2022, Ongoing

Measurable Outcomes:

- In 2022, IAT sponsored the third annual statewide report on foreign direct investment using data from 2021, which included information on sources of investment, number of jobs supported, key sectors, and more.¹² In 2021, there were 17,966 foreign-owned firms in California employing 630,159 Californians who earned \$64 billion in wages. That is a reduction of approximately 70,000 jobs and 400 firms from 2020.¹³
 - This report has provided critical information to refine California's investment attraction initiatives and support local economic development organizations and other partners looking to bring more international businesses to their communities.
 - IAT used this data to prepare and provide customized reports on foreign investment for California communities. This information and technical assistance helped economic development partners to develop or refine their foreign investment attraction strategy.

⁸ STEP Program Guidelines (export.business.ca.gov/wp-content/uploads/STEP-Program-Guidelines.pdf)

⁹ STEP Application Portal User Guide (export.business.ca.gov/wp-content/uploads/STEP-Application-Portal-User-Guide_ADA.pdf)

¹⁰ Export Voucher Application Sample (export.business.ca.gov/wp-content/uploads/California-STEP-Export-Voucher-Application_SAMPLE.pdf)

¹¹ Some of these sessions are recorded and posted on YouTube (youtube.com/watch?v=Md3o6kS9KNM)

¹² Foreign Direct Investment in California, 2022 (static.business.ca.gov/wp-content/uploads/2021/06/WTCLA-FDI-22-Report_AC.pdf)

¹³ Foreign Direct Investment in California, 2021 (business.ca.gov/wp-content/uploads/2021/06/FINAL-FDI-Report.pdf)

- Using this information, IAT has also maintained factsheets on the GO-Biz website on California's top 20 sources of foreign investment. These factsheets cover each country's largest investment sectors, scale of employment, and more.¹⁴
- IAT serves as the first point of contact for international businesses looking to expand in California by supporting businesses with site selection, incentive navigation, permit support, and data on strategic industries and resources available statewide.
 - In 2022, IAT provided services to more than 200 international businesses interested in expanding to California from 48 unique countries.
 - IAT continues to use automated processes to follow up with businesses two months after initial contact. IAT has received responses from multiple foreign businesses that successfully launched operations in California in 2022, including but not limited to:
 - A Spanish blockchain company that established an office in the Sacramento region.
 - An Italian manufacturer that selected Sacramento for their U.S. headquarters.
 - Multiple international startups that have established operations in California incubators.
- IAT shares resources on applicable incentives with international businesses evaluating expansion in California. Multiple international businesses have pursued those incentives. In 2022, two foreign-owned businesses were California Competes recipients:
 - Re-Match USA, Inc.,¹⁵ a Danish-owned artificial turf recycler, was awarded a CalCompetes Tax Credit of \$2 million in 2022 and has committed to create 44 full-time jobs in California in the next five years.¹⁶
 - Cuberg,¹⁷ a battery manufacturer owned by Swedish company Northvolt, received a CalCompetes Grant of \$5 million and has committed to create 289 full-time jobs in California in the next five years.¹⁸

Action 2: *Create and maintain materials and other resources to market opportunities in California to international businesses. Distribute these resources directly to businesses and promote via other channels. Consider opportunities to make State resources more available/understandable to international businesses.*

Priority Level: 1

Timeline: Ongoing

Measurable Outcomes:

¹⁴ FDI in California (business.ca.gov/advantages/international-trade-and-investment/invest-in-california/fdi-in-california)

¹⁵ Re-Match USA, Inc. (re-match.com)

¹⁶ Re-Match USA, Inc. California Competes Tax Credit Allocation Agreement (business.ca.gov/wp-content/uploads/Re-Match-USA-Inc.-CCTC-Agreement.pdf)

¹⁷ Cuberg (cuberg.net)

¹⁸ Cuberg California Competes Grant Agreement (business.ca.gov/wp-content/uploads/2022/11/Cuberg-Inc.-CCGP-Agreement.pdf)

- IAT maintains factsheets on California's top 20 sources of foreign investment on the GO-Biz website.¹⁹ These factsheets are designed to serve as a resource for local economic development leaders seeking to learn more about important sources of FDI, and to highlight to international partners the impact of their investment.
- IAT maintains an International Investor Starter Packet, which is provided to businesses upon consultation with them and is a dynamic checklist of the first steps for a business beginning operations in California. It includes details on how to register with the California Secretary of State, how to open a U.S. bank account, and other tools and resources. IAT shares these resources with prospective international investors as needed.
- IAT created a flyer on California's clean technology ecosystem for use at the Virtual Cleantech Inbound Investment Mission, which IAT has now reused for multiple events.
- IAT created a flyer outlining California's efforts to build an end-to-end clean energy supply chain using resources such as geothermal electric generation, biomass, boron, lithium, and rare earths. This was shared with other GO-Biz units, including Zero-Emission Vehicles (ZEV) and Sustainable Freight and Supply Chain Development. It was also distributed to businesses in the battery sector and shared at various events.
- IAT has widely shared flyers on incentives for manufacturers which are designed to support California businesses experiencing uncertainty in their global supply chains. These flyers illustrate the various incentive programs available from partner agencies.
- As part of an effort to acknowledge, promote, and attract foreign direct investment to California and support California's diverse, inclusive, and attractive business environment, GO-Biz launched an international business success story page in 2021.²⁰ In 2022 IAT added an additional success story from a Portuguese campervan rental company.²¹
 - IAT continues to solicit success stories from international businesses who have successfully landed or expanded in California, particularly those that have benefitted from GO-Biz services.

Action 3: Market opportunities in California to foreign businesses via events. Attend high-profile events hosted by strategic partner and plan/execute virtual and in-person events hosted by IAT. Prioritize highlighting opportunities in California for international businesses via as many channels as possible.

Priority Level: 1

Timeline: Ongoing

Measurable Outcomes:

- IAT presented at more than 20 international events, virtually and in person. These events were hosted by network partners such as U.S. Commercial

¹⁹ FDI in California (business.ca.gov/advantages/international-trade-and-investment/invest-in-california/fdi-in-california)

²⁰ International Businesses in California (business.ca.gov/advantages/international-trade-and-investment/invest-in-california/international-businesses-in-california)

²¹ Indie Campers (business.ca.gov/indie-campers)

- Service, international trade promotion offices in California, delegations brought in by foreign consulates in California. They allowed IAT to communicate directly with a cumulative audience of more than 750 businesses, which resulted in more than 80 one-on-one meetings with expanding businesses.
- In 2022, more than 40 percent of IAT's one-on-one meetings with expanding businesses were prompted by an event or speaking engagement.
 - Furthermore, IAT participated in five events hosted by U.S. Commercial Service staff in California and overseas. These include but are not limited to:
 - In March 2022, IAT hosted a webinar with U.S. Commercial Service staff in Norway, Sweden, Denmark, and Finland, focused on mobility. It reached an audience of 20 businesses.
 - In April 2022, IAT presented at a SelectUSA Hong Kong partner webinar to an audience of 37 businesses.
 - In November 2022, IAT presented at a Taiwan electric vehicle (EV) webinar to introduce the California business climate to an audience of 59 Taiwanese business executives.
 - IAT participated in more than 10 country-specific events focused on showcasing opportunities in California for businesses in next-gen sectors such as renewable energy, IT and fintech, biotech and life science, and advanced transportation. These events included, but were not limited to:
 - In February 2022, IAT presented at the U.S. Korea Semiconductor Partnership Forum to an audience of 54 businesses.
 - In March 2022, IAT presented at the Bifrost Summit in San Francisco to an audience of 120 Nordic businesses.
 - In June 2022, IAT presented to the Japan Chamber of Commerce Northern California (JCCNC) and Japan Business Association of Southern California (JBA) about California's business climate.
 - In September 2022, IAT presented at two events hosted by the Dutch consulate in San Francisco – one focused on life sciences, the other focused on urban mobility – each to an audience of about 55 businesses.
 - In September 2022, IAT worked with AmCham Argentina to host an event on opportunities in California to an audience of 21 businesses.
 - In December 2022, IAT presented at an event hosted by the Spanish Trade Commission's office in Los Angeles focused on offshore wind to an audience of 22 business.
 - California was one of four U.S. states to participate in a SelectUSA-hosted Virtual Cleantech Inbound Investment Mission. At the event, IAT led 45 minutes of programming focused on California's cleantech sector, including remarks from the Chair of the California Energy Commission, the Deputy Director for Climate Finance at GO-Biz, and New Energy Nexus, an ecosystem of funds and accelerators supporting renewable energy entrepreneurs.

- At that event, IAT spoke to an audience of 154 businesses and engaged directly with 34 individual business representatives.
- In 2022, the U.S. Department of Commerce hosted the first in-person SelectUSA Investment Summit since 2019. California led a delegation of more than 20 local economic development organizations to D.C. for the Summit, and also participated in multiple events in the orbit of the Summit. These included the following events:

Date	Event	Industry Focus	Location	Attendees
Jun. 20-21	Taiwan Biotech Tour	Life Sciences	San Diego	20
Jun. 22-23	SelectLA	Clean Tech	Los Angeles	300
Jun. 26-29	SelectUSA	All	Washington, D.C.	3,000
Jun. 30	SelectSF	Biotech	Bay Area	30

- In partnership with the U.S. Commercial Service in Taiwan, IAT led a biotech tour of San Diego for a delegation of 20 biotech businesses.
 - According to a survey sent out after the event, most businesses that participated now have an increased interest in establishing operations in California. All respondents reported plans to expand to California; of these, one has already established operations here and one is in the process of doing so.
- Director Dee Dee Myers delivered a keynote address on why international businesses choose California at the SelectLA Investment Summit in Los Angeles.
- IAT was a Diamond sponsor of SelectUSA and led a delegation of local economic developers from across the state to the Summit in Washington, D.C.
 - The California delegation to D.C. was led by Lieutenant Governor Eleni Kounalakis, the highest-ranking California official ever to attend the Summit. She engaged in bilateral meetings with principals from Singapore, Canada, and France as well as SelectUSA leadership, including Secretary of Commerce Gina Raimondo. Furthermore, she attended receptions hosted by Ireland, Japan, and India.
 - At the Summit, IAT made 380 contacts with businesses from 50 different countries.
 - IAT hosted a 'Meet California' breakfast, which had 92 registrants from 20 countries. The breakfast allowed the entire California delegation to mingle with a custom recruited group of international businesses with interest in the California talent landscape. Multiple California delegates have reported that they met businesses at the breakfast that are now evaluating expansion in their communities. The breakfast featured welcome remarks from Jasjit Singh, the Executive Director of SelectUSA, and a moderated panel discussion on California's talent landscape with Chancellor Eloy Oakley of the California Community Colleges and Rohan Patel, Senior Global Director of Public Policy at Tesla.

- On average, California delegates spoke to about 25 businesses each at the Summit and had follow-up conversation with about five businesses each regarding establishing operations in their community.
- California delegates overwhelmingly responded that participating in SelectUSA as a member of the California delegation was valuable for their delegation. On average, respondents estimate that more than three international businesses will establish operations in their community as a result of SelectUSA.
- IAT staff spoke on a panel highlighting opportunities for biotech businesses at the SelectSF Investment Summit in the Bay Area. The panel featured presenters from California Life Sciences, TurtleTree, and GO-Biz and was moderated by GO-Biz.
- IAT attended the SelectUSA Canada conference in Toronto as part of GO-Biz's trade and investment promotion program for the Americas. The one-day business conference provided IAT the opportunity to connect with 60+ Canadian businesses and more than 40 US participants. IAT also met and networked with trade and investment stakeholders such as AmCham Canada and the Toronto Regional Board of Trade.
 - IAT met individually with 10 businesses and sent customized resources to facilitate consideration of a California expansion.
 - Participation at this conference provided an opportunity to position GO-Biz as a leader in welcoming foreign direct investment from the region.
- IAT attended Web Summit, a leading tech conference in Portugal with 70,000 global attendees. Over the three days of the conference, IAT made 76 contacts, including international businesses and strategic multipliers. IAT met individually with 21 businesses and sent customized resources to facilitate their California expansion.
 - Additionally, IAT worked closely with SelectUSA staff during Web Summit; IAT had full access to SelectUSA's booth, spoke at length with SelectUSA leadership, and engaged directly with Commercial Service staff from Germany, Israel, Italy, Denmark, the Netherlands, and Turkey to discuss facilitating business expansion to California.

3. Expand services to support the statewide coordination of immigrant integration programming and deploy one-time funding to promote immigrant integration efforts led by California cities and counties.

***Action 1:** Engage with philanthropic partners to form and leverage public-private partnerships to support GO-Biz International Affairs and Trade's Immigrant Integration programmatic goals.*

Priority Level: 1

Timeline: Ongoing (implementation)

Measurable Outcomes:

- In December 2022, IAT participated in an Immigrant Integration Funders Convening which gathered state and philanthropic stakeholders to (1) describe the current state of play for immigrants in California, including an

overview of public and philanthropic efforts; (2) identify key gaps and opportunities; and (3) align on next steps to fortify welcoming and immigrant integration services through community organizations and local jurisdictions in pursuit of a California for All.

- Thai Le, with the University of Southern California's Equity Research Institute, provided an overview of the demographics of immigrants living in California, including new arrivals, and their state of being.
- Gina Da Silva, Senior Policy Advisor for Immigration in the Governor's Office, provided an overview of California's investments in immigrant integration and inclusion.
- Marcela Ruiz of the California Department of Social Services and Sebastian Sanchez of the Labor & Workforce Development Agency highlighted the urgent need to develop long-term infrastructure, such as community legal and language services, to effectively support immigrant populations.
- Dan Torres, Immigrant Rights Program Director at the Haas Jr. Fund, shared key funding areas that the philanthropic community has focused on in the past few years.
- Grantmakers Concerned with Immigrants and Refugees (GCIR) discussed their successes and lessons learned from the public-private partnership with the State of California and the California Dignity for Families Fund.

Action 2: *Initiate the process to develop a competitive, one-time grant application for cities and counties to develop or expand local immigrant integration initiatives, including through enhanced services for immigrant communities. Funds will be available to local jurisdictions and can be applied towards a range of services, including services to support an emerging newcomer population, navigational supports, additional resources and translations for business development, professional licenses, and more.*

Priority Level: 1

Timeline: Ongoing (implementation)

Measurable Outcomes:

- Conducted background research on the status of government-led immigrant integration programs at the statewide and regional levels to better identify how state funds can be most effectively applied.

Action 3: *Hire the Immigrant Integration Manager – a newly created position under the 2022-2023 state budget - to the GO-Biz International Affairs and Trade team. The position supports statewide coordination of immigrant integration under the leadership of the Governor's Director of Immigrant Integration and leads the development of resources that foster complete economic integration of foreign-born talent and sustained prosperity for all.*

Priority Level: 1

Timeline: Ongoing (implementation)

Measurable Outcomes:

- The Immigrant Integration Manager (IIM) was hired in December 2022 with a start date in January 2023.
- The IIM will be coordinating stakeholder convenings between January and February 2023 with existing Immigrant Integration Offices, advocates, and Community-Based Organizations to inform the design and implementation of the Request for Proposal.
- Additionally, they will develop an implementation plan to release the Request for Proposal application in February 2023.

4. Leverage and expand partnerships at the international, national, state, and local level, and with the private sector, to leverage available resources efficiently and implement more proactive outreach and engagement.

Action 1: *Leverage the direction and decisions of the International Affairs and Trade Development Interagency Committee, chaired by the Lieutenant Governor and co-chaired by the Director of GO-Biz. The committee meets on a regular basis to facilitate coordination and implementation of the state's trade and investment goals and strategies among all state agencies with relevant responsibilities.¹*

Priority Level: 1

Timeline: Ongoing

Measurable Outcomes:

- IAT-organized interagency meetings were held on July 6 and December 6, 2022; the July meeting was the first to be held in person since March 2020. Committee members used these meetings as an opportunity to provide readouts and update the public on recent international activity and to discuss upcoming and ongoing priorities.²²
 - In July the committee focused on California's participation in the Summit of the Americas, a convening of nearly every head of government in the Western Hemisphere. Because the U.S. assumed responsibility of hosting this event in 2022, the Biden-Harris Administration selected Los Angeles as the official host city and California officials played a large role in the Summit.
 - In December the committee focused on outcomes from the California delegation to the 2022 United Nations Climate Change Conference, more commonly referred to as COP27, which was held in Sharm el-Sheikh, Egypt from November 6-20, 2022.
- IAT continued to work with Visit California to maximize the impact of their marketing spend on international trade and investment through Visit California's participation in the International Affairs and Trade Development Interagency Committee.

Action 2: *Work with international partners to strengthen relationships, encourage mutual trade and investment activities, boost collaboration opportunities, and support general international affairs and diplomatic requests.*

²² Meeting summaries and full recordings can be found on the Publications page of the GO-Biz website (business.ca.gov/about/publications)

Priority Level: 1**Timeline:** Ongoing**Measurable Outcomes:**

- IAT engaged on a variety of initiatives to expand and strengthen California's global relationships with key partners in order to promote and enhance trade and investment relationships in priority markets. Examples of those activities include:
 - In March 2022, Ambassador Koji Tomita and Governor Gavin Newsom signed a Memorandum of Cooperation (MOC) in Sacramento on behalf of the Government of Japan and the State of California. Specific areas of cooperation that are outlined in the MOC include climate change, trade and investment, renewable energy, energy storage, business exchange, zero-emission vehicles (ZEVs), high-speed rail (HSR) and other passenger rail services, public transportation, and water conservation and management.
 - In May 2022 IAT supported the Memorandum of Cooperation (MOC) Signing Ceremony between the City of Lancaster and Choshu Industry, a Japanese company, that will allow Choshu to build a hydrogen equipment manufacturing facility in Lancaster.
 - In September 2022 IAT support an in-person interagency meeting between the Japan Bank for International Cooperation (JBIC) and various California state agencies, including GO-Biz, CEC, CARB, and more. This meeting was held under the auspices of the memorandum of understanding (MOU) signed with JBIC in 2021.
 - In September and October 2022 IAT supported the U.S. Trade and Development Agency (USTDA) in bringing two inbound trade missions from Asia to visit Los Angeles and the Bay Area.
 - In October 2022 IAT participated in the Japan Society of Northern California's climate event and shared details on the upcoming Japan trade mission with participants.
- IAT provided coordination and support for an array of international affairs and diplomatic requests on behalf of the Governor, Lieutenant Governor, and GO-Biz leadership. In her capacity overseeing California's international affairs and trade strategy and with the strategic support of IAT, the Lieutenant Governor:
 - Engaged with the National Security Council, State Department, U.S. Trade Representative, U.S. Department of Commerce, and Congressional officials to coordinate and align California's international engagements with U.S. foreign policy.
 - Participated and/or spoke at over 30 events with international counterparts, governments, or organizations focused on trade, investment, sustainability, technology, and more.
 - Participated in over 10 meetings at the ministerial or gubernatorial level, including representatives from China, Japan, Nigeria, Ireland, Norway, Mexico, the United Kingdom, Baja California, Lower Austria, and the Emilia-Romagna region of Italy.
 - Participated in over 25 meetings at the ambassadorial or consul general level.

- Los Angeles was selected by the Biden-Harris administration as the official host city for the Summit of the Americas, a convening of nearly every head of government in the Western Hemisphere that was held in June 2022. Official events took place over the course of three days and included an inaugural reception, a CEO Summit, a civil society forum, a dinner for small- and medium-sized enterprises (SMEs), and two heads of state convenings. There were also a number of ancillary events that took place before, during, and after the official Summit, including a ministerial convening, a conference hosted by the Institute of the Americas at UC San Diego, a trade ministerial hosted by the International Development Bank (IDB), and multiple panels focused on key issues such as food security, hydrogen, and critical minerals. IAT worked closely with federal, state, and local partners to ensure substantial state representation at the event, including:
 - A climate-focused MOU signing with Canada witnessed by Canadian Prime Minister Justin Trudeau, Governor Newsom, Lieutenant Governor Kounalakis, Director Myers, and other California cabinet officials.
 - A meeting between Director Myers, Deputy Director Desai, and the Chilean Minister of Economy.
 - Participation in the CEO Summit by Director Myers, Secretary Lourdes Castro Ramirez, and Deputy Director Desai.
 - A climate roundtable hosted by the LA Cleantech Incubator (LACI) that included Director Myers as a panelist, alongside Special Presidential Envoy for Climate John Kerry, LA Mayor Garcetti, and other domestic and foreign representatives.
- In close collaboration with the Dutch government, IAT coordinated a royal visit from the King and Queen of the Netherlands in September 2022. The First Partner, Lieutenant Governor, Director Myers, and other state principals and staff met with the royal couple and their delegation of high-level government and business representatives over the course of the three-day visit. The visit included diplomatic engagements and sessions on key topics with California state officials, including:
 - An official welcome from the Lieutenant Governor at the SFO Executive Terminal.
 - Information sessions organized by IAT for business delegates in the life science and urban mobility sectors, featuring company testimonials and moderated discussions.
 - A Healthy Urban Living event with a livestreamed panel discussion between the royal couple, city-level officials from both California and the Netherlands, and Dutch CEO delegates.
 - An MOU signing involving the Governor, Lieutenant Governor, Director Myers, other senior California officials, the King, Dutch ministers, the Dutch ambassador to the U.S., and other local Dutch representatives. This was followed by a roundtable business discussion with CEO delegates, at which Director Myers delivered welcoming remarks.
 - A discussion on climate-smart agriculture that included the Queen and the First Partner, with welcoming remarks provided by the

- Dutch Minister of Trade and California Department of Food and Agriculture (CDFA) Secretary Karen Ross.
- A roundtable discussion on economic ties and shared challenges with both Dutch and American CEOs. Welcoming remarks were provided by the Lieutenant Governor and the Dutch Minister of Trade.
 - A dinner and reception at San Francisco City Hall with the Lieutenant Governor, San Francisco Mayor London Breed, the royal couple, and other Dutch government and business representatives. Remarks were provided by the Dutch Ambassador to the U.S., Mayor Breed, the King, and the Lieutenant Governor.
 - In September, executive branch participants across California, Baja California, and Baja California Sur met in San Diego with the intention of reenergizing the Commission of the Californias – or COMCAL – with the new governors and administrations. In addition to basic relationship-building, the main focus was on California's planned transition towards zero-emission vehicles (ZEVs), its wide-ranging regional impacts, and most importantly how the states can collaborate to address those impacts. While the theme for this first convening was the ZEV transition, an overall focus on climate change mitigation and adaptation in these issue areas was encouraged.
 - More than 100 state officials on all sides convened in person at the Institute of the Americas at UC San Diego, while more than 50 participants dialed in virtually.
 - A collaborative academic working paper on California's Advanced Clean Cars II (ACCI) Rule and its impacts on cross-border opportunities in the tri-state region served as a starting point for many of the convening's discussions.
 - The focus on zero-emission vehicles (ZEVs) was spread across four working groups: environmental protection and energy considerations, infrastructure for cross-border trade and tourism, environmental health, and cross-border workforce development.
 - Pre-recorded remarks from the Lieutenant Governor and the governors of Baja and Baja Sur were delivered.
 - The day began with morning discussion sessions with principals, high-level staff, and leading academics from all three states, followed by staff working group discussions. After each session, conclusions and next steps from all four working groups were presented to the entire group of participants.
 - As a result of these meetings, several opportunities were presented:
 - GO-Biz was invited by the U.S. Department of Transportation (U.S. DOT) to present on COMCAL and convening findings at their next U.S.-Mexico Joint Working Committee meeting. U.S. DOT wants to elevate the work IAT is doing, citing that no other border states have MOUs and have been as proactive on this topic. They also think this could further conversations about alternative fuel corridors and encourage similar work among the other border states.

- IAT is working with its Mexican counterparts to organize a series of trade and best practices missions over the course of the next eight months covering aerospace and defense, ZEV deployment, blue economy, water reuse, and drought mitigation, among other topics. These trade missions will be executed utilizing funds dedicated to expanding cross-border trade with Mexico.
- The Japan Clean Energy Trade Mission, scheduled for March 12-18, 2023, is built on the MOC signed between California Governor Gavin Newsom and Japanese Ambassador Koji Tomita in March 2022 to tackle climate change and strengthen trade relations. This trade mission presents a unique opportunity for California participants to explore business opportunities, showcase products and services, and build new partnerships in Japan. The trade mission will be led by the Lieutenant Governor and Director Myers. Other state government principal participation includes the Chair of the California Energy Commission, the Chair of the California Air Resources Board, the secretary of California State Transportation Agency, and the secretary of the California Department of Food and Agriculture.
 - Targeted businesses are those representing the clean energy sectors, including but not limited to renewable energy, ZEV vehicles and infrastructure, fuel cell, energy efficiency and storage, decarbonization, smart grid, and climate-smart agriculture technologies.
 - As of December 2022, the delegation included about 25 government delegates and 55 business delegates (including an agricultural track lead by CDFA). Five of the business delegates will exhibit at World Smart Energy Week under the California Pavilion with the support of California STEP program funding.
 - During the one-week trade mission, IAT is planning a series of events, receptions, and site visits with domestic and foreign partners, with itinerary highlights including a welcome reception at the U.S Ambassador's residence with about 250 participants, a California Japan Climate Summit with about 250 participants, a California-Japan trade and investment forum with about 170 participants, a Taste of California reception with over 250 participants, a California Pavilion and California conference session at the World Smart Energy Week Expo, and tours of Toyota City, the Toyota manufacturing facility, the Port of Kobe, and Kawasaki's Heavy Industry Hydrogen facility.

Action 3: *Strengthen and formalize a partnership with the U.S. Commercial Service to utilize business match-making services in foreign countries and with U.S. embassies/consulates and American Chambers of Commerce (AmChams) in foreign markets to promote California exports and attract foreign investment.*

Priority Level: 2

Timeline: 2022, Ongoing

Measurable Outcomes:

- IAT has maintained and developed relationships with U.S. Commercial Service staff both in California and overseas. The U.S. Commercial Service is an important source of leads for inbound FDI. Approximately 20 percent of all businesses IAT engages are referred by the U.S. Commercial Service offices overseas.
 - IAT is regularly invited by Commercial Service to speak at events with audiences of international businesses to highlight opportunities in California (detailed above).
- IAT frequently collaborates with Commercial Service staff at their various offices throughout California to organize trade missions and connect one another with businesses in need of resources.
- Additionally, IAT worked closely with SelectUSA staff during Web Summit. IAT had full access to SelectUSA's booth, spoke at length with SelectUSA leadership, and engaged directly with Commercial Service staff in the following markets to discuss facilitating business expansion to California – Germany, Israel, Italy, Denmark, the Netherlands, and Turkey.
- IAT collaborated with the U.S. Commercial Service on a Global Diversity Export Initiative (GDEI) - a series of ten webinars in 2022 titled "From Local to Global: Celebrating Diversity." IAT participated in the U.S. Commercial Service-hosted webinars that celebrated Black History Month, Women's History Month, Pride Month, and more.

Action 4: *Proactively engage with the statewide network of Economic Development Organizations (EDOs), World Trade Centers, Chambers of Commerce, ports, airports, border crossing interests, University of California and California State University international centers, and programs to coordinate, amplify, and execute the state's international trade and investment strategy.*

Priority Level: 1

Timeline: Ongoing

Measurable Outcomes:

- IAT continues to maintain and build relationships with economic development partners statewide. As a testament to this engagement, the 2022 SelectUSA delegation included participation from many regions that were new to the event, including the cities of Milpitas, Murrieta, and Glendale, as well as the organizations Small Business Majority and GlobalLA.
 - Applications received thus far for the 2023 SelectUSA delegation also include several new participants statewide.
- IAT prepared customized reports on the foreign investment footprint in 10 California communities at the request of local partners. These reports included insight on the number of foreign-owned businesses in each community, the number of jobs supported, top country sources of investment, and key sectors.
- IAT commissioned reports from SelectUSA on foreign investment for the 13 regions of the state as demarcated by the GO-Biz Community-Based Solutions Unit. These reports will be shared as a resource on the Community-Based Solutions website.
 - IAT is planning a webinar for January 2023 to engage with communities statewide on how to use these reports to facilitate foreign

investment attraction. SelectUSA's goal in creating these reports is to support regional equity in FDI, a goal that is shared by IAT.

- IAT has proactively worked to develop and expand engagement with entities statewide that are focused on supporting California's innovation ecosystem and engaging with international startups. This has included but is not limited to:
 - A global Controlled Environment Agriculture meeting hosted by The Vine, an agtech consortium, which brought together expanding indoor agriculture businesses from the Netherlands in May 2022.
 - A tour of UC Riverside's EPIC Incubator in October 2022.
 - A tour of GoMentum Station, a testing ground for autonomous vehicles in Contra Costa County, in October 2022.
 - Delivering the keynote address at an Innovation Tri-Valley Board meeting in Dublin, CA in October 2022.
 - A tour of the new Italian Innovation and Culture Hub (INNOV.IT) in San Francisco in December 2022.
 - Attending the California Life Sciences (CLS) FAST Innovation Showcase and Networking Reception in South San Francisco in December 2022.

Action 5: *Coordinate with California State agencies and join forces at events and other initiatives to attract foreign investment to California, promote exports, and support diplomatic engagements. Work collaboratively with State agencies to amplify their international efforts.*

Priority Level: 1

Timeline: Ongoing

Measurable Outcomes:

- IAT has worked closely with State agencies as part of California's international engagement to highlight the state's leadership global leadership in a variety of areas including climate, innovation, and talent.
- IAT joined a delegation to ITS led by the California State Transportation Agency (CalSTA) in September 2022. ITS is an advanced transportation conference, and as part of that delegation, IAT had the opportunity to engage with international businesses attending the conference, and support CalSTA's broader aims of marketing California as a destination for transportation technology.

5. Work with international trade infrastructure partners to serve California businesses effectively and efficiently.

Action 1: *Meet with the state's ports, airports, rail lines, truckers, shipping lines, warehouse providers, and beneficial cargo owners to identify their specific freight needs and address the future competitiveness of the state's goods movement and storage infrastructure.*

Priority Level: 1

Timeline: Ongoing

Measurable Outcomes:

- GO-Biz is elevating the state's historic investment in supply chain to ensure its commitment to move goods efficiently, accelerate the decarbonization the state freight sector, and create good high-quality jobs. GO-Biz is also working within regions to help develop new supply chains to deploy within California, including critical minerals, clean hydrogen, and offshore wind.
- California's twelve ports each had their best years in 2021 and coming off those records a shift in focus has been placed on infrastructure and investment. Although there has been a slight decrease in port volumes as of late, the major California ports of Oakland, Los Angeles, and Long Beach still handle a little over one-third of all national container shipping activity. Throughout 2022, GO-Biz has continued to work hand-and-hand with each of California's ports in assisting them in navigating funding opportunities, building the capital stack for projects, and working across state and federal agencies.
- In response to challenges truckers faced in navigating AB5 as well as looming clean truck regulations, GO-Biz created two resources directly to support truckers, available in three languages (English, Spanish and Punjabi).
 - *The California Trucking Incentive Guide* provides over two dozen business incentives for truckers to utilize in California, including utility discounts, clean vehicle purchase discounts, and small business financing.²³
 - *The California Freight Trucking Quick Start Guide* provides truckers with an easy to navigate understanding of all required local, state, and federal permits and requirements in establishing their own freight trucking small business or obtaining their own independent motor carrier authority.²⁴
- The California Supply Chain SUCCESS Initiative was launched in August 2021 with the goal of bringing together federal, state, and local stakeholders to address port congestion through both short- and long-term solutions. The initiative included a background report on supply chains and corresponding challenges, a social media campaign, a virtual workshop, an in-person summit held in September 2021 at the Port of Long Beach, and an agricultural supply chain working group at the Port of Oakland in December 2021.²⁵
 - The Supply Chain SUCCESS Initiative Leadership Group includes two GO-Biz representatives: Director Dee Dee Myers and Deputy Director for Sustainable Freight and Supply Chain Trelynd Bradley.
 - In November 2022, GO-Biz partnered with CSU Long Beach to produce a report summarizing the outcomes of the SUCCESS Initiative. These outcomes included, but were not limited to, extending port and warehouse hours of operation, expanding temporary storage and buffer locations in unused land parcels in order to reduce supply chain backlogs, increasing data access

²³ The California Trucking Incentive Guide (<https://static.business.ca.gov/wp-content/uploads/2022/09/CA-Trucking-Incentive-Guide.pdf>)

²⁴ Business Quick Start Guide: Freight Trucking (<https://calosba.ca.gov/wp-content/uploads/Business-Quick-Start-Guide-Cover-Pages-English-v3.pdf>)

²⁵ California Supply Chain Success Initiative: A Summary Report (https://business.ca.gov/wp-content/uploads/2022/11/Supply-Chain-Initiative-Report-2022_GOBiz.pdf)

- and modernization to enhance communication, and a partnership with the U.S. Department of Transportation (DOT) to help modernize the state supply chain.
- GO-Biz will be working to implement the additional recommendations provided in the report in 2023, and build upon those that have already been set in motion in 2022
 - GO-Biz continues to work with the eight state agencies involved following the initiative in coordinating state funding opportunities, tracking federal funding timelines, and assisting in the implementation of state funds for supply chain, including the \$1.2B Port and Freight Infrastructure Program at the California State Transportation Agency.
 - The Interagency Supply Chain Task Force was formed in October 2021 in response to Governor Newsom's Executive Order N-19-21, which directed state agencies to identify land for temporary container storage, freight routes that should be exempted from vehicle weight limits, and training partnerships with private industry for port and logistics workers. The Task Force, led by GO-Biz Director Dee Dee Myers, worked to implement the goals of the Executive Order and identify additional solutions.
 - Throughout 2022, GO-Biz worked directly with the Department of General Services (DGS) and a contractor, Chunker, to utilize inland state-owned properties for excess storage due to incoming volumes from California's Ports. The first site in Tracy began seeing use in July of 2022.
 - In August 2022, IAT Deputy Director Emily Desai attended the annual conference of State International Development Organizations, Inc. (SIDO) in Seattle, Washington. At the conference's Best Practices and Training Forum, she completed a presentation on California's response to the supply chain crisis in front of an audience of other state and federal economic development professionals

6. Develop and implement a user-friendly, comprehensive, and interactive website and communications strategy to assist California entities seeking to export and attract foreign investment. Track engagement with webpages, newsletters, and social media content to inform these efforts.

Action 1: Track engagement with IAT webpages, newsletters, and social media content to monitor effectiveness of communications strategy. Drive traffic to the website and other IAT resources via the monthly newsletter.

Priority Level: 2

Timeline: 2021, Ongoing

Measurable Outcomes:

- The International Trade and Investment page²⁶ on the GO-Biz website received over 3,000 views in 2022, with an average of more than 280 page

²⁶ International Trade and Investment (business.ca.gov/advantages/international-trade-and-investment)

- views per month. Within the International section on the GO-Biz website, the top pages by number of views were Incentives, Grants, & Financing²⁷, California State Trade Expansion Program²⁸, and Invest in California²⁹.
- IAT continued to publish its monthly newsletter covering special announcements, upcoming events, and other resources for both California-based businesses and foreign businesses.³⁰ This newsletter currently reaches more than 1,200 contacts.
 - On average, over 10 percent of recipients who open the newsletter are located outside of the U.S. In 2022, this included subscribers from 14 unique countries across 5 different continents.
 - All posts from the GO-Biz Twitter account that focus on IAT engagement are tagged with #GoBizInternational.³¹ The GO-Biz Twitter account as a whole in 2022 received an average of 1,516 impressions, 7 likes, and 4 link clicks per day. On average, the top international-focused posts from the account received 1,881 impressions and 70 engagements.³²
 - All posts from the GO-Biz LinkedIn account that focus on IAT engagement are tagged with #GoBizInternational.³³ In 2022, the GO-Biz LinkedIn account had 2,667 new followers (up to 4,516 total followers), 9,167 page views (up 1,1268% from prior year), 4,301 unique visitors (up 1,447% from prior year), 493 custom button clicks (up 2,365% from prior year), 3,357 reactions (up 2,065% from prior year), 110 comments (up 5,400% from prior year), and 307 reposts (up 958% from prior year).³⁴

²⁷ Incentives, Grants, and Financing (business.ca.gov/advantages/incentives-grants-and-financing)

²⁸ California State Trade Expansion Program (STEP) (export.business.ca.gov)

²⁹ Invest in California (business.ca.gov/advantages/international-trade-and-investment/invest-in-california)

³⁰ Archived versions of previous International Affairs and Trade Newsletters can be found on the GO-Biz website (business.ca.gov/advantages/international-trade-and-investment/resources)

³¹ Twitter search (twitter.com/search?q=%23gobizinternational&src=typed_query)

³² Twitter Analytics (analytics.twitter.com)

³³ LinkedIn Search (linkedin.com/search/results/all/?keywords=%23gobizinternational&origin=GLOBAL_SEARCH_HEADER&sid=RcP)

³⁴ LinkedIn Page Analytics

GLOBAL TRADE AND INVESTMENT DESKS AND NETWORKS

Armenia

In September 2019, Governor Gavin Newsom met with Armenian Prime Minister Nikol Pashinyan and signed an agreement to create a Trade and Services Desk in Armenia. The desk serves as a hub for the Trade Representative for Europe, the Middle East, and Africa and can be utilized by state officials to encourage trade and investment by Californian and Armenian businesses, for instance by assisting entrepreneurs in connecting with their counterparts to engage in commercial activities.

GO-Biz formed a partnership with Impact Hub Armenia Social Innovation Development Foundation (Impact Hub Yerevan), an Armenian-based nonprofit organization that supports social impact enterprises, to establish the Trade and Services Desk. This was initially intended to be formalized in the spring of 2020 but was postponed due to the emergence of the COVID-19 pandemic. It was then rescheduled for the fall of 2020 but postponed due to regional conflicts.

An MOU signing was successfully conducted on June 1, 2021. This virtual event was attended by officials from California, Armenia, and Impact Hub Yerevan.

In 2021, Armenia accounted for over \$50 million of California's \$645.8 billion in bilateral trade³⁵ and there were fewer than five Armenian businesses in the state with an estimated 20 total employees.³⁶ However, California is home to the largest Armenian diaspora in the world, with approximately 1 million people of Armenian descent residing in the state. Furthermore, bilateral trade between California and Armenia nearly doubled from 2020 to 2021, and California was Armenia's largest state trade partner by far in 2021.³⁷ Armenia remains an important cultural and economic partner of California, and this has been cemented by the new Trade and Services Desk in Yerevan.

China

In September 2019, the China Trade Office Network, a partnership between the Bay Area Council, Los Angeles Economic Development Corporation (LAEDC), the California Asian Pacific Chamber of Commerce (CalAsian Chamber), and the City of Sacramento, was expanded and rebranded as the California Trade and Investment Network (CTIN). As a result, the network added four additional partners which agreed to share resources and contacts, work together on trade shows and missions, and cooperate on business development. The four additional partners are AmCham Shanghai, GlobalSF, and Fresno EDC.

GO-Biz supports CTIN members' activities and requests regarding China, and shares information and resources with CTIN members. In September 2021, GO-Biz renewed the

³⁵ U.S. Census Bureau trade data

³⁶ Foreign Direct Investment in California, 2021 (www.business.ca.gov/wp-content/uploads/2021/06/FINAL-FDI-Report.pdf)

³⁷ U.S. Census Bureau trade data

CTIN agreement for one year with all eight existing members. The new agreement serves the following purposes:

- Enables GO-Biz to better engage with Chinese government agencies and other Chinese partners to promote bilateral trade, investment, and collaboration by clarifying GO-Biz as the only State of California authority in the CTIN.
- Improves processes and sets clearer expectations for CTIN members' responsibilities as network participants, including information-sharing and reporting.
- Updates and better defines the processes by which CTIN members can request and use the CTIN name and logo in events and activities.
- Maintains CTIN members' ability and autonomy to pursue all China-related activities outside of the CTIN as they see appropriate.

Two-way trade between California and China amounted to \$162 billion in 2021.³⁸ China is California's third-largest export market after Mexico and Canada, with \$16.7 billion in annual exports as of 2021. China was also California's eighth-largest source of FDI in 2021, with Chinese-owned enterprises in California providing over 18,324 jobs and more than \$1.8 billion in wages.³⁹

Mexico

On October 2, 2019, the Lieutenant Governor announced that California was establishing a Trade and Services Desk to promote two-way trade and further strengthen California's deep economic, political, and cultural relationship with Mexico. The desk is utilized by California's Trade and Investment Representative for the Americas and Oceania to promote mutual trade and investment by Californian and Mexican businesses, assist businesses looking to invest and/or export to and from California – and the Americas more broadly – and support more robust two-way exchange in areas such as environmental protection, education, and tourism. The common goal of the desk with Mexico is to create a sustained, strategic, and mutually beneficial partnership.

The Trade and Services Desk is located at the University of California's Casa de la Universidad de California in Mexico City. Prior to the opening of the desk, GO-Biz and the University of California signed an MOU allowing California to utilize space within Casa de California at no cost to the state.

In 2021 Mexico was California's number two overall bilateral trade partner, with over \$57 billion in imports from Mexico and over \$27 billion in exports to Mexico. Key areas for trade include computer and electronic products, transportation equipment, and agricultural products.⁴⁰

ORGANIZATIONAL STRUCTURE AND BUDGET

³⁸ U.S. Census Bureau trade data

³⁹ Foreign Direct Investment in California, 2021 (www.business.ca.gov/wp-content/uploads/2021/06/FINAL-FDI-Report.pdf)

⁴⁰ U.S. Census Bureau trade data

The organizational structure of IAT and location of its staff have been consciously developed to balance operational considerations, protection of the public interest, and support of business development. Under the overall direction and coordination of the Governor's Office, and in collaboration with the Office of the Lieutenant Governor, IAT is responsible for the daily management, oversight, programmatic evaluation, and performance evaluation of the state's international trade and investment priorities. IAT is currently composed as follows:

- Emily Desai, Deputy Director, International Affairs & Trade
- Odet Ford, Immigrant Integration Program Manager
- Vacant, Trade and Investment Representative – Europe, the Middle East, & Africa
- Henan Li, Trade and Investment Representative – Asia
- Diana Dominguez, Trade and Investment Representative – Americas & Oceania
- Vacant, Export Program Manager
- Mariana Guevara, International Trade Program Specialist
- Vacant, Grants and Contracts Analyst
- Maria Onorato, Foreign Direct Investment Program Manager
- Claire Gordon, International Investment & Research Analyst
- Maria Martinez, Executive Fellow

Funding for the overall International Affairs and Trade team within GO-Biz amounts to \$12,730,000 for Fiscal Year 2022/23. The majority of these funds are for a one-time, competitive grant program to support immigrant integration programming for local jurisdictions. The ongoing budget for the International Affairs and Trade team is \$1,630,000 for Fiscal Year 2022/23.