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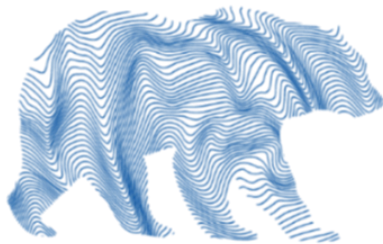


CALIFORNIA
BUSINESS AND ECONOMIC DEVELOPMENT

International Affairs and Trade November 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



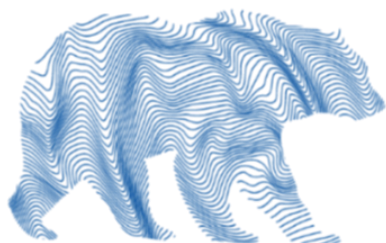
CALIFORNIA
GOVERNOR'S OFFICE OF BUSINESS AND
ECONOMIC DEVELOPMENT

Join the Upcoming International Interagency Committee Meeting

*November 15, 2024 | 10 AM PST
Capitol Annex Swing Space*

The International Affairs and Trade Development Interagency Committee, which was established by [Executive Order N-08-19](#) to advise the Governor and to support the coordination of state activities relating to the promotion and expansion of trade, investment, and international relations, will be holding an in-person meeting in Sacramento on Friday, November 15.

Please [see the public agenda](#) for more information, including how to submit a public comment.



CALIFORNIA
GOVERNOR'S OFFICE OF BUSINESS AND
ECONOMIC DEVELOPMENT

Calling California EDOs: Join the California Delegation to the 2025 SelectUSA Mexico Conference

*Application Deadline: November 19, 2024
February 25-26, 2025
Mexico City, Mexico*

GO-Biz will be attending the SelectUSA Mexico Conference to engage with Mexican businesses interested in expanding to the United States. Local economic development organizations and innovation partners from across California are invited to share in California's presence at this event to represent their communities. Industries of focus include (but are not limited to): Advanced Manufacturing, Tech Startups, Energy and Sustainability, Healthcare, BioTech, Pharmaceuticals, Logistics and Transportation, Finance and Business Professional Services, and Agribusiness. Interested organizations must [apply using the EDO application form](#).

Please contact diana.dominguez@gobiz.ca.gov and claire.gordon@gobiz.ca.gov for more information.

Export Training Program

GO-Biz has awarded over \$1 million in funding to eight California organizations to develop and implement export training programs tailored to new-to-export businesses. We suggest

visiting the [STEP Website](#) to learn more about the awardees, their free-of-cost programs, and discover which one is right for you.

Please [see the STEP Website](#) for more information.

GO-Biz Contracting Opportunities

GO-Biz is launching multiple requests for proposals to provide small businesses matchmaking, market entry, or industry export training support. Upcoming opportunities include:

- [Cosmoprof Bologna Consultant](#) (applications due 11/27/24 8 AM)
 - [Safety and Security in Australia and Canada Export Training](#) (applications due 12/2/24 8 AM)
 - [Global Energy Show Canada Consultant](#) (applications due 12/13/24 8 AM)
 - [Medical Fair Thailand Consultant](#) (applications due 2/3/25)
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Upcoming Events Organized or Supported by GO-Biz



California STEP Grant Application Webinar

November 21, 2024 | 11 AM - 12 PM PST
Virtual

Event Contact: step@gobiz.ca.gov

The International Affairs and Trade Team is hosting a STEP Grant Application Webinar designed to help California businesses explore export opportunities.

This session will cover key topics, including eligibility requirements, permissible expenses, and guidance on the application process. We'll also be introducing our upcoming Export Training programs, which will offer valuable resources and insights to help companies successfully navigate international markets. Whether you're new to exporting or looking to expand your global reach, this webinar is a great opportunity to learn how the STEP Grant and Export Training program can support your business goals.

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



Expo Manufactura

February 11-13, 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 Brazil (January 27–February 4, 2025), Turkey (January 28-30, 2025), Building Bridges in the Netherlands, Belgium, and France (February 20-27, 2025), Mexico (February 25-26, 2025), Poland (February 27-March 6, 2025), New Zealand (February 2025), and Italy (March 18-20, 2025). 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.



2025 FOODEX Japan Trade Show

March 11-14, 2025

Tokyo, Japan

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

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



ReBuild Ukraine

*November 11-15, 2024
Warsaw, Poland*

Event Contact: tricia.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 delegation booklet](#) 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 digital showroom](#) for more information.

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.

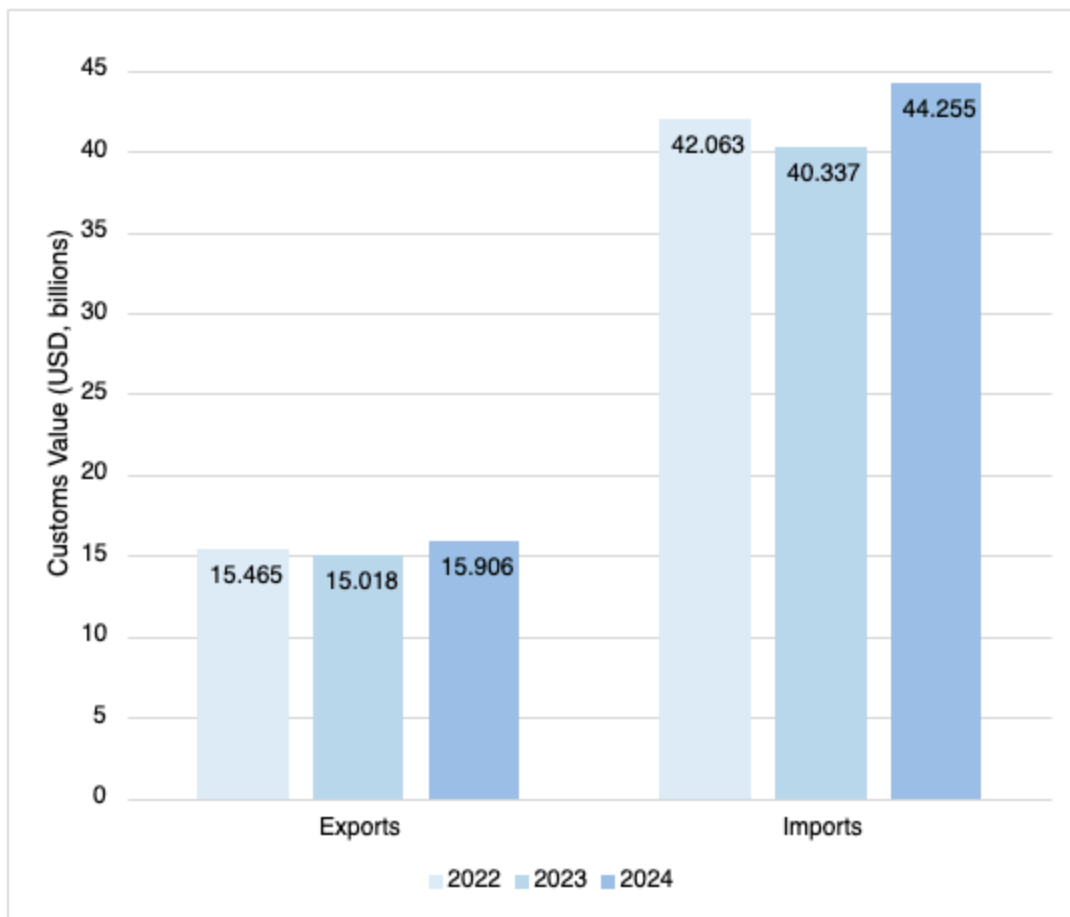


California's International Trade by the Numbers

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

Fast Facts: September 2024

- California's top three export destinations in September were Mexico, Canada, and Japan.
- California's top three import markets in September were China, Mexico, and Vietnam.
- California's monthly exports in September 2024 increased by 5.9 percent compared to 2023 and increased by 2.9 percent compared to 2022.
- California's monthly imports in September 2024 increased by 9.7 percent compared to 2023 and increased by 5.2 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

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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