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International Affairs and Trade June 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 Delegation to SelectUSA 2024

*Washington, DC
June 23-26, 2024*

GO-Biz will lead a delegation of local economic development partners from across the state to the 10th annual [SelectUSA Investment Summit](#), the highest profile event in the United States dedicated to promoting foreign direct investment.

This year's Summit is expected to be the largest yet, with approximately 5,000 attendees from around the globe. International businesses that want to learn about opportunities for expansion in California are encouraged to connect with the delegation in the following ways:

1. Visit Booth #713 during Exhibition Hall hours.
 2. [Register your interest](#) in the Meet California Breakfast, which will be held on Tuesday, June 25 at 6:30 AM EDT.
 3. Reach out to our delegates, whose information can be found in our [2024 SelectUSA Delegate Booklet](#).
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Japan Aerospace Exhibition
Tokyo, Japan
October 16-28, 2024

GO-Biz will support 10 California small businesses within the aviation, space, and defense sectors to exhibit in the California Pavilion at Japan Aerospace. STEP funding will be used to reduce company participation fees to \$3,500 for eligible businesses.

The event provides the California aerospace industry with a prime opportunity to showcase its collective capabilities in aviation, space, and defense to Japan and other Asia Pacific allies. Join the exhibition to meet with major Japanese and foreign companies, government agencies, embassy officials, and key industry players. Non-STEP-eligible companies may participate at the full cost of \$9,130. The event registration deadline is July 31, 2024, or until all spaces are filled.

Please [see the event flyer](#) to register.



ReBuild Ukraine
Warsaw, Poland
November 12-15, 2024

GO-Biz will support 10 California small businesses within the energy and construction sectors to exhibit in the California Pavilion at ReBuild Ukraine. STEP funding will be used to reduce company participation fees to \$3,500 for eligible businesses.

In its fourth year, ReBuild Ukraine is an international exhibition and conference that continues to be the premier offline platform for recovery projects, materials, technologies, equipment, and investments required to rebuild Ukraine's war-torn economy, with an emphasis on infrastructure, industry, energy, and housing. STEP recipients have access to additional incentives, such as business development matchmaking and consulting (valued at \$3,000), an in-market business briefing on Ukraine and Poland, and a reception with Polish and Ukrainian business leaders. Non-STEP-eligible companies may participate at the full cost of \$8,000.

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

Upcoming Events Organized or Supported by GO-Biz



2024 Green Expo

*September 3-5, 2024
Mexico City, Mexico*

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

GO-Biz invites California small businesses to register their interest in exhibiting within the California Pavilion at the 2024 Green Expo in Mexico City. Eligible California businesses may participate at a significantly reduced cost of \$1,625. Participation in this event is funded in part by the California Cross Border Economic Development Program (CCBED) administered by GO-Biz.

California companies with environmental solutions looking to expand in Mexico are highly encouraged to apply to join the pavilion and show. Green Expo celebrates more than 30 years of support in the development of clean, renewable, and efficient energy in Mexico. The show coincides with Aquatech and Intersolar and brings together industry leaders in environmental management, water technology, solar, and wind energy.

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



Industrial Transformation Mexico

*October 8-11, 2024
Guanajuato, Mexico*

Event Contact: diana.dominguez@gobiz.ca.gov
Registration Deadline: August 9, 2024

GO-Biz is organizing a California Pavilion at Industrial Transformation Mexico 2024 (ITM24). California companies specializing in Industry 4.0 applications and seeking export opportunities to Mexico are encouraged to register their interest to participate. GO-Biz will support up to eight California businesses to participate at a reduced cost of \$1,500.

Go-Biz is calling for California companies in the metal working, automation, digital factory, power solutions, smart logistics, and additive manufacturing sectors to apply for the state Pavilion. Participants will have access to turn-key booth space and have the opportunity to engage in business meetings with industry organizations in León, Guanajuato, as well as in the tradeshow exhibition at ITM24. Companies interested in joining the Pavilion must express their interest with GO-Biz and participation will be reserved for vetted professionals.

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



Africa Health

October 22–24, 2024
Cape Town, South Africa

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

GO–Biz is awarding up to 3 STEP–eligible California health and medical technology companies with \$5,000 in grant funding to offset exhibiting costs at Africa Health.

Africa Health will be held at the Cape Town International Convention Centre in South Africa. This show is the premier healthcare exhibition in the country, bringing together professionals, stakeholders, and decision–makers to share knowledge, showcase innovations, and tackle key sector challenges in the region. The show consists of diverse exhibitors spanning medical equipment, services, and technology as well as it features key workshops. In 2023, the show achieved \$131.1 million in business–generated revenue, making Africa Health a crucial networking and learning platform driving healthcare advancement across the continent.

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

Upcoming Events from Our Partners



Opportunities in Chile: Food Market Webinar

June 12, 2024 | 9 AM PDT
Virtual

Event Contact: cynthiac@kallman.com
[Register Here](#)

The Espacio Food & Service show serves as a key platform for U.S. producers looking to enter or strengthen their foothold in Chile and the broader Latin American market. Please join us to learn about business opportunities in Chile. This briefing is expected to give U.S. exhibitors a foundational understanding of the Chile Food Market and the different programs and benefits from the associations to participate in the [USA Pavilion at Espacio Food & Service 2024](#).

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



Exporting Home Webinars | Latin America

July 23, 2024 | 10 AM – 11:30 AM PDT (English)
July 24, 2024 | 10 AM – 11:30 AM PDT (Spanish)
Virtual

Event Contact: frantz.eyssallenne@trade.gov

The U.S. Commercial Service's Global Diversity Export Initiative is hosting the Exporting Home webinars to connect business leaders from the U.S. Hispanic diaspora to business opportunities in Latin America. The program is open to all U.S. businesses seeking export opportunities in the region and offers a webinar in Spanish and English. Join a webinar to learn more about the best prospect sectors in Latin America and the resources to help your business succeed in your desired market. The webinars will also introduce the *Exporting Home Virtual Connection Program with Latin America* which will take place in September to connect U.S. business owners to a week's worth of virtual business meetings with potential partners in the region.

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



Exporting Home Virtual Connection Program | Latin America

September 23-26, 2024 | 5 AM - 5 PM PDT

Event Contact: frantz.eyssallenne@trade.gov

The U.S. Commercial Service's Global Diversity Export Initiative is hosting the Exporting Home Virtual Connection Program to conclude its Exporting Homes webinar series. The program will connect U.S. business owners to a week's worth of virtual business meetings with potential partners in Latin America. Companies interested in joining the program can also access sponsorship packages created by the U.S. Commercial Service to help promote and market companies before, during, and after the virtual event.

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



Aeromedical Trade Mission to Brazil

*September 25-27, 2024
Sao Paulo, Brazil*

The U.S. Department of Commerce's International Trade Administration (ITA) is organizing a trade mission to Brazil with the goal of introducing U.S. suppliers to the growing aeromedical sector in the country. The trade mission will connect U.S. companies to Brazilian clients as well as to public and private sector organizations to increase the sales and presence of U.S. goods and services in the Brazilian aeromedical sector.

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



GDEI Trade Mission to the Caribbean

*November 17–22, 2024
Santo Domingo, Dominican Republic*

The United States Department of Commerce's 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



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 more information.



Farnborough International Airshow

July 22–26, 2024
Farnborough, England

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

Location: Hall 2

Meet GO-Biz at the Farnborough International Airshow. GO-Biz is supporting California small businesses to exhibit in the California Pavilion at the show. STEP-eligible companies will participate at a significantly reduced cost and will gain exposure to business development opportunities in the sector. Businesses in the aerospace, aviation, and defense industries were invited to attend the world premier show. Farnborough aims to provide participants with opportunities to pioneer change, build new connections, engage with thought leaders, and access unparalleled business development opportunities that will help companies expand their global reach.

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

Recent News



Smart Home Hosts Innovative Heat Pump Research

Link to Article: [UC Davis Energy News](#)

Published: May 31, 2024

The University of California at Davis is hosting a new project at its Honda Smart Home. The Smart Home was created in 2013 as an experimental residency that runs solely on solar energy to provide more insights into the future of zero-net homes. The new project at the Home will test the performance of multi-function heat pumps to examine if one energy unit can provide space cooling, heating, and hot water heating more efficiently than traditional HVAC systems. The project findings will help inform the development of energy-efficient and sustainable residential infrastructure that can lead to reduced carbon emissions.

Spotlight on Innovation



Bakar Labs is a startup incubator focused on helping early-stage life sciences ventures develop innovative technologies. This year, Bakar Labs has announced the Golden Ticket Competition program, sponsored by the Cystic Fibrosis Foundation, which will award up to two companies with a free year of lab and office space to support the Foundation's *Path to a Cure* initiative. The Foundation encourages companies developing genetic delivery technologies to [apply by Friday, June 14, 2024](#).

Bakar Labs was created by UC Berkeley in collaboration with the California Institute for Quantitative Biosciences (QB3) and is housed under the university's Bakar BioEnginuity Hub, which is widely recognized as a center for innovation in the life sciences. It aims to assist entrepreneurs in achieving Series A investment and is a great resource for life-science startups seeking to grow their potential. For more information visit the [Bakar Labs 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 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.



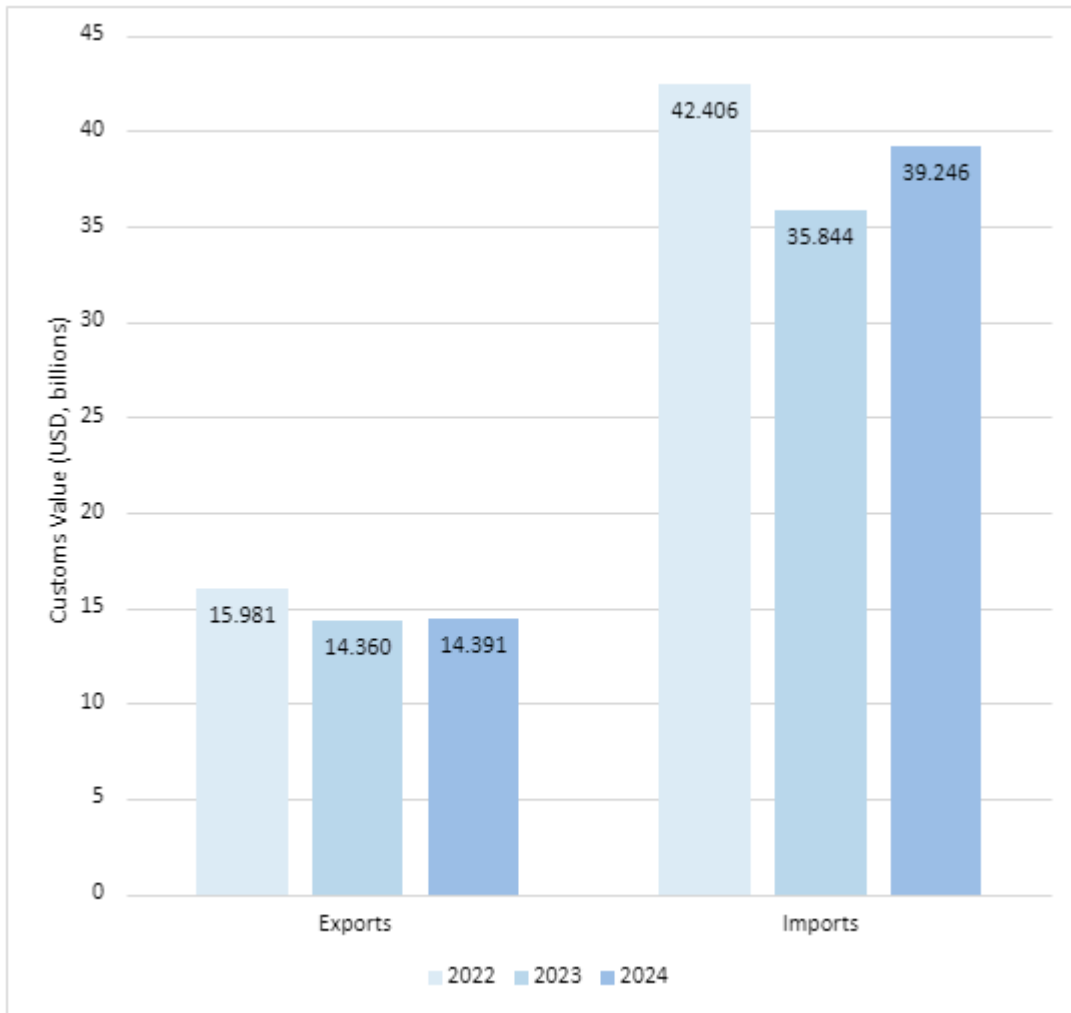
California's International Trade by the Numbers

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

Fast Facts: April 2024

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

- California's monthly exports in April 2024 increased by 0.22 percent compared to 2023 and decreased by 10 percent compared to 2022.
- California's monthly imports in April 2024 increased by 9.5 percent compared to 2023 and decreased by 7.5 percent compared to 2022.



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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