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## International Affairs and Trade January 2024 Newsletter

Welcome to this month's newsletter from the International Affairs and Trade team at the California Governor's Office of Business and Economic Development (GO-Biz).

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### Special Announcements



[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 before the application deadline of February 4, 2024. Companies are invited to submit applications for export voucher-eligible activities that are set to take place between January 1 and March 31, 2024. GO-Biz is hosting an informative training session for interested businesses on [January 16, 2024](#).

For more information please [visit the STEP website](#) or email [international@gobiz.ca.gov](mailto:international@gobiz.ca.gov).

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## Upcoming Events Organized or Supported by GO-Biz

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### Arab Health

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

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



### Trade Mission to Queretaro Aerospace and Automotive Opportunities 2024

*February 20–February 24, 2024  
Queretaro, Mexico*

Registration Contact: [diana.dominguez@gobiz.ca.gov](mailto:diana.dominguez@gobiz.ca.gov)

The GO-Biz Trade Americas Team invites interested California small businesses to join this trade mission to connect and develop business relationships in the aerospace and automotive sectors in Queretaro, Mexico. Companies will participate in business matchmaking meetings and site visits, and have access to information industry workshops.

There will be supply chain opportunities in plastics, metal mechanics, textiles, and electric-electronic products.

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

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## FIDAE Airshow

*April 9–14, 2024  
Santiago, Chile*

Registration Contact: [diana.dominguez@gobiz.ca.gov](mailto: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 FIDAE 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–eligible 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.

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## Hannover Messe

*April 22–26, 2024  
Hannover, Germany*

Event Contact: [patricia.utterback@gobiz.ca.gov](mailto: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 the 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.

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## Trade Winds 2024

*May 13–15, 2024  
Istanbul, Türkiye*

Event Contact: [patricia.utterback@gobiz.ca.gov](mailto: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 U.S. 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.

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## 2024 Singapore ICT Business Development Mission

*May 27–30, 2024  
Singapore*

[Register for this event](#) by January 31, 2024  
STEP Registration Contact: [henan.li@gobiz.ca.gov](mailto:henan.li@gobiz.ca.gov)

GO-Biz is supporting up to three California small businesses to participate in the ICT Business Development Mission to Singapore. The event is organized by the U.S. Department of Commerce's International Trade Administration. STEP-eligible businesses will receive a \$2,400 discount on the participation cost. Companies seeking STEP funding support must submit a STEP Event Application and Trade Mission Application for approval before January 31, 2024.

Businesses attending the mission will have the opportunity to participate in Asia's flagship tech event, Asia Tech x Singapore 2024, taking place May 29–31. Businesses participating in the event will gain market insights, make industry and government contacts, solidify business strategies, and advance related projects. The event is also an opportunity for businesses to learn more about Singapore's market priorities, policy and regulatory changes, and strategies to navigate the country's business climate. The event will offer one-on-one business appointments with pre-screened potential buyers, agents, distributors, and joint venture partners in Singapore.

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

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## Farnborough International Airshow

July 22–26, 2024  
Farnborough, England

Event Contact: [patricia.utterback@gobiz.ca.gov](mailto: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 apply.

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

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## Upcoming Events from Our Partners

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### Energy Opportunities for US Exporters in Southeast Asia

January 11, 2024 / 7:00 AM PST

[Register for this event](#) by January 10, 2024

The U.S. Commercial Service is hosting a webinar to discuss market opportunities and provide insight into Southeast Asia's renewable energy sector. The webinar will discuss the potential for U.S. energy companies to thrive in this market and will provide more information on Future Energy Asia 2024, Asia's largest energy trade show. Companies will also have the opportunity to learn about how they can participate in the show's U.S. Pavilion.

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



### ICT Opportunities in the ASEAN Region

January 17, 2024 / 8:00 AM PST

[Register for this event](#)

The Asian American Chamber of Commerce and U.S. Commercial Service are hosting a webinar to discuss ICT export opportunities in the ASEAN region. The webinar will include a market and industry overview of the region as well as speakers from the AACC and the International Trade Administration's Global Tech Team. The webinar will also highlight how companies attending the ICT Business Development Mission to Singapore and AsiaTech X can connect with international companies in this sector.

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

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## Expo Manufactura 2024

*January 30–February 1, 2024*

USA Pavilion Contact: [mario.vidana@trade.gov](mailto: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.

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## India Clean EDGE and EnviroTech Business Development Mission

*March 4–11, 2024*

*Delhi | Mumbai | Chennai | Hyderabad*

[Register for this event](#)

The U.S. Department of Commerce's International Trade Administration 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.

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## 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](mailto: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.

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## 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.

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

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

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## Training Opportunities & Informational Resources

### Trade

#### [U.S. Commercial Service Global Diversity Export Initiative \(GDEI\)](#)

Following the conclusion of their "From Local to Global: Celebrating Diversity" event series with GO-Biz International, the U.S. Commercial Service has compiled this guide that provides an overview of the various federal, state, and local 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. agency 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.

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## 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 U.S. 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 current application period is

open until Monday, January 22, 2024 at 11:59 PM PST. Businesses interested in applying can [register to view a live webinar on January 11, 2024](#) explaining the application process.

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## Other Resources from Our Partners

Click [here](#) for a list of our state and federal export assistance partners available by region.

Select any of the icons below to access that resource.



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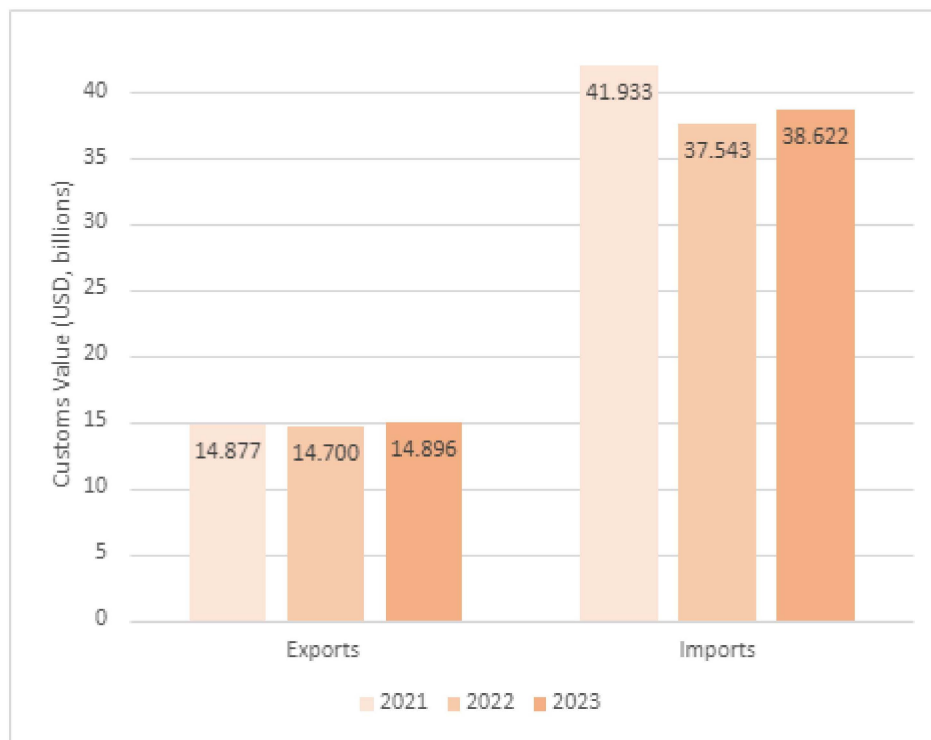
## California's International Trade by the Numbers

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

### Fast Facts: November 2023

- ~ California's top three export destinations in November were Mexico, Canada, and China.
- ~ California's top three import markets in November were China, Mexico, and Vietnam.
- ~ California's November 2023 exports increased by 1.3 percent compared to November 2022 and by <1 percent compared to November 2021.
- ~ California's November 2023 imports increased by 2.9 percent compared to November 2022 and decreased by 7.9 percent compared to November 2021. The slight changes in imports and exports over the past two years are consistent with the country's overall trade patterns.





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

[Share a California small business export success story](#)

**Visit the [Trade and Investments](#) page to learn more about the success stories of International Businesses 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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Send questions or feedback to [international@gobiz.ca.gov](mailto:international@gobiz.ca.gov)

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