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CALIFORNIA
BUSINESS AND ECONOMIC DEVELOPMENT

International Affairs and Trade October 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



GO-Biz STEP Export Voucher Program

Application Deadline: November 29, 2024

[Learn More](#)

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

Upcoming Events Organized or Supported by GO-Biz



Unlocking Global STEM Talent: Pathways to Accelerate R&D

*October 10, 2024 | 4:30 - 6:30 PM PDT
San Francisco, CA*

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



GDEI Trade Mission to the Caribbean

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

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

STEP Application Deadline: October 20, 2024

GO-Biz is supporting up to five California women-owned small businesses to participate in the U.S. Department of Commerce's Trade Mission and Conference to Santo Domingo, Dominican Republic.

The United States Department of Commerce's International Trade Administration 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.



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 interested in the Mexican market with smart and sustainable manufacturing solutions to join. [Register your interest](#) and we will follow up with more information.

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 website](#) for more information.



Cosmoprof Bologna

March 20-23, 2025

Bologna, Italy

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

GO-Biz is hosting a California Pavilion at Cosmoprof Bologna and invites up to eight California small businesses in the beauty industry to participate. Participating companies will receive a turn-key booth, branding opportunities, social media marketing, digital directory listings, access to conference programming, and more. Please apply on the [STEP Portal](#).

As the most influential global event dedicated to all facets of the beauty industry, Cosmoprof Worldwide Bologna has been a landmark event for more than 50 years. Cosmoprof is where companies do business and the perfect stage for the beauty trend-setters to present breakthrough product launches and innovative solutions.

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

Upcoming Events from Our Partners



SelectUSA Upcoming Events

Various Dates

Various Locations

Event Contact: SUSAEvents@trade.gov

SelectUSA hosts in-market events around the world for international businesses seeking to establish operations in the United States. These events provide a unique opportunity for economic development organizations to meet individually with growing companies and showcase opportunities in your region. Upcoming events include Canada (October 29, 2024), Brazil (January 27–February 4, 2025), Mexico (February 25-26, 2025), and New Zealand (February 2024). Please alert the [GO-Biz International Team](#) if you plan to participate in any of these events.

Please [see the events 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, 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 energy 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, 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.



2024 Latin America Trade Mission

December 3-6, 2024

Mexico

Event Contact: jsanchez@nmda.nmsu.edu or
zgarza@agr.wa.gov

The 2024 Latin America Trade Mission offers an exceptional opportunity for new-to-export companies to meet with buyers from Mexico and 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.



2025 FOODEX Japan Trade Show

March 11-14, 2025

Tokyo, Japan

Event Contact: chelsea.conlon@isda.idaho.gov or
zgarza@agr.wa.gov

Registration Deadline: October 18, 2024

FOODEX Japan, held at Tokyo Big Sight, is recognized as Asia's leading international food and beverage trade exhibition. This esteemed event attracts high-quality buyers from across the region, making it a major regional showcase with participation from around 70 countries. The trade show offers substantial opportunities for both well-established companies and new market entrants. With previous editions drawing over 80,000 attendees, FOODEX Japan provides an excellent platform for connecting with potential distribution and purchasing partners throughout Asia. The 2025 edition of FOODEX Japan will mark its 50th anniversary, and this significant milestone is expected to generate considerable excitement and heightened interest among industry professionals.

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



2025 ANTAD Trade Show

*March 25-27, 2025
Guadalajara, Jalisco, Mexico*

Event Contact: erika.leon@isda.idaho.gov or
erick.garman@oda.oregon.gov

Registration Deadline: January 24, 2025

Expo ANTAD is the premier and largest retail trade show in Mexico, drawing over 37,000 visitors and 1,700 exhibitors annually. As Mexico's leading food industry exhibition, it serves as an optimal platform for international exhibitors to present their products to key buyers, importers, and industry professionals. Participating companies will receive a kiosk with signage and seating, as well as hotel lodging and language interpreters. This event is eligible for [WUSATA's FundMatch Program](#), which offers up to 50 percent reimbursement for approved expenses related to product showcases, including registration fees and shipping costs.

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), where we will be hosting a California Pavilion 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: emily.desai@gobiz.ca.gov

Join GO-Biz at Japan Aerospace 2024, where we will be hosting a California Pavilion. 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 us 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.



ReBuild Ukraine

November 11-15, 2024

Warsaw, Poland

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

Now 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. GO-Biz has recruited 12 California small businesses within the energy and construction sectors to exhibit in the California Pavilion at ReBuild Ukraine.

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



Cosmoprof Asia Exhibition

November 12-14, 2024

Hong Kong

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

GO-Biz will be hosting a California Pavilion at Cosmoprof Hong Kong. Companies will receive business-to-business matchmaking support and attend a networking reception. Join us to learn more about the California small businesses, and visit us at booth space J3C in Hall 1E.

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

California Success Story

GO-Biz Engagement at the Fresno Immigrant Entrepreneurs Expo 2024



On August 29, 2024, GO-Biz participated in the inaugural Fresno Immigrant Entrepreneurs Expo, hosted by the City of Fresno and the Central Valley Immigrant Integration Collaborative. The expo provided vital support to immigrant businesses and aspiring entrepreneurs by connecting them with resources and services from local, state, and federal agencies. Representatives from CalOSBA and the California State Trade Expansion Program (STEP) were also on hand to share valuable tools and opportunities. The event attracted 327 attendees, showcased 34 vendors, and hosted 24 panel sessions, establishing itself as a vital platform for fostering partnerships and resource-sharing among immigrant entrepreneurs.

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.

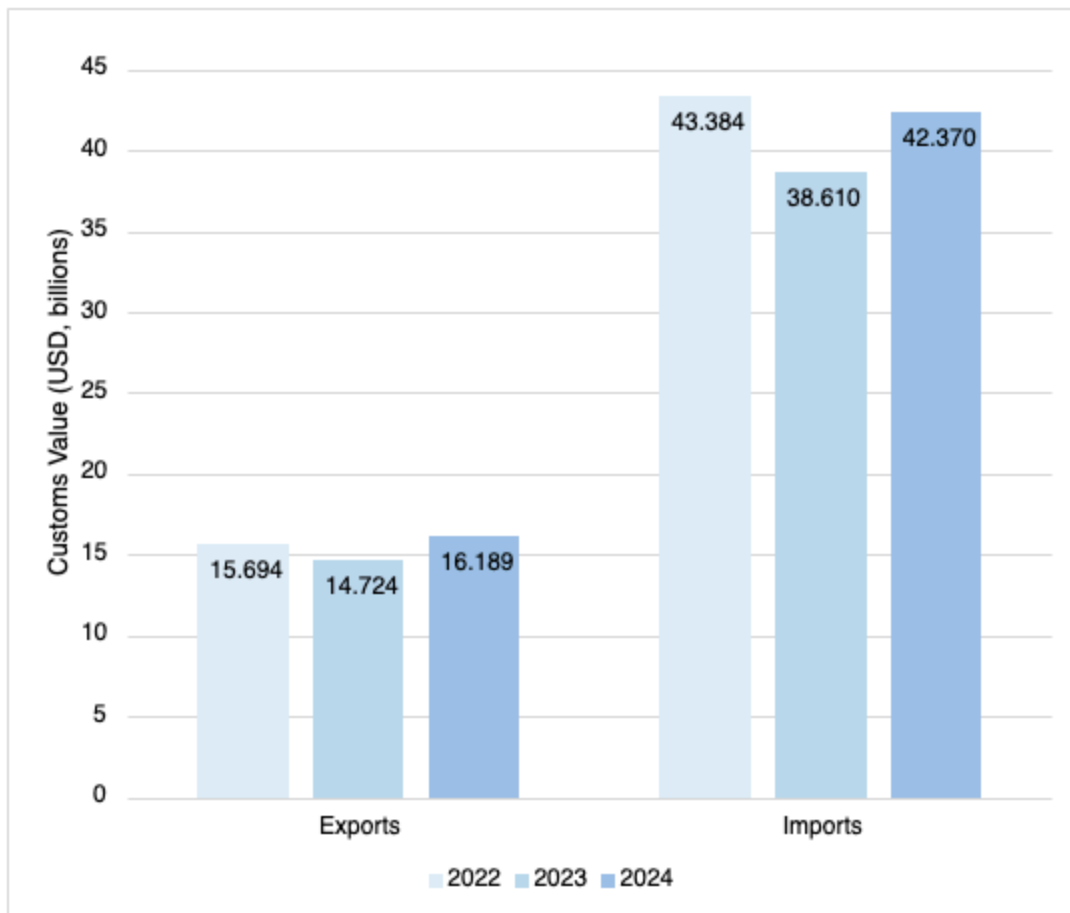


California's International Trade by the Numbers

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

Fast Facts: August 2024

- California's top three export destinations in August were Mexico, Canada, and China.
- California's top three import markets in August were China, Mexico, and Taiwan.
- California's monthly exports in August 2024 increased by 10 percent compared to 2023 and increased by 3.2 percent compared to 2022.
- California's monthly imports in August 2024 increased by 9.7 percent compared to 2023 and decreased by 2.3 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.

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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