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International Affairs and Trade December 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



[Join the California delegation to SelectUSA](#), June 23–26, 2024!

GO-Biz is leading a delegation of California local economic developers to Washington, DC in June 2024 to represent the state at the [SelectUSA Investment Summit](#). Participating in the California delegation will give your organization the unique opportunity to engage with pre-vetted foreign investors, access the California booth, and admission to invite-only events. The delegate fee is \$~2,500 per person.

Please [see the flyer](#) for details and contact international@gobiz.ca.gov with any questions.



[Apply for our Export Voucher Program](#)

GO-Biz is excited to announce that the second round of applications for the Export Voucher program under the [California STEP Grant](#) is officially open! We invite California small businesses to submit their applications for export promotion activities. Applications are now open and close February 4, 2024. Companies are invited to submit applications for export voucher-eligible activities that are set to take place between January 1, 2024, and March 31, 2024. GO-Biz is hosting informative training sessions on [December 19, 2023](#), [January 2, 2024](#), and [January 16, 2024](#).

For more information visit the program [site](#) or contact international@gobiz.ca.gov.

Upcoming Events Organized or Supported by GO-Biz



Arab Health

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

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

GO-Biz is pleased to announce that it will be hosting a California Pavilion at Arab Health. The pavilion will feature six innovative California small businesses: Allwin Medical, Arc Novo, Anatomage, BOSCOGEN, Medicoool, and Numotech. The California Pavilion will be in Hall 1 in space H1.D50. GO-Biz encourages all California attendees and exhibitors at Arab Health to stop by and meet the delegation.

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. 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.



Green Building & Green Tech Opportunities in Mexico

*February 26–29, 2024
Mexico City*

Registration Contact: diana.dominguez@gobiz.ca.gov

GO–Biz will support up to six California small businesses to participate in this business matchmaking and green construction forum organized by the U.S. Department of Commerce and the Sustainability for Mexico and Green Building Council Inc. in Mexico City. GO–Biz will cover 75 percent of participation costs up front, bringing the cost for eligible California companies to \$250–500.

Mexico is moving rapidly towards green construction activities! This is a great opportunity for California/U.S. green builders and green technologies suppliers to present and showcase their latest green technologies and services with up to five Mexican companies interested in doing business with sustainable construction suppliers. Participating California/U.S. companies will have pre–arranged business matchmaking meetings and an opportunity to participate in a briefing session to learn about opportunities in the Mexican market prior to the start of the service.

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



GDEI Trade Mission to Panama, Costa Rica, and Colombia

*March 10–15, 2024
Panama | Costa Rica | Colombia*

Registration Contact: diana.dominguez@gobiz.ca.gov

The GO–Biz Trade Americas Team is supporting up to six Californian women–owned small businesses to participate in the U.S. Department of Commerce's Trade Mission and Conference to Panama, Costa Rica, and Colombia.

The U.S. Department of Commerce is organizing this multi–sector focused trade mission to Latin America as part of its Global Diversity Export Initiative (GDEI). This trade mission is comprised of a business conference and customized business matchmaking appointments. Selected companies will have the opportunity to participate in business–to–business (B2B) matchmaking meetings with pre–screened potential buyers, agents, distributors, and joint venture partners. California STEP funding is 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.



FIDAE Airshow

*April 9–14, 2024
Santiago, Chile*

Registration Contact: diana.dominguez@gobiz.ca.gov

The GO–Biz Trade Americas Team invites interested California small businesses to exhibit at the California Pavilion under the USA Pavilion at the Airshow. California small businesses that qualify for 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.

The 2024 FIDAE Airshow will cover civil and commercial aviation, defense, airport equipment and services, homeland security, aircraft maintenance, space technology, RPAS/UAV, and cybersecurity. FIDAE provides significant sales opportunities for California businesses seeking to enter the Chilean aerospace and defense market.

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



Hannover Messe

*April 22–26, 2024
Hannover, Germany*

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

GO–Biz will support six California small businesses to exhibit in the California Pavilion at Hannover Messe in April 2024. The pavilion is located in the Energy 4.0 Hall (Hall 12). Grant funding from the State Trade Expansion Program (STEP) has been used to reduce company participation fee from over \$9,500 to \$1,850 for STEP–eligible companies.

Hannover Messe is the world’s largest and most comprehensive industrial technology event. This year GO–Biz will be hosting a California Pavilion in the Energy 4.0 Hall, which covers sectors like renewables, sustainability, digital energy management and AI, energy efficiency, process and heat waste, mobility, and more.

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



Trade Winds 2024

*May 13–15, 2024
Istanbul, Türkiye*

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

GO-Biz will support up to five California small businesses attending Trade Winds in May 2024. The conference will be held in Türkiye with matchmaking stops in Denmark, Romania, Kazakhstan, Poland, and Italy. Each STEP-eligible company will receive a \$1,000 subsidy to offset their participation fees.

Interested California small businesses must first apply with the US Commercial Service. Once a company applies and is accepted into the conference by the Commercial Service, they will be invited to apply for STEP support. Apply for Trade Winds with the Commercial Service [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

GO-Biz will support 12 California small businesses to exhibit in the California Pavilion at Farnborough International Airshow in July 2024. The pavilion will be located in Hall 2. Grant funding from the State Trade Expansion Program (STEP) has been used to reduce the company participation fee to \$6,700 for STEP-eligible companies. This is a savings of over \$10,000 when compared to exhibiting individually in the smallest, turnkey booth.

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. Aerospace and defense companies interested in expanding their international footprint are encouraged to register their interest [here](#).

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

Upcoming Events from Our Partners



Export Skills Training, Legal, Compliance, and IPR Considerations for Women-Owned Businesses

December 19, 2023 | 10:00 AM PST

[Register for this event](#)

The U.S. Commercial Service has organized a webinar series focused on business opportunities in Latin America (Panama, Colombia, and Costa Rica) for women-owned businesses. Join this session to learn more about key resources to help grow your export sales.

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



Expo Manufactura 2024

January 30–February 1, 2024

USA Pavilion Contact: mario.vidana@trade.gov

Join the USA Pavilion at Expo Manufactura, the premier event for advanced manufacturing in Latin America. The 2024 edition will feature 11 specialized pavilions showcasing the latest technologies and innovations in machine tools, automation, wire, and connectivity. Visitors in the automotive/auto parts, aerospace/aeronautics, energy, medical devices, home appliances, and electronics industries will find solutions to enhance their productivity and competitiveness. U.S. Commercial Service Mexico invites U.S. companies to participate in the USA Pavilion and benefit from the 13,000 buyers and valuable government services; they will also provide fee-based matchmaking services to eligible U.S. exporters during the event.

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



India Clean EDGE and EnviroTech Business Development Mission

*March 4–11, 2024
Delhi | Mumbai | Chennai | Hyderabad*

[Register for this event](#)

The United States Department of Commerce, International Trade Administration (ITA) is organizing an executive-led Clean EDGE (Enhancing Development and Growth through Clean Energy) and Environmental Technologies Business Development Mission to India. Mission stops include Delhi and Mumbai with an optional stop on March 11, 2024, in Hyderabad or Chennai. The Mission objective is to grow sustainable and secure clean energy markets in India by promoting U.S. exports and removing trade barriers. This will accelerate the adoption and deployment of energy and environmental solutions, helping India meet its climate commitments.

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



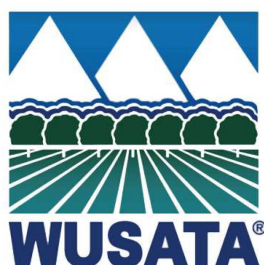
**The National Association of District Export Councils (NADEC)
Annual Export Conference**

*March 13–14, 2024
The Mayflower Hotel, Washington, DC*

Event Contact: aburkett@naita.org

The NADEC Annual Export Conference, held annually in Washington, D.C., brings together distinguished speakers including business leaders, high-ranking U.S. and foreign government officials, exporters, trade service providers, and trade promotion agencies. This conference provides space for industry peers to share expertise, proven export strategies, effective resources, and more during concurrent sessions.

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



WUSATA Pavilion at ANTAD Trade Show

*March 12–15, 2024
Guadalajara, Mexico*

[Register for this event](#) by February 15, 2024

Expo ANTAD Alimentaria is Mexico's leading and largest retail trade show, which attracts more than 37,000 visitors and 1,700 exhibitors. Expo ANTAD has become the largest food industry exhibition in Mexico and is the ideal forum for international exhibitors to showcase their premium products to quality buyers, importers, and industry experts. Businesses that join the WUSATA pavilion will be provided with a kiosk, kiosk signage, an interpreter, and a chair. Register by December 31, 2023 to receive a discount on early bird registration.

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



AgStart is a nonprofit organization that works with entrepreneurs across Northern California to accelerate the commercialization of their innovative technologies in the agriculture, food, and health sectors. Since its founding in 2012, the AgStart program has helped hundreds of entrepreneurs expand their services and innovations by providing successful mentorship, education, incubation facilities, and community connections. Since opening its incubator space, The Lab@AgStart, in May 2021, startup entrepreneurs commercializing their innovations in the incubator have attracted over \$60 million in private capital and created several dozen new jobs in the region. The Lab@AgStart facility is currently the largest wet-lab incubator facility for startup companies in California's Central Valley region, enabling startup companies to leverage shared resources including a Fermentation Lab, Tissue Culture Lab, and Food Lab. Its facilities have attracted startups from across the region as well as internationally. AgStart provides a home for innovators seeking to transform our global food system.

For more information, please visit the organization [website](#) or contact info@agstart.org.

California Small Business Export Success Story



Ryvid is a motor vehicle manufacturing company that is revolutionizing the industry with the production of its U.S.-built electric motorcycles. Ryvid was formed with a mission to enable more sustainable and enjoyable personal mobility. The company's renowned electric motorcycle, the Ryvid Anthem, is one of the most affordable electric motorcycles in the U.S., making sustainable commute options widely accessible and bringing us one step closer to our sustainability goals as a nation.

Ryvid is a California STEP grant recipient and will participate in the California Pavilion hosted by GO-Biz at Hannover Messe 2024, the world's largest and most comprehensive industrial technology event. Ryvid also received a California Competes grant in 2023 to establish a headquarters in Hawaiian Gardens, a manufacturing facility in San Bernadino for electric motorcycles, and a lithium battery manufacturing facility in El Cajon. For more information [contact](#) Ryvid or visit their [website](#).

Do you have a California small business success story to share on our website, or in a future newsletter? If so, please share your success story for consideration:

Share a California small business export success story

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

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

[Foreign Direct Investment in California, 2023 Report](#)

World Trade Center LA (WTCLA), in partnership with GO-Biz and Loyola Marymount University has released its eighth annual report on FDI in California. See the report to learn more about FDI trends by source country, sector, and county.

[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.

Grant & Funding Opportunities

[State Trade Expansion Program \(STEP\)](#)

The Governor's Office of Business and Economic Development (GO-Biz) administers this grant program, which seeks to increase the number of small business exporters and increase the volume of goods and services they export. STEP helps small businesses to begin exporting or grow their existing export sales by providing reimbursable [Export Vouchers](#) and implementing [STEP Events](#), which includes organizing state pavilions at international trade shows and trade missions. [Visit the STEP website](#) or [contact Mariana Guevara](#) to learn more.

[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.

[California Competes Tax Credit \(CCTC\)](#)

Tax credits are available to California 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 CCTC application period starts Tuesday, January 2, 2024, with \$164 million in available tax credits. The deadline to submit applications is Monday, January 22, 2024, at 11:59 PM (Pacific Time). The online application can be accessed starting January 2, 2024, at www.calcompetes.ca.gov. Businesses interested in applying can register to view a live webinar explaining the application process. Webinars will take place on January 3, 2024 (click [here](#) for details and registration) and January 11, 2024 (click [here](#) for details and registration).

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.

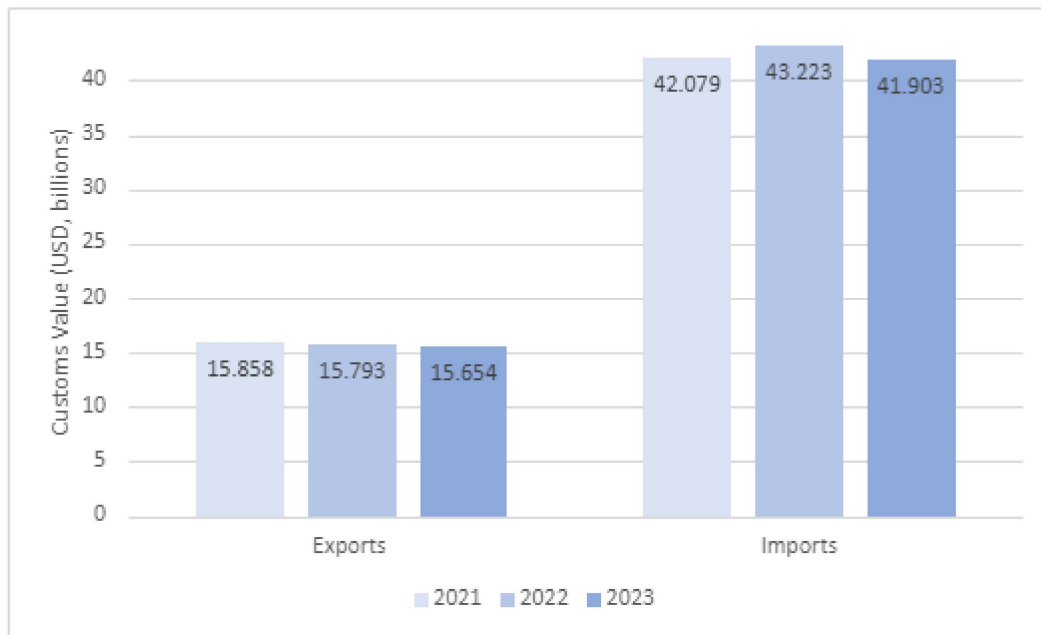


California's International Trade by the Numbers

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

Fast Facts: October 2023

- ~ California's top three export destinations in October were Mexico, Canada, and China.
- ~ California's top three import markets in October were China, Mexico, and Taiwan.
- ~ California's October 2023 exports decreased by <1 percent compared to October 2022 and by 1.2 percent compared to October 2021, while imports decreased by 3 percent and <1 percent, respectively. The slight declines in imports and exports over the past two years is consistent with the country's overall trade patterns.



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

Do you have an international business success story to share on our website? If so, please share your success story for consideration:

[Share an international business success story](#)

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