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## International Affairs and Trade March 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



#### California State Trade Expansion Program (STEP)

Make your voice heard! The [Expression of Interest Form](#) allows GO-Biz to determine which tradeshow California should prioritize to host a state pavilion.

The California STEP Grant is administered by the California Governor's Office of Business and Economic Development (GO-Biz) International Affairs and Trade Team and is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. If you are interested in a California STEP-supported event, please [submit an Expression of Interest Form](#) and we will let you know when event funding becomes available.

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## Immigrant Integration Initiatives

[Submit an Application](#)

GO-Biz is excited to launch the second round of funding for the Local Immigrant Integration and Inclusion Grant (LIIG). This round of \$2.1 million in grant funding will prioritize California's rural regions in their efforts to build or expand immigrant inclusion resources and best practices. Responses to the Request for Proposals are due by March 29, 2024. For more information, please [visit the LIIG website](#) or [grant flyer](#).

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## Upcoming Events Organized or Supported by GO-Biz

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### New to Export Training Cohort

*April 2024 | Weekly  
Virtual*

[Register for this event](#) by April 3, 2024  
Event Contact: [ann.pardalos@csg.org](mailto:ann.pardalos@csg.org)

GO-Biz will reimburse California small businesses interested in SIDO's export training cohort for 100% of the registration costs upon receipt of the Certification of Completion. If you are interested in reimbursement for the training, please [submit an application form](#).

Registration for the Spring Session of SIDO's New to Export Training is now open until April 3, 2024. SIDO works in collaboration with ExporTech, the Department of Commerce, and the SBDC network to develop a program (ExporTech-lite) that addresses the needs of small businesses to help grow the pipeline of U.S. exporters. This program will help new exporters and SIDO cohort members to develop an export plan and strategy. The export training instructor-led session dates are April 9, 16, 23, and 30, 11:00 am – 12:00 pm PDT.

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

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## U.S. Commercial Service Export Compliance Roadshow

*April 17, 2024  
San Diego, California*

[Register for this event](#)

GO-Biz aims to assist California small businesses attending the roadshow by subsidizing 50% of the event registration cost. Companies that fulfill the criteria outlined on the [application form](#) are eligible to [apply for the discount](#).

This event is designed to equip companies with the knowledge and tools necessary to navigate export opportunities while adhering to critical export regulations. The event will cover topics such as why export regulations are critical, the role of the U.S. government in export controls, and an overview of the Bureau of Industry and Security's (BIS) Export Administration Regulations. Companies will also learn how to apply for export licenses using government registration and export transaction filing systems, as well as best practices for managing a company's export compliance program.



### 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 renewable energy, 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](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](#).

Please [see the event flyer](#) for 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, which 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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### Protecting Intellectual Property Rights Seminar for Exporters

March 21, 2024  
Miami, Florida

[Register for this event](#)

Event Contact: [isabel.davila@trade.gov](mailto:isabel.davila@trade.gov)

The U.S. Commercial Service is hosting a one-day seminar for exporters on protecting Intellectual Property Rights (IPR) overseas. The seminar will help companies identify and protect their intellectual assets, gain more information on how to obtain overseas IP protection, understand how to combat product counterfeits, and learn more about resources

available to protect intellectual property. Participants will also have the ability to schedule one-on-one meetings with guest speakers.

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

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### Brazil Business Immersion

*May 4-12, 2024  
Sao Paulo | Rio de Janeiro*

Event Contact: [dchiubryant@globalsf.biz](mailto:dchiubryant@globalsf.biz)

GlobalSF is partnering with CampFire for a business immersion mission to Sao Paulo and Rio de Janeiro that will provide businesses with access and connections to top companies in Brazil. Businesses looking to make connections in the aviation, energy and mining, finance, startup and technology, and food and agriculture sectors are welcome to join. Potential outcomes of the mission include strategic partnerships, sales, investment opportunities, and outsourcing.

Please [contact Darlene Chiu Bryant](#) for more information.

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

*May 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, export strategies, effective resources, and more.

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

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### China Trade Mission

*May 17-24, 2024  
Hong Kong | Guangdong Province | Chongqing*

Register for this event by April 12, 2024  
Event Contact: [sstewart@saccausa.com](mailto:sstewart@saccausa.com)

The Greater China Office of the City of Sacramento is leading a business delegation to China to establish strategic partnerships in clean energy and manufacturing and to promote foreign direct investment in the state. The mission is intended to increase foreign investment in the clean energy manufacturing sector, with a special focus on electric vehicle charging equipment.

Please [contact Sarah Stewart](#) for more information.

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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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## GO-Biz at Upcoming Events

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### FIDAE Airshow

*April 9–14, 2024  
Santiago, Chile*

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

GO-Biz will host California small businesses joining the California Pavilion at the 2024 FIDAE Airshow. Businesses attending the Airshow will utilize STEP funds awarded by GO-Biz. The event 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.

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### 2024 STATE OF LATINO ENTREPRENEURSHIP SUMMIT



### 2024 State of Latino Entrepreneurship Summit

*March 27, 2024  
Palo Alto, California*

Event Contact: [odet.ford@gobiz.ca.gov](mailto:odet.ford@gobiz.ca.gov)  
Panel Location: CEMEX Auditorium

GO-Biz will attend the 9th Annual State of Latino Entrepreneurship (SOLE) Summit, held at the Stanford Graduate School of Business. Odet Ford, the manager of Immigrant Integration Initiatives, will speak on the "Fueling Economic Growth: Investing in Immigrant Entrepreneurship" panel at the SOLE Forum. The panel will examine the significant role that immigrant entrepreneurs play in driving economic expansion.

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## Spotlight on Innovation



The Cal Poly Center for Innovation and Entrepreneurship (CIE) has a two-year intensive Incubator Program that supports early-stage companies looking to become scalable, high-growth businesses. The Cal Poly CIE Incubator program focuses on technology and innovation and is the ideal soft-landing for startups seeking to enter or expand into the U.S. market. If you are an early-stage startup looking to scale, apply for the two-year Incubator program. This program can help tech-driven businesses grow faster with specialized resources for startups in the aerospace, agtech, medtech and cleantech industries. Applicants must have at least one full-time employee to qualify.

To apply or to learn more about the program, please [visit the CIE Incubator website](#). You can also find CIE on [X](#), [Facebook](#), [Instagram](#), and [LinkedIn](#).

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## GO-Biz Success Story



GO-Biz is excited to announce that Marin County, a recipient of the Local Immigrant Integration and Inclusion Grant (LIIG), was recognized with the "Program of the Year" award by the California Public Defenders Association. This award is in recognition of the Marin County Department of Motor Vehicles (DMV) Liaison Program's innovative efforts to streamline DMV services for immigrant populations residing in the county.

For further details please [visit the Marin County website](#).

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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 here](#) for consideration.

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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 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

### Trade

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

The Governor's Office of Business and Economic Development (GO-Biz) administers the STEP 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 include 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.

### Investment

#### [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 will be open until March 18, 2024.

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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.



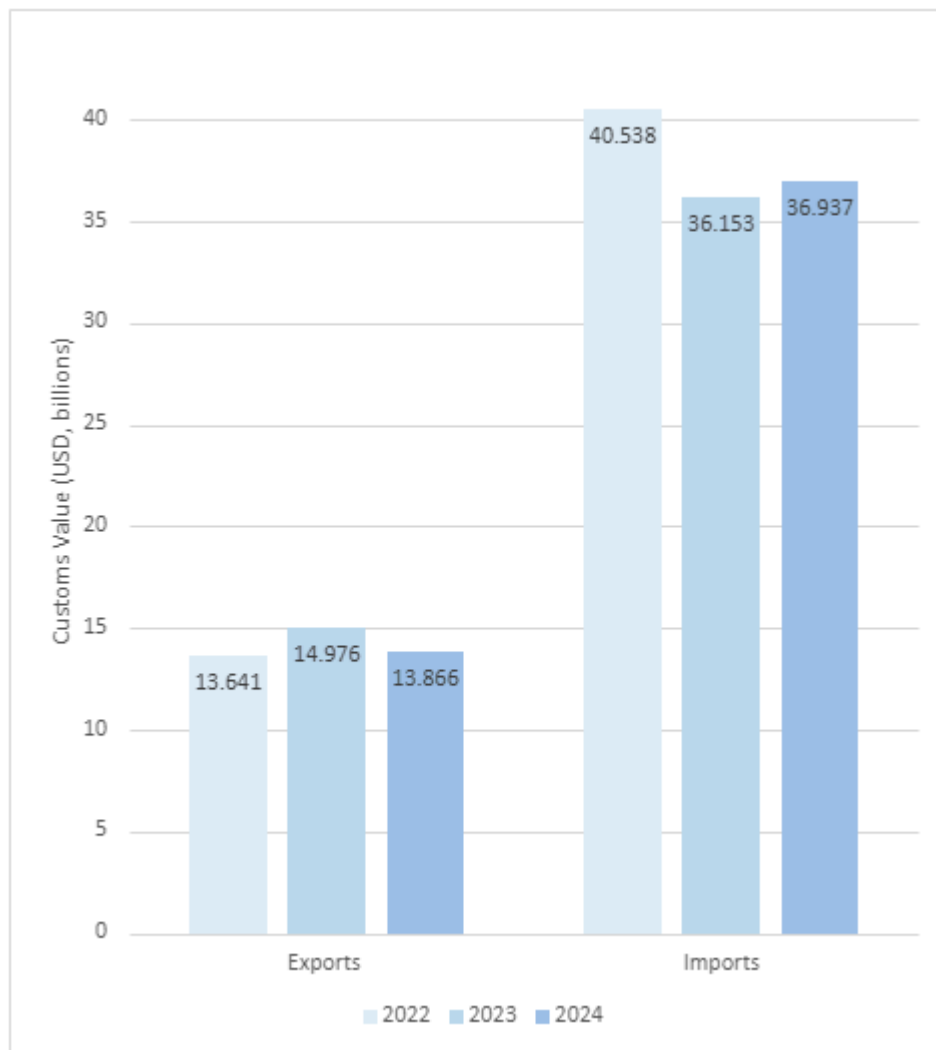
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## California's International Trade by the Numbers

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

### Fast Facts: January 2024

- California's top three export destinations in January were Mexico, Canada, and China.
- California's top three import markets in January were China, Mexico, and Taiwan.
- California's January 2024 exports decreased by 7.4 percent compared to January 2023 and increased by 1.7 percent compared to January 2022.
- California's January 2024 imports increased by 2.2 percent compared to January 2023 and decreased by 8.9 percent compared to January 2022.
- The changes in imports and export volumes over the past two years are consistent with statewide and nationwide year-over-year trade patterns.



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Visit the [International Businesses in California](#) page to learn more about the success stories of foreign businesses that have expanded to California.<sup>a</sup>

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

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