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International Affairs and Trade May 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 participating in a California STEP-supported event, please [submit an Expression of Interest Form](#) and we will connect with you when event funding becomes available.

Upcoming Events Organized or Supported by GO-Biz



Export Documentation and Logistics Series

May 6–29, 2024
Virtual

[Register for this event](#)

GO–Biz will assist eligible California businesses interested in registering for the webinar series by subsidizing 50% of the registration costs. To check eligibility and register for the discount, please [complete this form](#).

This 10–part webinar series is tailored to new and seasoned professionals interested in exporting. The webinars will feature experts from the U.S. Government and the private sector who will present on a multitude of export documentation and logistics topics. Those who are interested in attending can customize the series to their training needs by joining individual webinars or the entire series.

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



Seminar: Private Sector Opportunities in Ukrainian Reconstruction

June 5, 2024
San Francisco, California

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

Join GO–Biz and the U.S. Commercial Service in listening into Lieutenant Governor Eleni Kounalakis and Ukraine's Consul General to San Francisco, Dmytro Kushneruk's discussion on the current state of Ukraine and California's role in its rebuilding process.

Attend the seminar to gain insight into how federal and state entities are involved in reconstructing Ukraine. The seminar will be presented by the Director of the Office of Russia and Ukraine at the U.S. Department of Commerce and the Chief of the Office of Private Sector and NGO Coordination at the California Governor's Office of Emergency Services. Explore U.S. business opportunities in Ukraine, understand how to engage with multilateral organizations, and learn how to utilize federal resources to participate in Ukraine's energy and construction sectors as shared by industry experts. The event will conclude with a panel discussion featuring California and Ukrainian businesses sharing their insights on operating in Ukraine.

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



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 information.



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. California businesses that qualify for STEP funding are eligible to participate at a significantly reduced cost.

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.



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.



ReBuild Ukraine

*November 12–15, 2024
Warsaw, Poland*

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

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. Receiving STEP funding includes additional incentives such as having access to 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 from Our Partners



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



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 to highlight and promote California's trade and investment with Chinese provinces. The Forum will feature panel discussions, networking sessions, and executive keynote speakers to encourage entrepreneurs to explore business opportunities.

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



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.

California Small Business Success Story



Air Quality Management Company (AQMC), founded and led by Ranyae Fernandes, is a California-based and women-owned business specializing in air and surface sterilization and odor removal through air-based methods. AQMC recently secured funding to facilitate its export endeavors in the Middle East and Europe. With the support of these funds, founder Ranyae has successfully obtained HVAC certifications vital for shipping to Middle East markets.

Ranyae has also collaborated closely with the U.S. Commercial Service and both European and Middle East companies to expand AQMC's global reach. Thanks to Ranyae's proactive efforts and assistance from the California STEP Grant, AQMC has now landed three significant projects in Saudi Arabia. These projects involve installations in the hospital, hospitality, and sewage treatment sectors, amounting to a total value of \$250,000.

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.

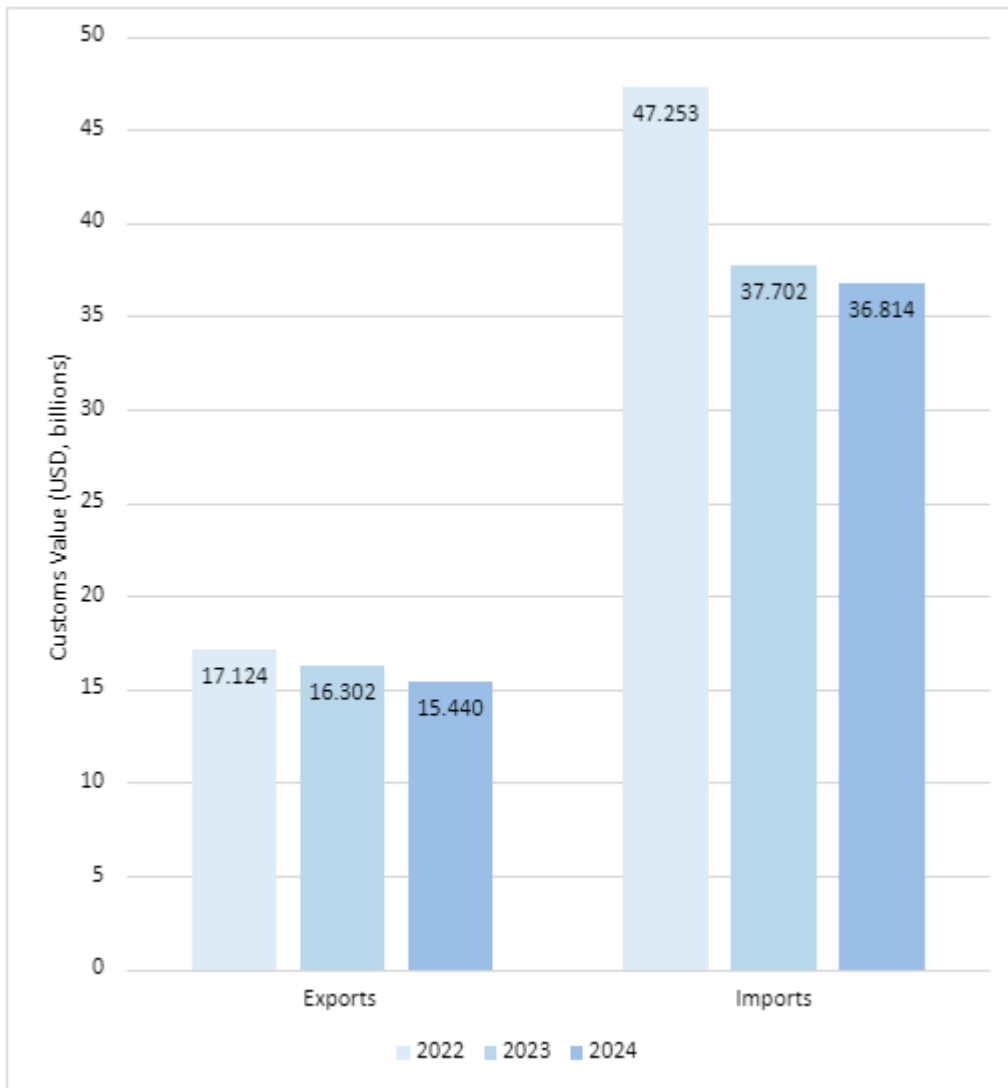


California's International Trade by the Numbers

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

Fast Facts: March 2024

- California's top three export destinations in March were Mexico, Canada, and China.
- California's top three import markets in March were China, Mexico, and South Korea.
- California's monthly exports in March 2024 decreased by 5.3 percent compared to 2023 and 9.8 percent compared to 2022.
- California's monthly imports in March 2024 decreased by 2.4 percent compared to 2023 and 22 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

Click [here](#) to subscribe to this newsletter
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