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CALIFORNIA

BUSINESS AND ECONOMIC DEVELOPMENT

International Affairs and Trade December 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 Contracting Opportunities

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

- [Global Energy Show Canada Consultant](#) (applications due Dec. 13, 2024 at 8:00 AM)
- [Cosmoprof Bologna Consultant](#) (applications due Dec. 23, 2024 at 8:00 AM)
- [Medical Fair Thailand Consultant](#) (applications due Feb. 3, 2025)



Round 2 of the Export Voucher Program is Open

Application Deadline: February 28, 2025

California small businesses can now apply for up to 75% reimbursement of [eligible export promotion expenses](#) for activities occurring between January 1 and March 31, 2025. Applications are due before the activity concludes or by February 28, 2025. Apply today and take your business global with the help of the Export Voucher Program!

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



Apply Now to Join the California Delegation to SelectUSA

Application Deadline: December 12, 2024

The GO-Biz International Affairs and Trade team is leading a delegation of local economic development leaders, innovation partners, and industry representatives to the 2025 [SelectUSA Investment Summit](#) in Washington, DC. This delegation will represent the state to thousands of international investors at the Summit.

[Learn more](#) and [apply here](#). Contact maria.onorato@gobiz.ca.gov with any questions.

Upcoming Events Organized or Supported by GO-Biz



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 business opportunities.

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



Avalon Airshow

March 25-28, 2025

Geelong, Victoria, Australia

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

GO-Biz is hosting a California Pavilion at the 2025 edition of the Avalon Australia Airshow and invites California small businesses interested in the Australian aerospace, aviation, maritime, defense and security market segments to join our pavilion to showcase their innovative tech and solutions. [Register your interest here.](#)

The AVALON 2025 Australian International Airshow and Aerospace & Defense Exposition is a global business, defense, and public event, attracting senior civil aviation, aerospace, space and defense industry, military and government decision-makers from around the world.

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



Trade Winds Brazil

April 7-9, 2025

Sao Paulo, Brazil

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

GO-Biz will be supporting 8 California small businesses in attending the US Commercial Service's premier business development conference and business matchmaking sessions. The chosen California small businesses will receive \$1,000 in STEP grant funding to offset Trade Winds participation fees. [Register your interest here.](#)

Trade Winds Brazil in São Paulo is the largest U.S. government-led trade mission and business development forum. Organized by the U.S. Commercial Service, Trade Winds will feature meetings with U.S. commercial diplomats from 20 countries in The Americas, exciting conference programming, and plenty of networking.

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 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 premiere 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



Available Grants for Business Owners Webinar

*December 17, 2024 | 1:00 - 2:30 PM PST
Virtual*

Event Contact: CEspiritu@pacela.org

The Pacific Asian Consortium in Employment (PACE) is hosting a webinar where Mariana Guevara from GO-Biz will talk about the California STEP grant and provide an overview of the current opportunities available to small businesses. The webinar will provide insights into the application process, delve into updated deadlines, explore success stories, share best practices for creating actionable strategies, and allow for networking with fellow participants.

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



California Delegation to the 2025 SelectUSA Mexico Conference

February 25-26, 2025
Mexico City, Mexico

Event Contact: diana.dominguez@gobiz.ca.gov and
claire.gordon@gobiz.ca.gov

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 will 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.

Please contact diana.dominguez@gobiz.ca.gov and claire.gordon@gobiz.ca.gov 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 for eight California small beauty business at Cosmoprof Bologna. The registration to join the California Pavilion has closed. Show visitors are encouraged to stop by the pavilion and meet with GO-Biz and the showcased companies. 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.

California Success Story

Local Immigrant Integration and Inclusion Convening



The California Governor's Office of Business and Economic Development (GO-Biz) hosted the Local Immigrant Integration and Inclusion Grant Convening in Los Angeles on November 18, 2024. This milestone event brought together cities, counties, nonprofits, and representatives from state, federal, and philanthropic organizations. Participants engaged in collaborative discussions to share best practices, tackle common challenges, and explore forward-thinking strategies to advance immigrant integration efforts across California. The convening featured high-level discussions on critical topics such as language access, small business support, and workforce development.

Training Opportunities & Informational Resources

Trade

[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. The STEP website has information about awardees and their free-of-cost programs to help organizations discover which program is right for them.

[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. GO-Biz will accept applications for the California Competes Tax Credit between January 6, 2025–January 27, 2025 and February 24, 2025–March 10, 2025. Please visit the [CCTC website](#) for more information.

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.

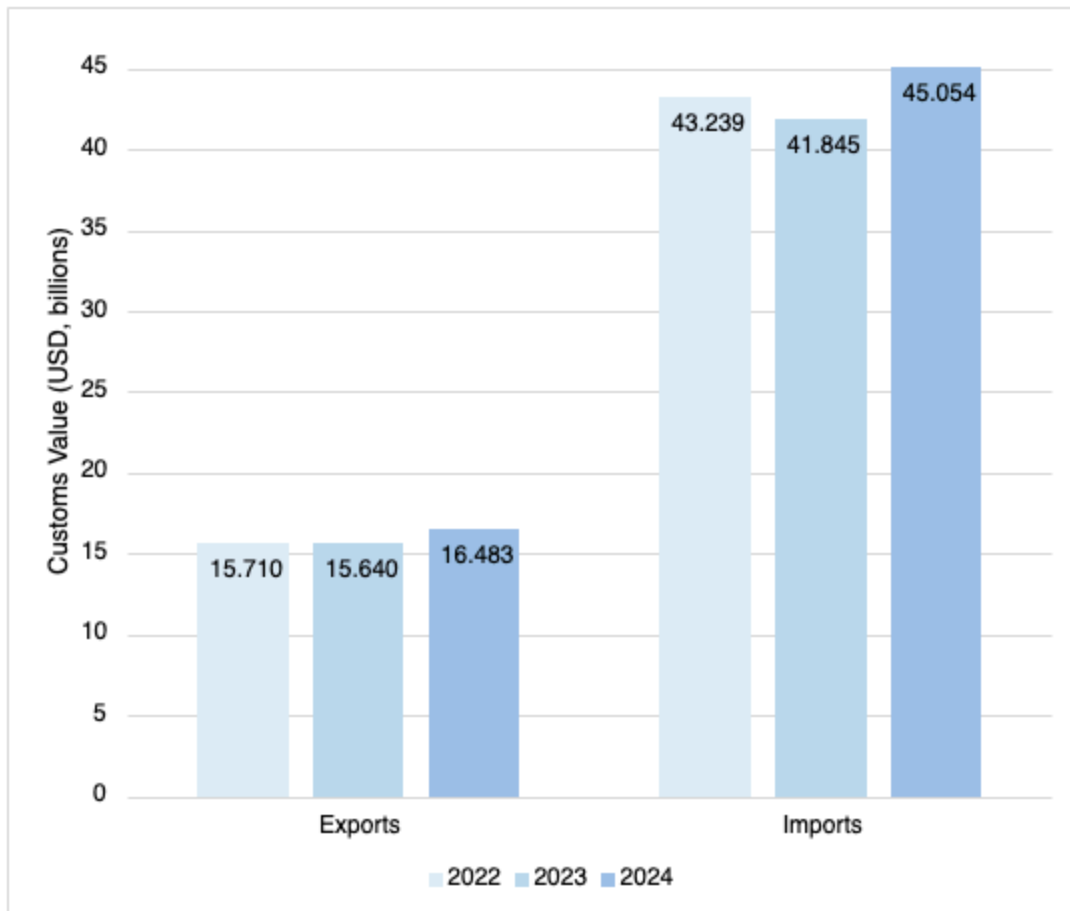


California's International Trade by the Numbers

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

Fast Facts: October 2024

- California's top three export destinations in October were Mexico, China, and Canada.
- California's top three import markets in October were China, Mexico, and Taiwan.
- California's monthly exports in October 2024 increased by 5.4 percent compared to 2023 and increased by 4.9 percent compared to 2022.
- California's monthly imports in October 2024 increased by 7.7 percent compared to 2023 and increased by 4.2 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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