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International Affairs and Trade February 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



[Apply for our Export Voucher Program](#)

GO-Biz is excited to announce that the second round of applications for the Export Voucher program under the [California STEP Grant](#) is officially open until February 29, 2024. We invite California small businesses to submit their applications for eligible export promotion activities that are set to take place by March 31, 2024.

Please [visit the STEP website](#) or email STEP@gobiz.ca.gov for more information.

Upcoming Events Organized or Supported by GO-Biz



International Trade Tools to Expand Your Business

*February 29, 2024
Oakland, California*

[Register for this event](#)

The GO-Biz International Trade and Affairs Unit will participate in an expert panel discussion organized by the Cities of San Leandro and Oakland on international trade. GO-Biz will engage in the discussion alongside representatives from the U.S. Commercial Service Oakland office and Matson, a shipping and logistics company.

The panel will provide businesses with more information on importing, exporting, and preparing for international expansion. The discussion will cover a range of topics, including using trade missions to identify partners, legally deferring import taxes, and financing international expansion. Participants will have the opportunity to ask questions and engage in the discussion.

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



California Pavilion at AgroBaja 2024

*March 7-9, 2024
Mexicali, Mexico*

[Register for this event](#)

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

The GO-Biz Trade Americas Team has partnered with the California Department of Food and Agriculture (CDFA) and The VINE at the University of California Agriculture and Natural Resources (UCANR) to host a California Ag Tech Pavilion during AgroBaja 2024. California businesses that join the Pavilion will benefit from substantial support, including access to subsidized registration costs, logistical support, conference connections, hotel stays, and exhibition space.

AgroBaja is Mexico's only agricultural and fisheries exhibition taking place at the U.S.-Mexico Border. The exhibition will connect interested companies with suppliers, producers, and service providers in the field.

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



FIDAE Airshow

*April 9–14, 2024
Santiago, Chile*

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

The GO–Biz Trade Americas Team invites interested California small businesses to exhibit at the California Pavilion at the FIDAE Airshow, which will be located within the USA Pavilion. California small businesses that qualify for STEP funding are eligible to participate at a significantly reduced cost. Space is limited and resources will be offered to STEP–eligible companies on a first–come, first–served basis.

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

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



Hannover Messe

*April 22–26, 2024
Hannover, Germany*

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

GO–Biz will support six California small businesses to exhibit in the California Pavilion at Hannover Messe in April 2024. The pavilion is located in the Energy 4.0 Hall (Hall 12). Grant funding from the State Trade Expansion Program (STEP) has been used to reduce 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

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

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

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



Farnborough International Airshow

*July 22–26, 2024
Farnborough, England*

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

GO-Biz will support 12 California small businesses to exhibit in the California Pavilion at Farnborough International Airshow in July 2024, 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.

Upcoming Events from Our Partners



India Clean EDGE and EnviroTech Business Development Mission

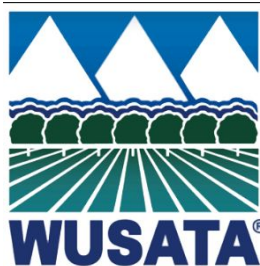
March 4–11, 2024

Delhi | Mumbai | Chennai | Hyderabad

[Register for this event](#)

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

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



WUSATA Pavilion at ANTAD Trade Show

March 12–15, 2024

Guadalajara, Mexico

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

Expo ANTAD Alimentaria is Mexico's leading and largest retail trade show, attracting more than 37,000 visitors and 1,700 exhibitors. Expo ANTAD has become the largest food industry exhibition in Mexico and is the ideal forum for international exhibitors to showcase their premium products to quality buyers, importers, and industry experts. Businesses that join the WUSATA Pavilion will be provided with a kiosk, kiosk signage, an interpreter, and a chair.

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



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

March 13–14, 2024

The Mayflower Hotel, Washington, DC

Event Contact: aburkett@naita.org

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

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



Protecting Intellectual Property Rights Seminar for Exporters

*March 31, 2024
Miami, Florida*

[Register for this event](#)

Event Contact: 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.



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 Bryant](#) for more information.



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.

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

Spotlight on Innovation



UC Davis welcomed its first Integrative Center for Alternative Meat and Protein (iCAMP) in January 2024. The center is an important step in combatting climate change and meeting the global demand for meat by offering sustainable and alternative protein options. It is estimated that the world demand for meat will increase by 50 to 100 percent in the next 25 years, which is why iCAMP is working toward large-scale commercialization of alternative proteins. iCAMP will also serve as a leader in the industry through its technological advancement, research, and workforce development efforts. The university is developing iCAMP's mission in partnership with UCLA, Solano Community College, USDA, the Culinary Institute of America, University of Baltimore, and Maryland County. It is through this type of collaborative effort that California remains a global leader in sustainability and innovation.

Please [visit the iCAMP website](#) for more information.

California Small Business Success Story



Caylym is a service-disabled veteran-owned small business based in Fresno, California that has revolutionized fighting wildfires through its containerized aerial firefighting system (CAFFS). CAFFS utilizes advanced water boxes, each holding 250 gallons, that can be easily loaded onto a cargo aircraft and instantly deployed to fight fires. With STEP support, Caylym has been a part of the California Pavilion at multiple international trade shows, most recently at the Paris Airshow in 2023. Caylym recently received attention from [Latin American press](#) and [social media](#) after its technologies were used by the Peruvian Airforce and Colombian Ministry of Defense to fight forest fires in Colombia. Both the Peruvian Airforce and its Colombian counterpart have succeeded in fighting the forest fires that have plagued the region, in large part due to Caylym's Guardian firefighting system that does not require aircraft modifications.

For more information on Caylym, please [visit their website](#).

Training Opportunities & Informational Resources

Trade

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

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

[U.S. Department of Commerce New Country Commercial Guides](#)

Reports on market conditions, opportunities, regulations, and business customs prepared at U.S. Embassies worldwide by Commerce Department, State Department, and other U.S. agency professionals.

[Resources & Tools on the GO-Biz Website](#)

A variety of helpful resources can be found on the GO-Biz website. These include previous newsletters, forms for event promotion and delegation visits, and video sets that aim to assist businesses that are initiating or expanding their export activities.

Investment

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

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

[California Business Investment Guide](#)

Compiled by the Governor's Office for Business and Economic Development (GO-Biz), this guide is intended to help businesses and for-profit entities identify relevant new and existing state funding resources for recovery and success.

Grant & Funding Opportunities

[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.

[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 upcoming application period will be open from March 4 to 18, 2024.

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.



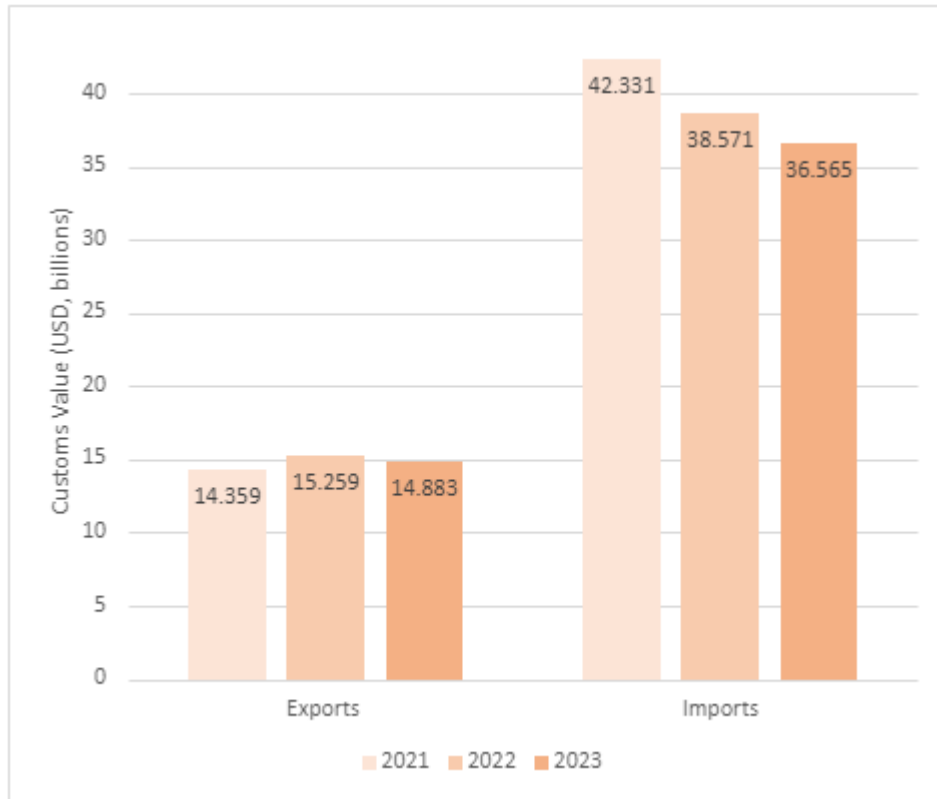
California's International Trade by the Numbers

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

Fast Facts: December 2023

- California's top three export destinations in December were Mexico, China, and Canada.
- California's top three import markets in December were China, Mexico, and Vietnam.

- California's December 2023 exports decreased by 2.5 percent compared to December 2022 and increased by 3.7 percent compared to December 2021.
- California's December 2023 imports decreased by 5.2 percent compared to December 2022 and by 13.6 percent compared to December 2021.
- The changes in imports and export volumes over the past two years are consistent with nationwide 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 a California small business success story to share on our website, or in a future newsletter? If so, please share your success story for consideration:

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

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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