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International Affairs and Trade April 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).

Special Announcements



California State Trade Expansion Program (STEP)

Make your voice heard! The [Expression of Interest Form](#) allows GO-Biz to determine which tradeshows 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.

Upcoming Events Organized or Supported by GO-Biz



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.



China-California Business Forum

*May 20, 2024
Los Angeles, California*

Event Contact: cecinfo99@gmail.com

The GO-Biz International Team and the GO-Biz China Trade and Investment Network (CTIN) have collaborated with the Chinese Consulate General of Los Angeles to support the annual China-California Business Forum.

The Forum is a signature event hosted by the Chinese Consulate General in Los Angeles that highlights and promotes California's trade and investment with Chinese provinces. The Forum features panel discussions, networking sessions, and executive keynote speakers that encourage entrepreneurs to explore business opportunities. The event also attracts trade officials, business owners, and leaders in the field from various Chinese provinces for the opportunity to explore California's business sector.

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



Farnborough International Airshow

*July 22-26, 2024
Farnborough, England*

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

GO-Biz will support 14 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 more details.

Upcoming Events from Our Partners



Credit Insurance as a Risk Mitigation Tool for International Trade

April 10, 2024
Virtual Event

Join SBA's Office of International Trade and the International Trade and Forfeiting Association (ITFA) for an expert roundtable on credit insurance as a risk mitigation tool for trade. Gain valuable insight on effective strategies for leveraging credit insurance to support global sales transactions and help your business, or clients, achieve success in the global marketplace.

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



Brazil Business Immersion

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

Event Contact: 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.



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

The NADEC Annual Export Conference, held annually in Washington, DC, 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 more details.



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

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.



GDEI Trade Mission to the Caribbean

November 17–22, 2024
Santo Domingo, Dominican Republic

The United States Department of Commerce, International Trade Administration (ITA), is organizing a Global Diversity Export Initiative (GDEI) Trade Mission to the Caribbean region that will include an "Opportunities for Minority-Led Businesses in the Caribbean Region" Conference. This mission is focused on expanding export opportunities to U.S. small- and medium-sized businesses with owners and/or leaders from underserved communities from industries with growing potential in the Caribbean region.

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

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

GO-Biz at Upcoming Events



Hannover Messe

*April 22–26, 2024
Hannover, Germany*

Event Contact: patricia.utterback@gobiz.ca.gov
Location: Energy 4.0 Hall 12, Stand B13

Hannover Messe is the world's largest and most comprehensive industrial technology event. This year, GO-Biz is supporting five California small businesses to exhibit at the event's California Pavilion. The pavilion is located in the Energy 4.0 Hall (Hall 12, Stand B13) and will cover sectors including renewable energy, sustainability, digital energy management and AI, energy efficiency, process and heat waste, mobility, and more. Come by, say hello, and see the innovation California is bringing to Hannover Messe.



Trade Winds 2024

*May 13–15, 2024
Istanbul, Türkiye*

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

GO-Biz is supporting California small businesses attending the Trade Winds trade mission in May 2024. The mission and forum will be held in Türkiye with matchmaking stops in Denmark, Romania, Kazakhstan, Poland, and Italy. Each STEP-eligible company has the opportunity to receive a \$1,000 subsidy to offset their participation fees. [See the event flyer](#) for further details.



SelectUSA Investment Summit

June 23–26, 2024
Washington, DC

Event Contact: maria.onorato@gobiz.ca.gov
Location: Booth 713

Meet California at SelectUSA! The SelectUSA Investment Summit is the highest profile foreign investment attraction event in the United States, dedicated to facilitating business investment by connecting thousands of investors, companies, communities, and industry experts to make deals happen. This year, GO-Biz looks forward to leading a delegation of economic development leaders from across the state to showcase business opportunities in California.

Additionally, California will host three official SelectUSA spinoff events: [SelectLA](#), the [Greater Sacramento Cleantech and ZEV Ecosystem Tour](#), and [POWER-CA](#). These events will highlight investment opportunities in key industry sectors including zero-emission vehicles, offshore wind, environmental tech, and aerospace and defense. Please [see the event website](#) for further details.

California Small Business Success Story



TripleLite is a flashlight company established in 2012 by husband and wife Nancy and Ronnie “Ron” Pritchett. TripleLite offers a new flashlight design with a wide-beam lens and 180° lighting that provides users with better visibility than regular flashlights. The couple was inspired to create TripleLite after Mr. Pritchett experienced an accident while attempting to climb a low-lit stairway. TripleLite’s revolutionary 180° lighting is now patented in the U.S. and abroad, holding five utility patents and a design patent. TripleLite is a successful recipient of the STEP Grant, and the company has been able to accelerate its export portfolio with the help of STEP funding. As a result of TripleLite’s endeavors and STEP resources, the company established a partnership with Ace Hardware International and it now exports to the Philippines and New Zealand. TripleLite is now a year into its exporting journey and it seeks to continue expanding its global reach.

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.

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.

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](#) to be eligible. Please [visit the program website](#) for upcoming application periods.

Other Resources from Our Partners

Click [here](#) for a list of our state and federal export assistance partners available by region. Select any of the icons below to access that resource.

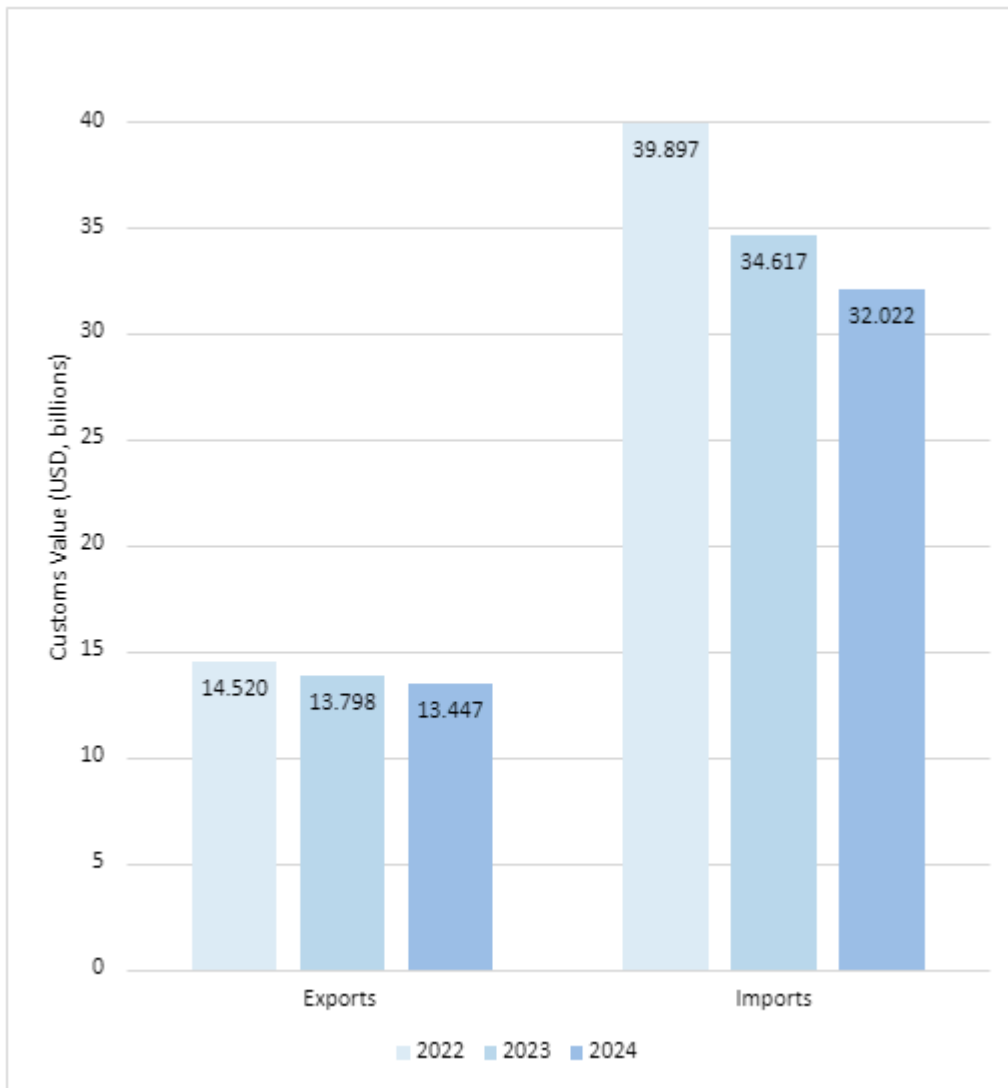


California's International Trade by the Numbers

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

Fast Facts: February 2024

- California's top three export destinations in February were Mexico, Canada, and China.
- California's top three import markets in February were China, Mexico, and Vietnam.
- California's February 2024 exports decreased by 3 percent compared to February 2023 and by 7.4 percent compared to February 2022.
- California's February 2024 imports decreased by 8 percent compared to February 2023 and decreased by 20 percent compared to February 2022.
- The changes in import and export volumes over the past two years are consistent with statewide and nationwide year-over-year trade patterns.



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

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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