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International Affairs and Trade September 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

[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.



ReBuild Ukraine

Application Deadline: September 18, 2024

*November 11–15, 2024
Warsaw, Poland*

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](#) or contact patricia.utterback@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 [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.



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



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 (EDOs) 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.



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.



Espacio Food & Service 2024

*October 1-3, 2024
Santiago, Chile*

Event Contact: claudiac@kallman.com

The Espacio Food & Service show is the region's premiere food industry event and an effective way for U.S. producers to enter or expand into Chile and the larger Latin American market. More than 31,000 food industry buyers, distributors, suppliers, and professionals are expected, creating an opportunity to network and connect in one convenient venue. The USA Pavilion at the event is endorsed by the United States Department of Agriculture (USDA), as it provides great business opportunities for U.S. origin products and can help companies find potential end customers. CA small businesses are invited to apply for a reimbursable [Export Voucher](#) to offset participation costs.

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: 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.

California Success Story



Stretch Forming Corporation

With support from the California State Trade Expansion Program (STEP), Stretch Forming Corporation (SFC) participated in the Farnborough International Airshow (FIA) in July 2024 to showcase their latest manufacturing solutions in the aviation industry. While at the airshow, Stretch Forming Corporation engaged with Dynamics-Oldland Aerospace from India and Korean Airlines in Korea. As a result, SFC received awards for their A220 Door Skins and their 767 APU Door Skins, both of which will result in contracts worth over \$1 million.

Stretch Forming Corporation offers unparalleled solutions for the diverse manufacturing needs for the aerospace, defense, and space industries, where precision and reliability are paramount.

With 100,000 ft² of manufacturing, SFC is a leader in formed, heat treated, fabricated, and machined structural components, kits, and assemblies. For over five decades, SFC has dedicated themselves to forming a wide range of metals into custom shapes, building a reputation for delivering exceptional quality. Their extensive aerospace knowledge encompasses a wide range of capabilities, such as tool design, assembly, machining, metal fabrication, stretch forming, processing, and kitting, all seamlessly integrated and managed. For engineers and product designers engaged in new product development or evaluating manufacturing options, SFC offers a variety of manufacturing services that can be used to quickly and affordably produce prototype components.

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.

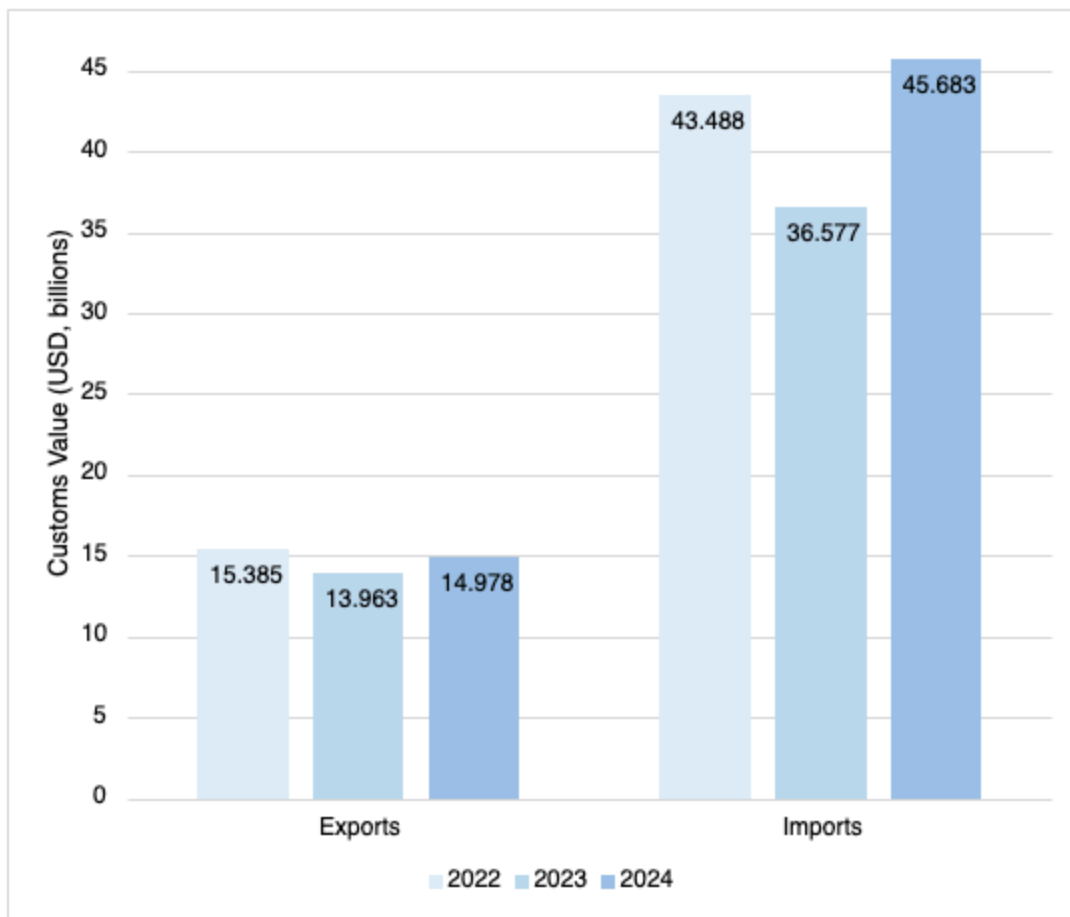


California's International Trade by the Numbers

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

Fast Facts: July 2024

- California's top three export destinations in July were Mexico, Canada, and China.
- California's top three import markets in July were China, Mexico, and Taiwan.
- California's monthly exports in July 2024 increased by 7.3 percent compared to 2023 and decreased by 2.7 percent compared to 2022.
- California's monthly imports in July 2024 increased by 24.9 percent compared to 2023 and increased by 5.1 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.

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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