



CALIFORNIA

Governor's Office of Business and Economic Development

STATE OF CALIFORNIA - OFFICE OF GOVERNOR GAVIN NEWSOM

International Affairs and Trade Program 2023 Annual Report

Dee Dee Myers

DIRECTOR

Chris Dombrowski

CHIEF DEPUTY DIRECTOR

Emily Desai

DEPUTY DIRECTOR, INTERNATIONAL AFFAIRS AND TRADE

Diana Dominguez

TRADE AND INVESTMENT REPRESENTATIVE – AMERICAS AND OCEANIA

Odet Ford

IMMIGRANT INTEGRATION PROGRAM MANAGER

Jonathan Gasca

INTERNATIONAL TRADE PROGRAM SPECIALIST

Claire Gordon

INTERNATIONAL INVESTMENT AND RESEARCH ANALYST

Mariana Guevara

EXPORT PROGRAM MANAGER

Henan Li

TRADE AND INVESTMENT REPRESENTATIVE – ASIA

Maria Onorato

FOREIGN DIRECT INVESTMENT PROGRAM MANAGER

Patricia Utterback

TRADE AND INVESTMENT REPRESENTATIVE – EUROPE, MIDDLE EAST, AFRICA AND INDIA

Yoan Vivas

IMMIGRANT INTEGRATION AND GRANTS ANALYST

Lizbeth Castillo

EXECUTIVE FELLOW

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Questions about this report may be directed to:
 California Governor's Office of Business and Economic Development
 International Affairs and Trade Team
 1325 J Street, Suite 1800
 Sacramento, CA United States
 +1 (877) 345-4633 | business.ca.gov

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 works directly with 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

IAT works with a 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. 2023 was characterized by a return to in-person engagements akin to pre-pandemic operations. This allowed IAT to execute several major international events, including a Clean Energy Trade Mission to Japan with over 100 delegates from California's public and private sectors, a climate-focused gubernatorial visit to China, and a California pavilion at the annual Asia Pacific Economic Cooperation (APEC) Summit, which was held in San Francisco. IAT also successfully implemented a wide array of smaller-scale events and convenings, both virtually and in person. This included trade missions to key markets such as Mexico, China, Japan, and Germany in a variety of strategic sectors, foreign investment attraction webinars organized in conjunction with foreign partners, and informational sessions for Local Immigrant Integration and Inclusion Grant (LIIG) recipients. These activities were undertaken in close collaboration with federal, state, local, and foreign partners.

The IAT team now includes a new Export Program Manager, International Trade Program Specialist, Immigrant Integration Program Manager, Immigrant Integration and Grants Analyst, and Trade Representative for Europe, the Middle East, Africa, and India. This increased staffing is crucial to elevating IAT's service offerings to be commensurate with the level of international interest in California. Furthermore, it has allowed IAT to develop its new Immigrant Integration portfolio, which aims to support immigrant integration programming through grant funding, state agency coordination, and technical assistance. In 2023, IAT allocated the first round of LIIG funding, successfully applied for technical assistance through the World Education Services (WES) Skilled Immigrant Integration Program (SIIP), and joined the newly established federal-state Southwest Border Regional Commission (SBRC).

Augmented capacity also enabled increased marketing efforts and more efficient disbursement of grant funding from the U.S. Small Business Administration (SBA) for the State Trade Expansion Program (STEP). In 2023, IAT supported the export expansion efforts of 160 California small businesses through the STEP program. These efforts have generated 36 agreements with total sales of \$11 million, 88 new jobs, and 51 jobs

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

retained; these numbers are expected to increase as businesses report additional outcomes.

IAT led a delegation of California economic development leaders to the SelectUSA Investment Summit – the largest and most significant foreign investment event in the U.S., which is organized by the U.S. Department of Commerce. Additionally, IAT participated in more than 20 FDI-related events and supported more than 200 businesses interested in expanding to California. 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

This report reviews IAT's activities from January 2023 through December 2023, evaluating the progress made within the projected goals of the California International Trade and Investment 2019-2024 Strategy.

² Foreign Direct Investment in California, 2023 (<https://business.ca.gov/wp-content/uploads/2023/05/WTCLA-FDI-23-Report.pdf>)

ORGANIZATIONAL STRUCTURE AND BUDGET

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 execution, and performance evaluation of the state's international trade and investment priorities. IAT is currently composed as follows:

- Emily Desai, Deputy Director, International Affairs and Trade
- Diana Dominguez, Trade and Investment Representative – Americas and Oceania
- Odet Ford, Immigrant Integration Program Manager
- Jonathan Gasca, International Trade Program Specialist
- Claire Gordon, International Investment and Research Analyst
- Mariana Guevara, Export Program Manager
- Henan Li, Trade and Investment Representative – Asia
- Maria Onorato, Foreign Direct Investment Program Manager
- Patricia Utterback, Trade and Investment Representative – Europe, Middle East, Africa, and India
- Yoan Vivas, Immigrant Integration and Grants Analyst
- Lizbeth Castillo, Executive Fellow

Funding for the overall International Affairs and Trade team within GO-Biz amounts to \$12,921,000 for Fiscal Year 2023/24. Most of this funding was previously appropriated and made available across multiple fiscal years, 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 \$2,221,000 for Fiscal Year 2023/24.

IAT 2023 REPORT ON INTERNATIONAL TRADE AND INVESTMENT

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.*

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. Based on 2022 data, California's top ten export markets by customs value of exported goods are as follows:³
 - Mexico \$30.8 billion
 - Canada \$20.6 billion
 - China \$18.2 billion
 - Japan \$11.6 billion
 - South Korea \$11.6 billion
 - Taiwan \$10.4 billion
 - Netherlands \$6.5 billion
 - Germany \$6.3 billion
 - India \$6 billion
 - Hong Kong \$5.6 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.

³At time of report publication, 2022 was the most recent trade data publicly available.

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.*

Timeline: 2023, Ongoing

Measurable Outcomes:

- In September 2022, California received \$600,000 in STEP grant funding from the SBA for the performance period of September 2022 to September 2024, known as STEP Year 10 (which refers to the number of years this federal program has been in existence). The STEP Year 10 contract was executed by GO-Biz IAT for the first time. In all preceding years, the program was implemented by a network of partners.
- In September 2023, California secured an additional \$700,000 in STEP grant funding from the SBA for the performance period of September 2023 to September 2025, known as STEP Year 11.
- During STEP Year 10, GO-Biz supported the export expansion efforts of 160 California small businesses, which led to \$11 million in export sales for those participating small businesses in 2023. As a result, the program's return on investment is an average of \$16 for every one dollar of grant funding. Of the businesses funded in STEP Year 10:
 - 22 percent were minority-owned.
 - 31 percent were woman-owned.
 - 1 percent were veteran-owned.
- Over the years, the demand for STEP support from the small business community has exceeded grant funding availability. In STEP Year 10, IAT was able to meet some of this demand with additional state general funds, enabling the team to support the export activities of 24 California small businesses that would have otherwise not received support.
- As of December 2023, IAT supported the export expansion efforts of 75 California small businesses through trade missions and trade shows, with business participation subsidized by STEP. These efforts have generated 36 agreements with total sales of \$2.7 million, 88 new jobs, and 51 jobs retained. Additionally, participating small businesses also reported 617 sales leads with projected sales of more than \$160 million. Details on the 2023 trade missions and shows attended by STEP-eligible California small businesses can be found in [Appendix A: Trade Missions and Shows](#).
- The international team has seen sizable growth in the demand for STEP funding from California small businesses in recent years. In 2022, California STEP received 209 applications for funding consideration. In 2023, there were a total of 288 applications submitted; that is a 37% increase.

Action 3: Apply for a new round of federal funding overseen by IAT and continue to improve the application experience so that California small businesses can more easily access and apply for funding for their export-related activities.

Timeline: Ongoing

Measurable Outcomes:

- IAT hired an International Trade Analyst to assist in managing the STEP program. This increased capacity enabled small businesses to receive extra assistance with their applications and experience quicker processing overall.
- IAT hosts bi-weekly webinars for potential STEP applicants.⁴ These live sessions give business representatives the opportunity to learn and ask questions about the application process and the program as a whole. IAT directly engaged with over 200 California small businesses through these webinars.
- Throughout 2023, IAT collaborated with partners to provide face-to-face presentations. These included sessions tailored to Native American companies, organizations, and microbusinesses on the brink of venturing into exporting.

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

Action 1: Develop an FDI attraction 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 (CalBIS) team, to bring businesses and jobs to the state.

Timeline: 2023, Ongoing

Measurable Outcomes:

- IAT sponsored the fourth annual statewide report on foreign direct investment using data from 2022, which included information on sources of investment, number of jobs supported, key sectors, and more.⁵ The report showed that in 2022, there were 18,237 foreign-owned firms in California employing 635,532 Californians, who earned nearly \$70 billion in total wages. That is an increase of approximately 5,000 jobs and 270 firms from 2021.⁶
 - IAT used this data to prepare customized reports on foreign investment for 12 California communities. This information and technical assistance helped economic development partners to develop or

⁴ Some of these sessions are recorded and posted on YouTube ([youtube.com/watch?v=Md3o6kS9KNM](https://www.youtube.com/watch?v=Md3o6kS9KNM))

⁵ Foreign Direct Investment in California, 2023 (<https://business.ca.gov/wp-content/uploads/2023/05/WTCLA-FDI-23-Report.pdf>)

⁶ Foreign Direct Investment in California, 2022 (business.ca.gov/wp-content/uploads/2021/06/FINAL-FDI-Report.pdf)

refine their foreign investment attraction strategy based on the existing footprint in their region.

- Using this information, IAT also maintains factsheets on California's top 20 sources of foreign investment. These factsheets, which are available on the GO-Biz website, cover each market's largest investment sectors, scale of employment, and top investment destinations statewide.⁷
- IAT serves as the first point of contact for international businesses looking to expand in California by supporting them with incentive navigation, providing data on strategic industries, directing them to relevant resources statewide, and connecting them with the CalBIS team for site selection and permitting support.
 - IAT provided one-on-one consultation services to 213 international businesses from 50 unique countries that were interested in expanding to California.
 - IAT continues to use automated processes to follow up with businesses two months after initial contact.
 - IAT supported multiple foreign businesses that successfully launched or grew operations in California, including:
 - An Australian energy storage company that has received grant funding from the California Energy Commission (CEC) to grow their footprint in Northern California.
 - A French hydrogen fuel cell company that is expanding into a larger facility, also with support from a CEC grant.
 - A Danish seaweed cultivation company that has relocated to a larger facility in the Central Coast region.
 - 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. For instance, Bosch, a German-owned corporation, was awarded a CalCompetes Tax Credit of \$25 million to create a semiconductor engineering and manufacturing facility in Placer County; this project is expected to create 140 full-time jobs in the region.

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 accessible/understandable to international businesses.*

Timeline: Ongoing

Measurable Outcomes:

- IAT maintains an International Investor Starter Packet, a dynamic checklist of the first steps for a business beginning operations in California that is provided to businesses after an initial consultation. It includes details on how to register

⁷ FDI in California (business.ca.gov/advantages/international-trade-and-investment/invest-in-california/fdi-in-california)

- 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 has created and maintains multiple flyers on top sectors and incentives for foreign entrepreneurs to help ensure services are accessible. These include:
 - A summary of incentives for manufacturers.⁸
 - An overview of the California market, including key sectors, regions, and incubator/accelerator programs for early-stage companies.
 - A summary of the FDI footprint in California, including key industries, sectors, and source countries.
 - An overview of the IAT team's portfolio areas and service offerings.
 - Information on California's clean technology ecosystem.
 - 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 2021.⁹ 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. In 2023 IAT added additional success stories, including:
 - Verona Quartz, an Armenian-owned supplier of quartz stones headquartered in Los Angeles with a design and engineering center in North Hollywood, a research and development site in Sylmar, and a distribution center in Sun Valley.¹⁰
 - Redflow, an Australian-owned energy storage company that produces recyclable, low-toxicity batteries with a wide variety of applications.¹¹

Action 3: *Market opportunities in California to foreign businesses via events. Attend high-profile events hosted by strategic partners 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.*

Timeline: Ongoing

Measurable Outcomes:

- IAT presented at more than 20 international events, both virtually and in person. These events were hosted by network partners such as the U.S. Commercial Service, overseas American Chambers of Commerce, and delegations recruited by foreign consulates in California. They allowed IAT to communicate directly with more than 850 businesses, which resulted in over 65 one-on-one meetings with expanding businesses.

⁸ GO-Biz Website (<https://business.ca.gov/wp-content/uploads/2020/08/Manufacturing-Incentives-over20MI.pdf>)

⁹ International Businesses in California (business.ca.gov/advantages/international-trade-and-investment/invest-in-california/international-businesses-in-california)

¹⁰ Verona Quartz Inc. (<https://business.ca.gov/verona-quartz-inc/>)

¹¹ Redflow (<https://business.ca.gov/redflow>)

- More than 30 percent of IAT's one-on-one meetings with expanding businesses were prompted by an event or speaking engagement.
- Many of these events focused on showcasing opportunities in California for businesses in next-gen sectors such as renewable energy, IT and fintech, biotech and life sciences, and advanced transportation. These events included:
 - In February 2023, IAT participated in a renewable energy-focused webinar hosted by the American Institute in Taiwan.
 - In May 2023, IAT presented at a webinar focused on semiconductors hosted by the Singapore Business Federation to an audience of over 20 participants.
 - In June 2023, IAT spoke to an audience of 30 Swedish green mobility companies about resources to support expanding businesses.
 - In June 2023, IAT met with a delegation of 16 agricultural technology companies from New Zealand.
 - In October 2023, IAT presented at a reception for UK climate tech entrepreneurs.
- IAT attended the Consumer Electronics Show, better known as CES, in January 2023. The event drew over 117,800 attendees, over one-third of which came from outside of the United States. IAT staff used the SelectUSA booth as a central meeting point, which was staffed by multiple U.S. Government representatives. There were also Foreign Commercial Service Officers present, representing 20 markets from Africa, Latin America, Europe, the Middle East, and Asia.
 - Over the two days that IAT staff spent at the conference they made 25 contacts, including both international businesses and strategic multipliers. They met individually or in small groups with 21 businesses from 10 different countries and sent them customized resources to facilitate their California expansion.
 - IAT also presented on a panel organized by the Italian Pavilion titled 'Innovation Talk: Opportunities for Italian Startups in California.' The other panelists included the Consul General of Italy in Los Angeles, the Trade Commissioner at the Italian Trade Agency in Los Angeles, and SelectUSA staff. The presentation highlighted the unique characteristics of California's innovation economy that make it a top destination for tech businesses and shared resources available to foreign businesses to help them successfully establish a presence in the state.
- In May 2023, the U.S. Department of Commerce hosted the 9th annual SelectUSA Investment Summit, the largest foreign investment attraction event in the country. 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:

Date	Event	Industry Focus	Location	Attendees
Apr. 25-26	Taiwan ZEV Tour	ZEV	Sacramento	24
Apr. 27-28	SelectLA	Mobility, Media, Aerospace, Life Sciences	Los Angeles	~300
May 1-4	SelectUSA	All	Washington, D.C.	~4,900
May 8-9	SelectSF	Biotech, Agtech	Bay Area	~30
May 10-12	POWER-CA	Offshore Wind	Humboldt	~50

- In partnership with the American Institute in Taiwan and the Greater Sacramento Economic Council (GSEC), IAT welcomed a delegation of over 20 Taiwanese businesses in the ZEV supply chain to Sacramento.
- Deputy Director of International Affairs and Trade Emily Desai delivered a keynote address on why international businesses choose California at the SelectLA Investment Summit in Pasadena. She also participated in the closing plenary panel titled 'Understanding How to Leverage Public Resources to Maximize Business Growth.'
- IAT organized a California Pavilion at the SelectUSA Investment Summit in Washington DC, which hosted a delegation of more than 20 California economic developers from across the state to engage with expanding foreign businesses.
 - At the Summit, IAT made over 360 contacts with businesses from more than 50 different countries.
 - IAT hosted a 'Meet California' breakfast, which had over 100 registrants from 24 countries. The breakfast allowed the California delegation to network with a custom recruited group of international businesses with interest in the California talent landscape; 93 percent of delegates reported that this was a valuable opportunity to connect with foreign businesses. The breakfast featured welcome remarks from the Executive Director of SelectUSA, a keynote address from UC Riverside, and a panel discussion that highlighted the unique combination of talent, capital, and public sector support that makes California the premier destination for cutting-edge startups from around the globe.
 - On average, each California delegate spoke to about 23 businesses at the Summit and had follow-up conversation with about five businesses each regarding establishing operations in their community. Delegates overwhelmingly reported that participating in SelectUSA as a member of the California delegation was valuable for their organization, with 93 percent of respondents to a post-event survey saying that they were able to meet with businesses from their target markets and sectors at the Summit.

economic development, social services navigation, and intergovernmental technical assistance.

- To develop the LIIIG, GO-Biz engaged extensively with various stakeholders, including nonprofits, immigrant integration experts, state and local governments, and legislative staff. IAT analyzed demographic data on California's immigrant populations using data from the California Immigrant Data Portal,¹² focusing primarily on hard-to-reach groups. This analysis helped to identify the landscape of existing immigration programs at the local level and identify regions with high densities of foreign-born populations.
 - The landscape analysis ensured the grant funding was strategically allocated to areas with significant immigrant presence, addressing needs like economic development, social services navigation, intergovernmental technical assistance, and civic engagement.
- GO-Biz conducted two informational sessions to outline the LIIIG funding opportunity, covering activities and eligibility criteria. The first session was tailored for local governments, and the second specifically targeted non-profits. Additional one-on-one meetings were held to provide information about the funding opportunity.
- GO-Biz developed a dedicated website¹³ to streamline the LIIIG application process. This site features the RFP announcement,¹⁴ application forms, a checklist,¹⁵ timelines, and a promotional flyer.¹⁶ It also includes the award announcement, information session presentation and recordings,¹⁷ contact information, and frequently asked questions.
- In September 2023, GO-Biz awarded \$6,074,439.45 to ten counties, five cities, and eleven non-profits. This funding prioritized local governments serving rural, hard-to-reach, and high-immigrant population areas, considering the specific needs, service capacity, language and cultural competencies, and expertise in these regions. The LIIIG is expected to impact approximately 32,440 immigrants across twelve jurisdictions, including Fresno County, City of Fresno, City of Long Beach, Los Angeles, Marin County, City of Oakland, City of Pomona, Riverside County, Sacramento County, San Diego County, and San Francisco.
 - IAT holds monthly technical assistance sessions for the LIIIG grantees.

¹² California Immigrant Data Portal (<https://immigrantdata.ca.org/>)

¹³ Local Immigrant Integration and Inclusion Grant Website (<https://business.ca.gov/advantages/international-trade-and-investment/local-immigrant-integration-and-inclusion-grant-iiig/>)

¹⁴ Local Immigrant Integration and Inclusion Grant – Request for Proposals Announcement (<https://business.ca.gov/wp-content/uploads/2023/06/The-Local-Immigrant-Integration-and-Inclusion-Grant-LIIIG-Announcement-and-Proposal.pdf>)

¹⁵ Local Immigrant Integration and Inclusion Grant - Checklist (<https://business.ca.gov/wp-content/uploads/2023/06/Appendix-2-Application-Checklist.pdf>)

¹⁶ Local Immigrant Integration and Inclusion Grant – Promotional Flyer (<https://business.ca.gov/wp-content/uploads/2023/06/LIIIG-Flyer.pdf>)

¹⁷ Local Immigrant Integration and Inclusion Grant – Information Sessions Recording (<https://youtu.be/CtRWy5VrMVM?si=9E5tBO85tozySSuH>)

- In March 2024, GO-Biz will release a second round of LIIIIG funding totaling \$2,190,560.55. This round aims to reach underserved immigrant communities in rural areas, specifically targeting Sonoma, Napa, Ventura, Monterey, Imperial, and San Bernardino Counties.

Action 2: *Engage with the Governor's Office and various state agencies to identify opportunities to welcome, attract, and retain immigrant talent.*

Timeline: Ongoing (implementation)

Measurable Outcomes:

- In April 2023, IAT prepared a briefing on the benefits of piloting the Global Entrepreneur in Residence (GEIR) program. The GEIR program aims to retain foreign-born talent by partnering with universities to sponsor student entrepreneurs' business visas while supporting the development of new business concepts. Furthermore, this pilot supports an innovative job creation model and fosters global talent for areas of need through a hiring and incubation model for California graduates with a college degree who want to start a business in the state.
 - The GEIR pilot complements recent state investments in immigrant talent and opportunity through efforts for youth, college students, workers, and those pursuing professional licenses and entrepreneurship, including undocumented Californians.
 - Governor Newsom's May Revision budget included a \$2 million investment to pilot the GEIR in California, which was added to the final state budget and allocated to the University of California (UC).
 - IAT led stakeholder engagement with various experts on H-1B immigration visas and universities that have implemented the GEIR. For example, according to the Michigan Global EIR program, the current alumni startups in the program have produced over \$500,000 in annual recurring revenue and raised over \$15.6 million of funding from investors in Michigan and across the region.
 - IAT engaged with the UC system and identified it as the primary entity to implement the GEIR, due to its extensive international student population and various business incubator programs.
 - IAT connected the UC with the GEIR Peer Network, Open Avenues, the University of Massachusetts, and Michigan. These partners have expertise in implementing the GEIR and will share best practices with the UC.
 - IAT will continue to provide technical assistance to the UC until the GEIR pilot is fully implemented.

Action 3: Provide policy and strategy recommendations to the Governor's Office regarding economic development opportunities for the southern border region.

Timeline: Ongoing (implementation)

Measurable Outcomes:

- On August 1, 2023, California joined the newly established federal-state Southwest Border Regional Commission (SBRC). The U.S. Congress established the SBRC to foster economic development in the southern border regions of Arizona, California, New Mexico, and Texas. The SBRC's current appropriation is \$7.6 million, of which California is expected to receive \$2 million. The funding can be utilized for various activities, including:
 - Renewable and alternative energy.
 - Basic public and transportation infrastructure
 - Broadband infrastructure.
 - Workforce development.
- IAT spearheads engagement with the SBRC Federal Co-Chair to strategize and identify the cost-benefit of joining the commission. In addition, IAT staff attend monthly commission meetings with the Governor's Senior Advisor on Federal Affairs, who was designated as the SBRC representative for California.
- IAT analyzed the SBRC's funding priorities and its impact on diverse populations residing in the Southwest Border region, including Imperial, Riverside, and San Bernardino Counties. In 2024, IAT will coordinate the creation of regional Economic Development Plans and a five-year strategic plan, review and recommend funding priorities, and engage local partners on funding opportunities. Regional engagement will be coordinated with the GO-Biz Community and Place-Based Solutions team.

Action 4: Apply for technical assistance through the World Education Services (WES) Skilled Immigrant Integration Program (SIIP) to bolster the state's efforts to design and implement effective immigrant and refugee inclusion initiatives that also support the economy.

Timeline: 2023, Ongoing

Measurable Outcomes:

- The SIIP offers customized training, coaching, and technical assistance to communities selected through a competitive process. IAT was awarded technical assistance and coaching as part of the 2023-24 cohort, and the technical assistance was extended to California's state and local partners, such as the California Labor and Workforce Development Agency, the Department of Social Services, the Department of Public Health, and LIIIG grantees.
 - Technical assistance includes developing economic inclusion initiatives, promoting employer engagement, creating career navigation tools, advancing and retaining skilled employees, connecting workforce boards with talent pools, and fostering inclusive educational workforce opportunities for immigrants and refugees.

- IAT participates in monthly meetings and individualized technical assistance sessions.
- In December 2023, GO-Biz participated in the 2023 SIIP Convening. The convening was a critical platform for exchanging ideas and strategies to integrate internationally trained immigrants and refugees. It brought together diverse participants, including representatives from nonprofit organizations, service providers, higher education, and government officials. IAT's involvement aligned with the goal of promoting effective immigrant integration strategies, particularly in international credentialing.
 - During the SIIP convening, IAT identified best practices in engaging employers to support immigrant workforce efforts, strategies to better engage rural communities, and funding strategies to build sustainable programs.

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.*

Timeline: Ongoing

Measurable Outcomes:

- The IAT-organized interagency meeting was held on July 27, 2023; committee members utilized this meeting as an opportunity to provide readouts and update the public on recent international activity and to discuss upcoming and ongoing priorities.¹⁸
- 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.*

Timeline: Ongoing

Measurable Outcomes:

- IAT supported two principal-level overseas delegations:

¹⁸ Meeting summaries and full recordings can be found on the Publications page of the GO-Biz website (business.ca.gov/about/publications)

- The Japan Clean Energy Trade Mission, which took place from March 12-18, 2023, was 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.¹⁹ This trade mission presented a unique opportunity for California participants to build new partnerships and explore business opportunities in Japan. The trade mission was led by the Lieutenant Governor and Director Myers. Other state government principal participation included the Chair of the California Energy Commission, the Chair of the California Air Resources Board, the Secretary of the State Transportation Agency, and the Secretary of the California Department of Food and Agriculture. Over 100 California business executives and senior California government officials joined this mission.
 - Business delegates represented key clean energy sectors, including renewable energy, zero-emission vehicles and infrastructure, fuel cells, energy efficiency and storage, decarbonization, smart grid, and climate-smart agriculture technologies. Six of the business delegates exhibited at World Smart Energy Week under the California Pavilion with the support of California STEP program funding.
 - During the one-week trade mission, IAT planned a series of events and site visits with domestic and foreign partners, with itinerary highlights including a welcome reception at the U.S Ambassador's residence with approximately 250 participants and Japanese businesses, a California-Japan Climate Summit with approximately 250 participants, a California-Japan trade and investment forum with nearly 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.
 - IAT worked with major Japanese partners and business organizations – including the Ministries of Foreign Affairs (MOFA) and Economy, Trade, and Industry (METI), the Japan External Trade Organization (JETRO), Keidanren, the New Energy and Industrial Technology Development Organization (NEDO), the Japan Bank for International Cooperation (JBIC), and the Governments of Tokyo, Osaka, and Kobe – to facilitate activities leading up to, during, and following the trade mission. These activities fostered closer partnership and collaboration between California and Japan.
- In October 2023, IAT supported Governor Newsom's trip to China on event planning, partnership coordination, MOU development, and logistics.

¹⁹ California-Japan Climate MOU (<https://business.ca.gov/wp-content/uploads/2023/05/3-MOU-CA-Japan.pdf>)

- The trip was focused on climate action, economic development, and people-to-people ties. Governor Newsom was the first American Governor to visit China in over four years and followed a series of high-level U.S. officials traveling to China in support of efforts to stabilize relations between the two nations.
 - On this trip, California signed MOUs with China's National Development and Reform Commission, the provinces of Guangdong and Jiangsu, and the municipalities of Beijing and Shanghai. These MOUs advance California and China's work on climate policy and help set the stage for national discussions and partnerships.
- IAT coordinated California's presence at the Asia Pacific Economic Cooperation (APEC) CEO Summit in November 2023 in San Francisco.
 - APEC is an inter-governmental forum that brings together 21 economies from around the Asia-Pacific to collaborate on the shared goal of creating a more open, resilient, sustainable, and peaceful future for the people of the world's most dynamic region.
 - IAT led the effort to create a California Pavilion at the APEC CEO Summit, partnering with CDFA, CNRA, and Visit California. The pavilion showcased the state's leadership across the CEO Summit themes: sustainability, inclusion, resilience, and innovation.
 - During the two-day convention, the California Pavilion was used as a backdrop for announcements and media features; drove traffic with compelling displays that outlined California's climate policy, international trade activity, and business incentives and support; and hosted meet-and-greets with key officials from the State of California.
 - During the week of APEC, IAT supported state leadership in participating and presenting at a wide series of events, bilateral meetings, site visits, business roundtables, and other activities, all with the goal of strengthening California's relationship with some of its most important international partners.
- IAT staff led outbound delegations of California businesses, with the goal of expanding California exports. For instance, in June 2023, IAT led an in-person best practices and trade mission to the Tijuana region focused on water technology. California business delegates showcased technologies pertinent to a series of recently announced infrastructure projects in Baja California. This mission was planned in close coordination with the Baja California Office of Economy and Innovation.
- IAT supported a variety of inbound delegations and participated in high-profile events with the aim of expanding and strengthening California's global relationships with key partners to promote and enhance trade and investment relationships in priority markets. Examples of those activities include:
 - The Vice Governor of Osaka Prefecture, Nobuhiko Yamaguchi, visited Sacramento. Osaka Prefecture is a sister state to California. IAT supported a meeting between the Osaka delegation and the

Lieutenant Governor and participated in a Japan Clean Energy seminar in Sacramento, hosted by the Japanese Consulate General. IAT also facilitated a working group meeting between various California state agencies and the Osaka delegation to exchange ideas and best practices on clean energy, advanced air mobility, and international business promotion sectors (February 2023).

- The Mexican Ambassador to the U.S. visited Sacramento. GO-Biz IAT supported a meeting between the Ambassador and the Lieutenant Governor in which they discussed clean energy synergies and the fight against fentanyl. During this meeting, they also reasserted the long-standing close relationship between California in Mexico, thanks in part to the Commission of the Californias (COMCAL) and various MOUs spanning multiple state agencies (April 2023).
- The Chilean Ambassador to the U.S. visited Sacramento. GO-Biz IAT supported a meeting with the Lieutenant Governor to discuss clean energy synergies and affirm the long-standing close relationship between Chile and California, thanks in part to the Chile-California Council (April 2023).
- IAT participated in the China-California Business Forum, which is part of the China Provinces and U.S. California Joint Working Group on Trade and Investment Cooperation established under the MOU between California and China's Ministry of Commerce; 2023 marked the 10th anniversary of this MOU. The Forum was organized and hosted by the Consulate General of the People's Republic of China in Los Angeles. Jiangsu Province, which has a sister-state relationship with California, was the guest province of honor. IAT supported the Consulate General with event planning and coordination, kept U.S federal partners apprised of updates, supported the Lieutenant Governor's meeting with the Vice Governor of Jiangsu Province and Consul General, and delivered keynote remarks at the Forum (May 2023).
- The Japan Chamber of Commerce NorCal (JCCNC) and Japan Business Association (JBA) conducted their annual Sacramento visit. IAT hosted the delegation in Sacramento to share the outcome of the Japan trade mission and address any major questions or concerns from the Japanese business community in California (June 2023).
- IAT supported an MOU signing and Business Forum with Australia. The MOU established a framework for continued cooperation on climate, with a focus on deepening trade and commercial ties. This event was attended by the Governor, the Lieutenant Governor, Director Myers, and Australian Ambassador to the U.S. Dr. Kevin Rudd (August 2023).
- IAT hosted a delegation of German members of parliament and its Innovation Commissioner to discuss green hydrogen. Policy ideas for and trajectory of hydrogen implementation in California and Germany were discussed (August 2023).
- Ambassador Katherine Tai, the United States Trade Representative (USTR), visited Sacramento. IAT facilitated a meeting and fireside chat between the Ambassador and the Lieutenant Governor at the 2023 California AAPI Legislative Caucus Leadership Summit, a meeting

- between Ambassador Tai and Director Myers, and a tour and agricultural industry roundtable at Blue Diamond. IAT also connected USTR with other regional EDOs for additional itinerary development (September 2023).
- IAT presented on a panel discussion hosted by the Consul General of South Korea in San Francisco that focused on APEC and the 70th Anniversary of the South Korea-U.S. Alliance, to an audience of approximately 100 guests (September 2023).
 - IAT welcomed a delegation from the Tuscan Regional Council for the inauguration of the Tuscany Outpost Desk at INNOVIT, the Italian Innovation and Culture Hub in San Francisco. The delegation met with GO-Biz to discuss opportunities for collaboration and avenues for Tuscan companies to establish themselves in California (September 2023).
 - The Office of the Lieutenant Governor and IAT participated in a roundtable with members of the EU Parliament Committee on Trade in San Francisco. Participants engaged on a wide variety of topics that impact two-way trade between California and the EU, including employment and regulatory barriers. California reiterated the valued economic relationship with the EU and highlighted the synergies and common values shared with the multilateral government (October 2023).
 - IAT supported ongoing coordination with the South Korean province of Gyeonggi on MOU development with other state agencies and legislative branch partners. These efforts are related to the broader effort to establish a sister state relationship between California and Gyeonggi (November 2023).
 - 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 (USTR), U.S. Department of Commerce, U.S. Congressional officials, and State International Development Organizations (SIDO) to coordinate and align California's international engagements with U.S. foreign policy.
 - Participated and/or spoke at over 90 events with international counterparts, governments, or organizations focused on trade, investment, sustainability, technology, and more.
 - Participated in over 35 meetings at the ministerial or gubernatorial level, including representatives from Japan, China (Mainland and Taiwan), South Korea, Norway, France, Germany, Mexico, Vietnam, and Belgium.
 - Participated in over 25 meetings at the ambassadorial or consul general level.
 - IAT regularly supports the state leadership in drafting letters, briefings, and remarks for foreign national day celebrations.

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 in foreign markets to promote California exports and attract foreign investment.*

Timeline: 2023, 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 overseas U.S. Commercial Service offices.
 - IAT is regularly invited by the 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. For example, in June 2023, IAT participated in the Building Bridges events in Los Angeles and San Diego, which were hosted by the U.S. Commercial Service. IAT shared GO-Biz export and FDI resources with the local business community.

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.*

Timeline: Ongoing

Measurable Outcomes:

- IAT continues to maintain and build relationships with economic development partners statewide. As a testament to this engagement, the 2023 SelectUSA delegation included participation from many regions that were new to the event, including the Fremont Chamber of Commerce, San Diego State University, the Monterey Bay Economic Partnership, and UC Riverside.
- IAT participated in multiple virtual events to showcase resources to local communities and help local EDOs build their FDI capacity. For example, in March 2023, IAT participated in a webinar organized by the Center for Regional and Economic Competitiveness (CREC) and the State International Development Organizations (SIDO). IAT partnered with the Greater Sacramento Economic Council (GSEC) to highlight best practices for collaboration between state and local EDOs.
- IAT proactively worked to develop and expand engagement with entities statewide that are focused on supporting California's innovation ecosystem and engaging with international startups, including Lawrence Berkeley National Laboratory, the new innovation campus at San Diego State

University, and resources on the Central Coast, including Fathomwerx (a defense accelerator), UC Santa Barbara, Cal Poly HotHouse, and the City of Paso Robles.

- IAT has supported multiple local partners with executing their international strategies, including:
 - Facilitated a delegation of officials from KOBE Airport, during which they met with LAX executives to discuss best practices related to airport expansion (March 2023).
 - Supported CSU Fullerton's trade mission to Vietnam and South Korea, as well as sharing STEP program resources (June 2023).
 - Supported the City of Sacramento's trade mission to Taiwan, as well as sharing STEP program resources (July 2023).
 - Supported the City of Oakland's trade mission to Vietnam and helped address their questions and concerns from the Vietnamese government during mission planning (August 2023).
 - Coordinated a presentation by the Lieutenant Governor at the Port of Los Angeles to discuss the outcome of the Japan Clean Energy Trade Mission and elaborate on the state's efforts to bring more global trade and cargo to the state (August 2023).
 - Supported the City of San Diego's Trade Mission to South Korea and coordinated a state letter from California leadership to Gyeonggi-do officials (October 2023).
- In May 2023, IAT participated in the California Chamber of Commerce's International Forum, at which Director Myers delivered keynote remarks and engaged with key international partners from the California consular corps.

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.*

Timeline: Ongoing

Measurable Outcomes:

- IAT worked closely with other state agencies as part of California's efforts to highlight the state's global leadership in a variety of areas, including climate, innovation, and talent. Examples include:
 - Supported partners at the CEC with the development of an MOU focused on offshore wind with Japan's New Energy and Industrial Technology Development Organization (NEDO) (May 2023).
 - Supported the development of an MOU between multiple California state agencies and the Chinese province of Hainan; this included a signing ceremony and a post-signing discussion (August 2023).
 - Connected China's Jiangsu Province with CalEPA and continue to support climate-related MOU development (August 2023).
 - Joined Visit California's China Trade Mission to support the revitalization of the Chinese tourism market and increase air travel between China and California (August 2023).

- Collaborated with CDFA staff on the Explore Exporting Seminar roadshow in San Francisco and Irvine (September 2023).
- Joined forces with the California Office of the Small Business Advocate (CalOSBA) and the Orange County Small Business Development Center to participate in the California pavilion at the World Korean Business Convention (October 2023).
- Collaborated with CalOSBA staff on a presentation to participants in the International Visitor Leadership Program (IVLP) on support for businesses in California (October 2023).
- Coordinated the reception of a Dutch Hydrogen Delegation with CalSTA, CalEPA, CEC, and CARB (October 2023).
- Worked with the California Department of Technology (CDT) to welcome a German Technology Delegation and discuss the challenges and policies surrounding artificial intelligence and its implementation into government processes (October 2023).
- Supported CalSTA and California ports with the development of a CalSTA Port Decarbonization Symposium in conjunction with the Japanese Ministry of Land, Infrastructure, Transport, and Tourism (MLIT) (October 2023).
- Presented at the joint Informational Legislative Hearing on Jobs, Economic Development, and the Economy and the Select Committee on Asia-California Trade and Investment to share GO-Biz resources and services focused on APEC regions (October 2023).
- Partnered with the CEC to welcome a virtual UK Cleantech Delegation (December 2023).

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.

Timeline: Ongoing

Measurable Outcomes:

- GO-Biz's Office of Supply Chain is elevating the state's historic investment in supply chain to ensure that it remains committed to moving goods efficiently, accelerating the decarbonization of the state freight sector, and creating high-quality jobs. GO-Biz is also working with state regions to develop new supply chains.
- Throughout 2023, GO-Biz has continued to work hand-in-hand with each of California's ports to assist them in navigating funding opportunities, building capital for projects, and communicating with state and federal agencies.
 - California's twelve ports continue to perform competitively both nationally and globally. This past year, data released by the U.S. Bureau of Transportation Statistics showed that the Ports of Long

Beach, Los Angeles, Oakland, San Diego and Hueneme accounted for 42.2 percent of all container traffic serving the United States.²⁰

- In May 2023, GO-Biz facilitated the signing of a first-of-its-kind MOU between the Ports of Los Angeles, Long Beach, Hueneme, San Diego, and Oakland, forming the California Port Data Partnership.²¹
 - The MOU signing created a collaboration between California's five containerized ports in advance of \$27 million in funds to be distributed from the Budget Act of 2022, which will support data system development and alignment at the ports. GO-Biz opened the application for this funding in December 2023 and the performance period of the funding is set to end in the summer of 2025.²²
- CalSTA, GO-Biz, and the CEC, alongside the ports, led multiple collaborative efforts with international port partners to establish Green Shipping Corridors. Highlights from these efforts include MOU signings in Japan, as well as a Port Decarbonization Symposium held at the Ports of Los Angeles and Long Beach with Japan's Ministry of Land, Infrastructure, Transport and Tourism (MLIT). Other international engagements include:
 - Supporting the California Association of Port Authorities (CAPA) in organizing and showcasing California's maritime port ecosystem via a side event at the Port of San Francisco during the 2023 APEC Summit.
 - Working directly with the City of Barstow and BNSF in anticipation of their \$1.5 billion privately funded project, the BNSF International Gateway. This project will be the first inland port led by a Class-I railroad in the United States.²³
- GO-Biz created two resources to directly support truckers, available in three languages (English, Spanish and Punjabi), in response to challenges truckers have faced in navigating AB5, as well as upcoming clean truck regulations. GO-Biz continues to provide technical assistance support and educational outreach to the trucking community to help them navigate and draw down public funding in order to ease the transition to clean technologies.
 - *The California Trucking Incentive Guide* provides an overview of overview of two dozen business incentives for truckers to utilize in California, including utility discounts, clean vehicle purchase discounts, and small business financing.²⁴
 - *The California Freight Trucking Quick Start Guide* helps truckers to navigate all required local, state, and federal permits and

²⁰ Port Profiles, U.S. Bureau of Transportation Statistics (<https://explore.dot.gov/views/PortPerformance-temp-view1/HomeDashboard?%3AisGuestRedirectFromVizportal=y&%3Aembed=y>)

²¹ California Port Data Partnership MOU (<https://business.ca.gov/wp-content/uploads/2023/04/CA-Port-Data-MOU-Final-04-26-2023.pdf>)

²² GO-Biz Grant Application ([California Containerized Ports Interoperability Grant Program Summary](#))

²³ Daily Press BNSF International Gateway ([BNSF unveils \\$1.5B plan to build railway for international cargo \(vvdaily.com\)](https://www.vvdaily.com/news/bnsf-unveils-1.5-billion-plan-to-build-railway-for-international-cargo))

²⁴ California Trucking Incentive Guide (<https://business.ca.gov/wp-content/uploads/CA-Trucking-Incentive-Guide.pdf>)

- requirements for establishing their own freight trucking small business or obtaining their own independent motor carrier authority.²⁵
- Understanding that the U.S. is currently in a paradigm shift relative to supply chains, the GO-Biz Office of Supply Chain has been working and leading several efforts within the space of supply chain development.
 - In January 2023, GO-Biz published the *California Critical Material Supply Chain Overview*, providing an overlook of California's vast critical material ecosystem which is necessary for the clean economy, defense, semiconductors, and more.²⁶
 - In January 2023, GO-Biz held the first California Critical Material Convening with UC Riverside and Lawrence Berkeley National Laboratory (LBNL), in partnership with the CEC, to build a wider coalition and provide education on California's critical materials.²⁷
 - GO-Biz continues to engage with Mexico and subnational partners on critical mineral supply chains. This includes joining the California-Mexico summit in Mexico City to highlight the opportunity for building a supply chain in the region.
 - GO-Biz continues to support work directly with hydrogen producers and manufacturers, especially considering the recent allocation of \$1.2 billion to California from the U.S. Department of Energy (DOE) for California's Alliance for Renewable Clean Hydrogen Energy Systems (ARCHES).
 - GO-Biz works directly with the CEC to identify opportunities for the wider offshore wind supply chain within California.
 - GO-Biz has engaged with small- to medium-sized airports within California to help navigate access to sustainable aviation fuel and to incentivize its purchase from off takers; sustainable aviation fuel is critical to meeting California's climate goals.

²⁵ Business Quick Start Guide: Freight Trucking (<https://business.ca.gov/wp-content/uploads/Business-Quick-Start-Guide-Cover-Pages-English-v3.pdf>)

²⁶ California Critical Mineral Supply Chain Overview (https://business.ca.gov/wp-content/uploads/2023/02/CACriticalMaterialsOverview_Jan2023.pdf)

²⁷ GO-Biz Critical Material Convening ([My project \(ca.gov\)](https://myproject.ca.gov))

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.

Timeline: Ongoing

Measurable Outcomes:

- The International Trade and Investment page on the GO-Biz website received over 3,000 views in 2023, with an average of more than 280 page views per month.²⁸ Within the International section on the GO-Biz website, the top pages by number of views were Local Immigrant Integration and Inclusion Grant,²⁹ California State Trade Expansion Program,³⁰ and Invest in California.³¹
- IAT continued to publish its monthly newsletter covering special announcements, upcoming events, and other resources for both California-based businesses and foreign businesses.³² This newsletter currently reaches more than 1,300 contacts – an increase of nine percent from 2022.
- All posts by GO-Biz on X (formerly Twitter) that focus on IAT engagement are tagged with #GoBizInternational.³³ The GO-Biz X account as a whole in 2023 received an average of 27,958 impressions per month. On average, the top international-focused posts from the account received 510 views per post.³⁴
- All posts from the GO-Biz LinkedIn account that focus on IAT engagement are tagged with #GoBizInternational.³⁵ In 2023, the GO-Biz LinkedIn account had 3,387 new followers (up to 7,699 total followers), 14,517 page views (up 58 percent from prior year), 6,276 unique visitors (up 46 percent from prior year), 597 custom button clicks (up 21 percent from prior year), 4,454 reactions (up 24 percent from prior year), and 307 reposts (up 58 percent from prior year).³⁶

²⁸ International Trade and Investment (business.ca.gov/advantages/international-trade-and-investment)

²⁹ Local Immigrant Integration and Inclusion Grant (<https://business.ca.gov/advantages/international-trade-and-investment/local-immigrant-integration-and-inclusion-grant-liiig/>)

³⁰ California State Trade Expansion Program (STEP) (export.business.ca.gov)

³¹ Invest in California (business.ca.gov/advantages/international-trade-and-investment/invest-in-california)

³² 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)

³³ Twitter search (twitter.com/search?q=%23gobizinternational&src=typed_query)

³⁴ Twitter Analytics (analytics.twitter.com)

³⁵ LinkedIn Search

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

³⁶ 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.

In 2022, Armenia accounted for over \$80 million of California's \$694.3 billion in bilateral trade.³⁷ Bilateral trade between California and Armenia nearly doubled from 2021 to 2022, and California remains Armenia's largest state trade partner.³⁸ California is home to the largest Armenian diaspora in the world, with approximately 1 million people of Armenian descent residing in the state. Armenia is an important cultural and economic partner of California, and this has been cemented by the Trade and Services Desk in Yerevan.

China

In September 2019, the China Trade Office Network, a partnership between the Bay Area Council, World Trade Center LA (WTCLA), 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 five additional partners which agreed to share resources and contacts, work together on trade shows and missions, and cooperate on business development. The five additional partners are AmCham Shanghai, GlobalSF, the LA Chamber of Commerce, and Fresno County Economic Development Corporation.

GO-Biz supports CTIN members' activities and requests regarding China, and shares information and resources with CTIN members. In September 2023, GO-Biz renewed the CTIN agreement for one year with all 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.

³⁷ U.S. Census Bureau trade data

³⁸ U.S. Census Bureau trade data

- 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 \$165 billion in 2022.³⁹ China is California's third-largest export market after Mexico and Canada, with \$18.1 billion in annual exports as of 2022. China was also California's eighth-largest source of FDI in 2022, with Chinese-owned enterprises in California providing over 19,262 jobs and more than \$1.9 billion in wages.⁴⁰

Japan

During the trade mission led by Lieutenant Governor Kounalakis and GO-Biz Director Dee Dee Myers to Japan in March 2023, GO-Biz signed a Memorandum of Understanding (MOU) creating a California Trade and Investment Desk in Tokyo, which will serve as a hub for promoting business engagement between Californian and Japanese companies. The objective of the MOU is to establish a general framework for economic collaboration, including jointly supporting the mechanisms that spur innovation and business growth in and between California and Japan. Both participants share the common goal of creating a sustained, strategic, and mutually beneficial partnership.

Two-way trade between California and Japan amounted to \$40.6 billion in 2022. Japan is California's fourth-largest export market after Mexico, Canada, and China, with \$11.6 billion in annual exports as of 2022. Japan was also California's largest source of FDI in 2022, with 3,471 Japanese-owned businesses in California providing over 101,100 jobs that pay approximately \$11.685 billion in total wages.

Mexico

On October 2, 2019, the Lieutenant Governor established 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 support more robust two-way exchange in areas such as environmental protection, education, and tourism. The overarching 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.

³⁹ U.S. Census Bureau trade data

⁴⁰ Foreign Direct Investment in California, 2023 (<https://business.ca.gov/wp-content/uploads/2023/05/WTCLA-FDI-23-Report.pdf>)

In April 2023, IAT supported the California-Mexico 2030 Forum organized by UC Alianza at Casa de California. The forum was centered on the transition to a sustainable and resilient climate economy for California and Mexico and took place in the context of the recent celebration of the bicentennial in diplomatic relations between the United States and Mexico. IAT was on the forum's steering committee and participated alongside three other California state agencies: CalEPA, CEC, and CARB. The objectives of the forum were to evaluate the current state of the California-Mexico relationship and to identify key strategic areas for collaboration. The forum showcased existing research projects that UC experts are developing in partnership with their Mexican peers in an effort to help identify existing knowledge gaps. The summit was organized around four tracks: electrification of transport, sustainable energy, agriculture, and sustainable development. Each track included a combination of academic presentations and policy dialogues that engaged conversations between researchers and non-academic stakeholders. Plenary sessions provided opportunities to discuss cross-cutting issues, such as the demographic transition and green jobs, state- and municipal-level leadership.

In April 2023, GO-Biz IAT also supported 11 California institutions of higher learning to participate in the StudyCA Delegation to Mexico, which aimed to promote the export of education, promote sustainability and environmental stewardship through education, and further the existing California-Jalisco MOU to collaborate in the development of policies and programs for clean energy. The visit was organized by the Monterey Institute of International Studies StudyCA Initiative, in collaboration with the U.S. Commercial Service and with the support of GO-Biz cross-border economic development funds. The delegation participated in market briefings, site visits, and meetings with potential partners to make connections that led to new partnerships and student enrollment.

In September 2023, the California Department of Food and Agriculture (CDFA) hosted a series of meetings at Casa de California to promote Plant Smart initiatives in Mexico City. The objective was to promote cooperation and the exchange of information between academic and research institutions and government agencies in Mexico and California on adaptation to climate change in the agri-food sector. A total of 244 people participated, with 50 participating in person at Casa. Participation included representatives from CDFA, UC Merced, UC Davis, the U.S. Department of Agriculture Foreign Agricultural Service in Mexico City, National Autonomous University of Mexico, Mexico's National Institute for Forestry, Agriculture and Livestock Research, the Service for the National Health for Food Safety and Food Quality, and the Mexican Ministry of Agriculture and Rural Development.

APPENDIX A: TRADE MISSIONS AND SHOWS

Dates	Event	Sector(s)	Outcomes
Jan. 30-Feb. 2	Arab Health	Healthcare	<ul style="list-style-type: none"> - 7 California businesses joined the program. - 18 sales agreements valued at \$563,600 total. - 143 leads and \$27 million in anticipated sales. - 9 jobs created and 9 jobs retained.
Feb. 21-22	Greater China Clean Beauty Product Showcase and Seminar	Personal Care and Cosmetics	<ul style="list-style-type: none"> - 12 California businesses joined the program. - 1 sales agreement valued at \$52,000. - 118 leads and \$1.5 million in anticipated sales.
Feb. 28-Mar. 5	Avalon Australia	Aerospace and Defense	<ul style="list-style-type: none"> - 6 California businesses joined the program.
Mar. 10-16	Trade Winds Asia	Multi-Sector	<ul style="list-style-type: none"> - 8 California businesses joined the program. - 4 sales agreements valued at \$559,000 total. - 22 sales leads and \$370,000 in anticipated sales. - Projected to create 2 new jobs.
Mar. 15-17	World Smart Energy Week Japan Trade Show	Renewable Energy and Climate Innovation	<ul style="list-style-type: none"> - 6 California businesses joined the California Pavilion. - 20 sales leads and an estimated \$410,200 in sales. - Projected to create 45 new jobs.
Mar. 16-20	Cosmoprof Bologna	Personal Care and Cosmetics	<ul style="list-style-type: none"> - 4 California businesses joined the program. - 3 sales agreements valued at \$61,117 total. - 124 sales leads and \$1.2 million in anticipated sales. - 2 jobs retained.
Jun. 19-25	Paris Air Show	Aerospace and Defense	<ul style="list-style-type: none"> - 13 California businesses joined the California Pavilion. - 10 sales agreements valued at \$1.5 million. - 76 sales leads and \$10 million in anticipated sales. - 2 jobs created and 20 jobs retained.
Jun. 20-22	Infosecurity Europe	Cybersecurity	<ul style="list-style-type: none"> - 1 California business joined the program. - 48 sales leads.
Jun. 19-21	Baja Manufacturing Mission	Advanced Manufacturing	<ul style="list-style-type: none"> - 6 California businesses joined the program. - 24 trade leads

Sept. 17-22	Trade Mission to Canada and Mexico	All Sectors	- 2 California businesses joined the program. - 6 sales leads and \$500,000 in anticipated sales.
Sept. 18-26	Cybersecurity Mission to Taiwan, South Korea and Japan	Cybersecurity	- 1 California business joined the program. - 20 sales leads and \$20 million in anticipated sales.
Nov. 12-17	U.S. Aerospace and Defense Trade Mission to Romania and Poland	Aerospace and Defense	- 2 California businesses joined the program.
Nov. 13-16	MEDICA CEO Program	Healthcare	- 1 California business joined the program - 6 sales leads.
Nov. 13-20	Fintech Mission to Singapore, Japan, and South Korea	Fintech	- 1 California business joined the program. - 10 sales leads and \$100 million in anticipated sales. - 30 jobs created and 20 jobs retained.
Nov. 15-17	Cosmoprof Asia (Hong Kong)	Personal Care and Cosmetics	- 5 California businesses joined the California Pavilion.