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International Affairs and Trade August 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 Grant Program *Application Deadline: August 16, 2024* [Submit an RFP](#)

The GO-Biz International Affairs and Trade team is pleased to introduce the [Export Training Grant Program](#). The program offers competitive grants of \$20,000 to \$200,000 to service providers interested in developing and scaling export training programs and curricula. The program's key objectives include equipping new-to-export businesses with essential international trade knowledge, providing ongoing support to current exporters, preparing businesses for the California State Trade Expansion Program (STEP), and encouraging service providers to collaborate on applications. Those interested in submitting an RFP must demonstrate the knowledge, skills, and ability to provide such trainings.

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



GO-Biz STEP Export Voucher Program

Application Deadline: November 29, 2024

[Apply Now](#)

GO-Biz is excited to announce that its [Export Voucher program](#) is now accepting applications from companies seeking to receive reimbursements for eligible export promotion activities. We invite California small businesses to submit their applications to receive a reimbursement of up to 75 percent for their pre-approved export expenses. Companies should [submit their export voucher applications](#) by [November 29, 2024](#), for export promotion activities that are set to take place between October 1, 2024, and December 31, 2024.

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



2024 Foreign Direct Investment Factsheets

GO-Biz is excited to announce the release of its updated [Foreign Direct Investment \(FDI\) Factsheets](#) published with the support of the new report on [Foreign Direct Investment in California](#) by the World Trade Center Los Angeles (WTCLA). The factsheets feature California's top twenty sources of foreign direct investment and highlight key sectors for investment statewide.

If you would like to request a customized report of your community's foreign investment footprint, please contact international@gobiz.ca.gov.



Renewable Energy: Status of the Industry in California Webinar

August 15, 2024 | 11 AM – 12 PM PDT

[Virtual](#)

Calling Canadian cleantech companies! Join us for a webinar on expansion in California.

The Government of Ontario is hosting a webinar in collaboration with GO-Biz. California's advancements in renewable energy generation and storage, including hydropower, offshore wind, and small-scale solar, are creating abundant opportunities for international companies in the state. GO-Biz speakers will share with Ontario companies the status of renewable energy development in the region and related support for expansion into the California market. All Canadian companies in the cleantech sector are encouraged to attend.

Please [see the event registration page](#) for more information. If you are a member of a municipal, provincial, or federal government, please do not register via the event page and contact lindsay.patel@ontario.ca to participate.

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.



STOPfakes Roadshow: Intellectual Property Rights Seminar

September 10, 2024 | 9 AM – 4 PM PDT
San Jose, California

Event Contacts: joanne.vliet@trade.gov and cindy.ma@trade.gov

GO-Biz will cover the admission costs of the first 50, California-based, for-profit, small businesses to register for the event.

The STOPfakes.gov Roadshow delivers critical information on intellectual property to the audience that needs it most—startups, entrepreneurs, small and medium-sized businesses, independent creators, and inventors. The event presenters are experts from multiple government agencies (U.S. Patent and Trademark Office, U.S. Copyright Office, U.S. Customs and Border Protection, Federal Bureau of Investigation, etc.) who deal with intellectual property issues. Program topics include identifying and protecting your company's various IP assets, mechanisms for obtaining IP protection overseas, and combating counterfeits on international e-commerce sites, among many more.

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



Unlocking Global STEM Talent: Pathways to Accelerate R&D

October 10, 2024
San Francisco

Join the event to learn more about how your company can benefit from the J-1 Research Scholar visa program by hearing from visa sponsorship experts, immigration attorneys, recipient companies, and GO-Biz representatives.

Cultural Vistas will host a webinar on how the J-1 Research Scholar visa can connect your company with STEM talent from around the world. The U.S. Department of State's STEM Research Initiative and the J-1 Visa Program were recently launched to help increase the circulation of global STEM talent. Given California's demand for STEM scholars, securing a robust STEM talent pipeline is critical for the state's future competitiveness in the global economy.

Please [visit the event registration page](#) 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 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



STEP Application Workshop

August 13, 2024 | 12 PM PDT
Virtual

The Vietnamese American Chamber of Commerce, U.S.–Mexico Chamber of Commerce, the Orange County Small Business Development Center (SBDC), and the U.S. Commercial Service are coming together to show their small businesses how to complete an application for the California State Trade and Expansion (STEP) program. Join the hands-on workshop to complete the STEP application process. Eligible California businesses can receive up to \$10,000 to offset 75% of approved trade-related expenses

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



Maximizing Revenue: Proven Techniques to Grow Your Service Exports

*August 14, 2024 | 12 PM – 1 PM PDT
Virtual*

The World Trade Center Northern California is hosting a webinar to help companies grow their service exports. All professionals in finance technology, education, or other high-demand services looking to expand their reach in the global market are encouraged to attend. The webinar will highlight market entry strategies, the fundamentals of exporting internationally, and success stories, among much more. Attend the event to learn more about how to expand your services globally.

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



Rocky Mountain Institute (RMI) Inflation Reduction Act (IRA) Bootcamp

*September 23, 2024 | 7 AM – 3:45 PM PDT
September 24, 2024 | 7 AM – 11:45 AM PDT
Salt Lake City, Utah*

Event Contact: abrickman@rmi.org

RMI, in conjunction with the State International Development Organization (SIDO), is hosting an in-person bootcamp event for economic development organizations (EDOs) to provide insights into navigating the intricacies of the Inflation Reduction Act (IRA). The presenters specialize in clean energy and the IRA and will provide hands-on training for economic development practitioners on IRA opportunities. The bootcamp is designed to provide you with the tools needed to leverage IRA resources. The range of topics that will be covered include an IRA overview, various tax credits, brownfields, and best practices for EDOs.

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



All Energy Australia

*October 23–24, 2024
Melbourne, Victoria*

Event Contact: finnlay.cowden@global.vic.gov.au

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 over 400 companies, conversations on more than 10 topic streams, and a chance to network with +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](#) for more information.



ACE Exports Compliance Webinar

*October 28, 2024 | 9 AM – 1:15 PM PDT
October 29, 2024 | 9 AM – 1:15 PM PDT
Virtual*

Event Contact: office.miami@trade.gov

The South Florida District Export Council and the U.S. Commercial Service are hosting the ACE Export Compliance Webinar, a two-day program bringing together experts from the U.S. Census Bureau, Bureau of Industry and Security (BIS), U.S. Census Bureau, OFAC, and U.S. Customs & Border Protection to provide training on export filing requirements. All of those who are involved in the export process are encouraged to attend this event.

Please [see the event registration 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-on-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



Industrial Transformation Mexico

October 8–11, 2024
Guanajuato, Mexico

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

Meet GO-Biz at Industrial Transformation Mexico 2024 (ITM24). GO-Biz will host a California Pavilion at ITM24 in October. California companies specializing in metal working, automation, digital factory, power solutions, smart logistics, and additive manufacturing were invited to join the 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.

Please [see the event flyer](#) 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 GO–Biz at the event for the opportunity to meet with major Japanese and foreign companies, government agencies, embassy officials, and key industry players.

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

Spotlight on Innovation



California Life Sciences 2024 Pantheon Awards

Nomination Deadline: August 15, 2024

Event Date: November 7, 2024

The California Life Sciences 2024 Pantheon Awards is a hallmark event that honors outstanding achievements and contributions in the life sciences sector. This gala event brings together leaders, innovators, and visionaries who are making significant strides in advancing healthcare, biotechnology, and medical technology. We invite you to nominate exceptional individuals and organizations who have made impactful contributions to the life science sector. This is a unique opportunity to highlight changemakers who are driving innovation and improving lives. Leaders may be nominated for the following categories: Academia, Non–profit, Research, BioPharma, Emerging Innovation, and Champion of Health Equity, among many more.

The nomination deadline is Thursday, August 15. Submit your nominations or learn more about the event [HERE](#).

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

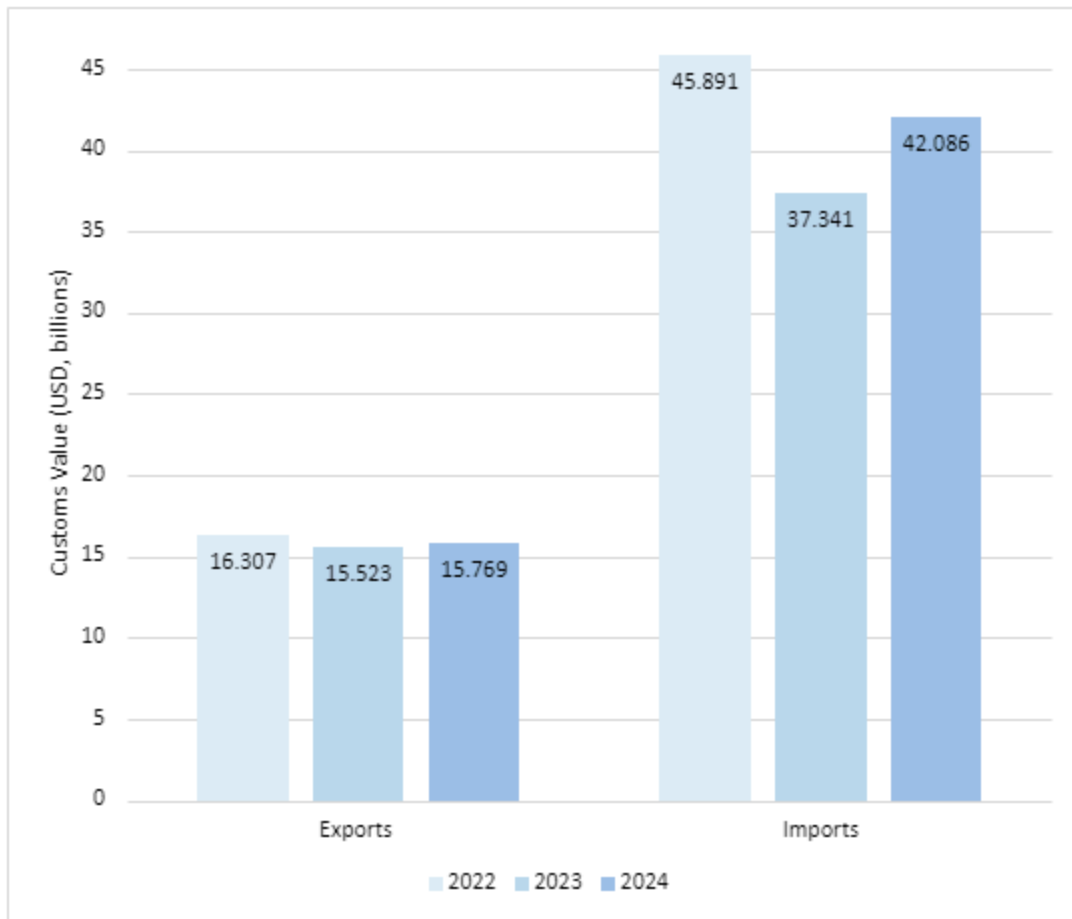


California's International Trade by the Numbers

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

Fast Facts: June 2024

- California's top three export destinations in June were Mexico, Canada, and China.
- California's top three import markets in June were China, Mexico, and Taiwan.
- California's monthly exports in June 2024 increased by 1.6 percent compared to 2023 and decreased by 3.3 percent compared to 2022.
- California's monthly imports in June 2024 increased by 12.7 percent compared to 2023 and decreased by 8.3 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



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