

[View this email in your browser](#)



International Affairs and Trade July 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



Export Training Program Grant

The International Affairs and Trade team at GO-Biz is pleased to introduce the Export Training Program Grant. This program offers one-time funding of \$20,000 to \$200,000 in competitive grants to service providers to develop or scale export training programs and curricula.

Key objectives:

- Equip new-to-export businesses with essential international trade knowledge.
- Provide ongoing support to current exporters to help them expand their foreign market presence.
- Prepare businesses for the California State Trade Expansion Program (STEP) and participation in export promotion activities.

Service providers are encouraged to collaborate on applications to effectively leverage resources.

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



Local Immigrant Integration and Inclusion Grant

On June 28, 2024, the Governor's Office of Business and Economic Development (GO-Biz) announced a second round of recipients for the Local Immigrant Integration and Inclusion Grant (LIIG) program. GO-Biz awarded over \$2.3 million to ten local governments and non-profits. This new round of funding prioritizes support for local governments in rural regions with large immigrant populations and where services are limited. The new grantees include the counties of Imperial, Kern, Monterey, Napa, Santa Barbara, Santa Cruz, Sonoma, Tulare, and Ventura.

For more information on the list of awardees, please [visit the LIIG website](#).



GO-Biz International Participates in Foreign Investment Attraction Events

The GO-Biz International Affairs and Trade team recently participated in a series of high-level initiatives across the state and country focused on highlighting opportunities in California for expanding international businesses. Through these events, GO-Biz engaged with more than 250 international businesses and organizations to promote business expansion in California. This included the 10th annual SelectUSA Summit, where GO-Biz led a delegation of 28 local economic organizations from across the state.

Please [visit the press release](#) from July 10 for more information.



All Energy Conference Australia
Melbourne, Victoria
October 23-24, 2024

The All Energy Conference in Australia invites all California developers and manufacturers in the solar, wind, and storage industries to attend. The conference is hosted by the

Victorian Government and will feature more than 400 companies, conversations on more than 10 topic streams, and a chance to network with more than 11,500 industry professionals from Australia and across the world. The panel sessions will cover the market outlook for Australia (particularly on supply chain opportunities), insights from renewable businesses in Australia, how to participate in the energy market (NEM), and green financing options to help get projects off the ground. California delegates will also have the opportunity to hear from senior government officials, financiers, and other businesses on how to establish a renewable business in Victoria.

Please [see the event website](#) or contact finnlay.cowden@global.vic.gov.au 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 California Pavilion at Green Expo in Mexico City. Green Expo 2024 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 as part of the California 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 event registration website](#) for more information.



Japan Aerospace

*October 16-18, 2024
Tokyo, Japan*

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

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.



Africa Health

*October 22-24, 2024
Cape Town, South Africa*

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

GO-Biz is awarding up to three 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 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 registration website](#) for more information.



Cosmoprof Asia Exhibition

*November 12–14, 2024
Hong Kong*

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

GO–Biz invites California small businesses focused on all sectors of the beauty industry to participate in this California Pavilion. Companies will attend the Cosmoprof Asia Hong Kong Exhibition, receive business–to–business matchmaking support, and attend a networking reception. Companies who register will be among the first notified when the application is opened.

This year marks the 27th edition of Cosmoprof Asia in Hong Kong. The annual event features thousands of exhibitors and participants from around the world and provides insights into key beauty trends through various national pavilions. The event also offers delegates the opportunity to engage in buyer programs, meetings with suppliers and companies, and various educational sessions highlighting international experts in the field.

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



Expo Manufactura

February 10–13, 2025
Monterrey Nuevo Leon, Mexico

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

GO–Biz is hosting a California Pavilion at the 2025 edition of Expo Manufactura and invites California businesses with smart and sustainable manufacturing solutions in the Mexican market to join. [Register your interest](#) to determine if STEP funding becomes available to cover partial event costs.

Expo Manufactura features thousands of experts and exhibitors in the manufacturing industry showcasing their work in the field. It welcomes attendees from around the world and provides businesses the ability to learn more about innovative manufacturing technologies, best practices, and to business opportunities.

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

Upcoming Events from Our Partners



Exporting Home Webinars | Latin America

July 23, 2024 | 10 AM – 11:30 AM PDT (English)
July 25, 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 separate webinars 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.



2024 Organic and Functional Food Trade Mission

September 9–13, 2024
Taiwan

Event Contact: edaun@agr.wa.gov or karen.y.sur@hawaii.gov
Registration Deadline: July 26, 2024

The 2024 Organic and Functional Food Trade Mission to Taiwan, hosted by WUSATA, offers companies a unique opportunity to attend meetings with reputable Taiwanese buyers, gain insights into the Taiwanese market, receive support in shipping product samples, and much more. During the event, WUSATA will also cover in-country transportation, lodging for one company representative, and interpreters for one-on-one meetings. Companies interested in expanding their export opportunities in Taiwan are encouraged apply.

Please [see the event website](#) 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 Home 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 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.



Airshow China 2024

*November 12–17, 2024
Zhuhai City, Guangdong Province, China*

Event Contact: xiaomin.hu@trade.gov

With a nearly 30-year history, Airshow China is the largest international aerospace trade show in China. It is the only comprehensive show endorsed by the government with a focus on commercial aviation, general aviation, MRO, and ground equipment, among other sectors. In 2022 alone, the show featured 740 exhibitors from 43 countries and regions, 20 conferences, 100,000 trade visitors, and 115,000 public visitors. California businesses interested in the Airshow are encouraged to participate in the U.S. pavilion for the opportunity to receive one–one counseling, market briefings, and matchmaking services, among other opportunities.

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.



2024 Latin America Trade Mission

*December 3–6, 2024
Mexico*

Event Contact: jsanchez@nmda.nmsu.edu or zgarza@agr.wa.gov
Registration Deadline: September 20, 2024

The 2024 Latin America Trade Mission offers an exceptional opportunity for new–to–export companies to meet with buyers from Mexico and the surrounding Central American countries. Participants can anticipate tailored B2B meetings with industry–compatible, thoroughly vetted

buyers across two key cities: Mexico City and Monterrey. Additionally, buyers from various regions within Mexico, as well as other countries such as Colombia, Costa Rica, Panama, Guatemala, Chile, and El Salvador, will be present, broadening networking opportunities. Companies interested in expanding their reach in Latin America are encouraged to apply. The benefits of participating include hotel lodging, airfare, and language interpreters.

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



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.

California Success Story



Numotech Inc.

“It was very valuable to us to be part of the California Pavilion at Arab Health. It helped us stand out at such a large show. We had a great experience.” – Dr. Robert Felton, President

With support from the California State Trade Expansion Program (STEP), Numotech Inc. joined the California Pavilion at Arab Health in 2024 in order to increase its understanding of Middle Eastern markets, meet new customers, and explore the potential of establishing a presence in the Dubai Free Trade Zone. While at the show, Numotech met with important Middle Eastern healthcare stakeholders. As a result of this, Numotech was able to partner with a California medical company owned by Dr. Sarkis Mesrobian to secure over \$80 million in sales agreements, in addition to \$20 million in future export sales. Now, Numotech is ramping up production in California, creating new jobs, and opening a sales office in Dubai.

Numotech’s flagship product, the Numobag®, is a cost-effective, disposable, lightweight, wound healing medical device that produces Topical Hyperbaric Oxygen Therapy (THOT®). The Numobag has been clinically validated to heal large skin lesions rapidly and has proven to arrest wound advancement to prevent lower limb amputations. The company’s newest technology, the Numobag® Disposable Isolation System (N-DIS) is a portable, single-use, disposable disease containment system designed for transporting infectious patients through contaminated and uncontaminated areas. N-DIS is designed to minimize the risk of exposure of first responders, nurses, and physicians while allowing medical care to be provided to patients in transport.

Training Opportunities & Informational Resources

Trade

[California Exporting Guide by the Export-Import Bank of the United States](#)

To provide support for California exporters, EXIM created a California Exporting Guide that outlines key export facts, tools, and opportunities.

[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 the 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, 2024 Report](#)

World Trade Center LA (WTCLA), in partnership with GO-Biz and Loyola Marymount University, has released its ninth 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. The next application period will open on Monday, July 22, 2024. GO-Biz will host two hour-long virtual webinars to provide more information on the California Competes Program. The upcoming webinars are scheduled to take place on [Wednesday, July 24 at 9:30 AM PDT](#) and [Thursday, August 1 at 3:00 PM PDT](#).

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.

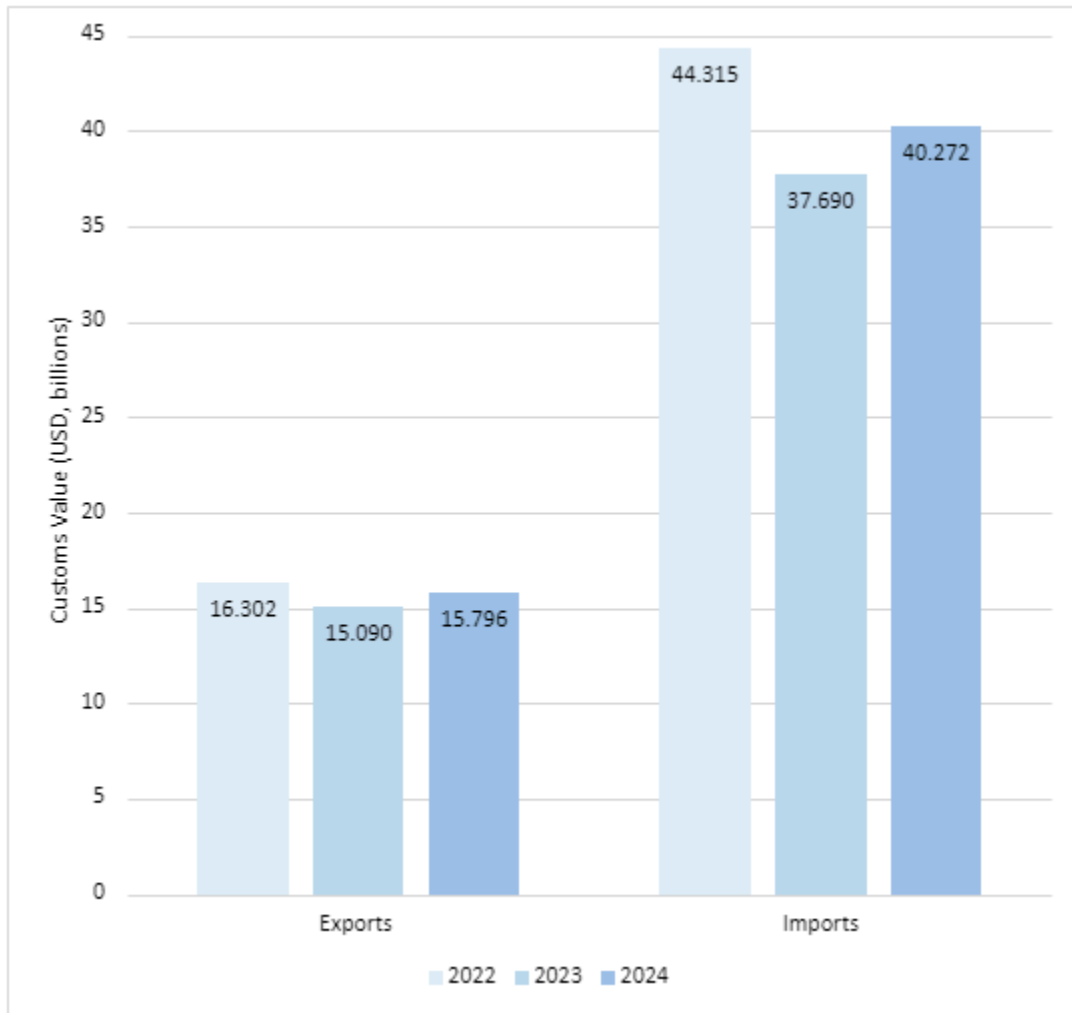


California's International Trade by the Numbers

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

Fast Facts: May 2024

- California's top three export destinations in May were Mexico, Canada, and China.
- California's top three import markets in May were China, Mexico, and Taiwan.
- California's monthly exports in May 2024 increased by 4.7 percent compared to 2023 and decreased by 3.1 percent compared to 2022.
- California's monthly imports in May 2024 increased by 6.9 percent compared to 2023 and decreased by 9.1 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
Send questions or feedback to international@gobiz.ca.gov

Contact the GO-Biz Service Desk



Copyright © 2024 California Governor's Office of Business and Economic Development, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

