
[View this email in your browser](#)



CALIFORNIA

BUSINESS AND ECONOMIC DEVELOPMENT

International Affairs and Trade February 2025 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).

ICYMI: Wildfire Resources

On Friday, January 17th, GO-Biz published a newsletter compiling a list of available resources for employers and the business community that contained a wide range of helpful information. Please see the [full newsletter](#) or contact our team at gobizwildfire@gobiz.ca.gov for more information.

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:

- [Safety and Security in Australia Export Training](#) (applications due Feb. 18, 2025)



- [Safety and Security in Canada Export Training](#) (applications due Feb. 18, 2025)
- [Healthcare Technology in Southeast Asia Export Training](#) (applications due Mar. 28, 2025)

Round 2 of the Export Voucher Program is Closing Soon



California small businesses can now apply for up to 75 percent reimbursement of [eligible export promotion expenses](#) for activities occurring between January 1 and March 31, 2025. Applications are due before the activity concludes and 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

Join us at events organized or supported by GO-Biz



Trade Winds Brazil

April 3-11, 2025

Sao Paulo, Brazil

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

GO-Biz will be supporting eight California small businesses in attending the U.S. Commercial Service's premier business development conference and business matchmaking sessions. Selected California small businesses will receive \$1,000 in STEP grant funding to offset Trade Winds participation fees. [Register your interest](#) to be contacted with more information.

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 flyer](#) for more information.



FAMEX Air Show

April 23-26, 2025

Mexico City, Mexico

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

GO-Biz will support five California STEP-eligible businesses to participate in the SME Zone at the 2025 edition of FAMEX Air Show. Participation in the SME Zone makes it affordable and effective for you to market your products and services, tap into emerging opportunities, forge partnerships, and seal deals in Latin America. California STEP support includes a \$3,000 up-front subsidy paid directly to Kallman Worldwide to offset your exhibition costs at FAMEX 2025. GO-Biz invites interested California businesses to [apply today!](#)

The Aerospace Fair of Mexico, FAMEX, is a commercial trade event for civil, military, security, and defense aeronautics industries whose objective is to bring together the leaders of these sectors to promote commercial exchange and boost the growth of the aerospace industry in Mexico.

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



Global Energy Show Canada

June 10-12, 2025

Calgary, Canada

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

GO-Biz will host a California Pavilion at the 2025 edition of Global Energy Show Canada. GO-Biz invites California businesses interested in the Canadian energy market to join our pavilion to showcase their innovative tech and solutions! [Register your interest](#) to be contacted with more information.

Global Energy Show Canada is North America's leading B2B energy exhibition and conference bringing technology, innovation, and the transfer of knowledge under one roof. Hosting five halls of exhibition space, two conferences, and an awards gala, Global Energy Show Canada fosters innovation, leadership, and synergy between all energy verticals within three fully-packed days.

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



Paris Air Show

June 15-20, 2025

Paris, France

Event Contact: Patricia.Utterback@gobiz.ca.gov

GO-Biz will host 14 companies in its California Pavilion at the 2025 edition of Paris Air Show. GO-Biz invites California businesses interested in the global aerospace market to join our pavilion to showcase your achievements as well as the potential of your innovations. [Apply today!](#) Spaces are limited.

For over a century, the Paris Air Show has been the premier meeting place for the global aerospace industry. From intrepid pioneers to cutting-edge technologies, this show is where innovation takes flight and the future of aerospace is shaped.

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



Thailand Medical Fair

September 9-12, 2025

Bangkok, Thailand

Event Contact: Patricia.Utterback@gobiz.ca.gov

GO-Biz will host five companies in its California Pavilion at Thailand Medical Fair from September 10-12, 2025. GO-Biz invites California medical and healthcare technology exporters to join our pavilion to showcase their innovations for the future. [Apply today!](#)

Medical Fair Thailand alternates with Medical Fair Asia in Singapore, creating a dynamic event cycle serving the regional medical and healthcare industry. Over the years, these exhibitions have become Asia's leading international platforms for the sector. Medical Fair Thailand features a comprehensive showcase of equipment and supplies across the hospital, diagnostic, pharmaceutical, medical, and rehabilitation sectors.

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

GO-Biz is active in a wide range of events! Follow our [LinkedIn page](#) for highlights and visit our [events page](#) to see where you can find us next.

Upcoming Events from Our Partners



SelectUSA Upcoming Events

Various Dates

Various Locations

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



Export Launchpad Workshop

February 20-21, 2025 | 8 AM - 4 PM PST

San Luis Obispo, California

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



Black Tech Link: Export Business Planning Workshop

February 22, 2025 | 9:30 AM - 1 PM PST

San Diego, California

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



Si Exporto – Entering Global Markets

February 27, 2025 | 9 AM - 12 PM PST

San Diego, California

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



2025 ANTAD Trade Show

March 25-27, 2025

Guadalajara, Jalisco, Mexico

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



STOPfakes Roadshow: Intellectual Property Rights

April 8, 2025

Fresno, California

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



Defense Exhibition Athens

May 6-8, 2025

Athens, Greece

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



Visit California's Mexico Reverse Mission

May 12-16, 2025

Oakland, California

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](#)

California Success Story

Kern County Launches Entrepreneurship Course for Immigrants



A Business Fundamentals Course for New Americans

CLASSES BEGIN JANUARY 22, 2025

2100 CHESTER AVENUE, BAKERSFIELD, CA 93301

**MORNING AND AFTERNOON OPTIONS
AVAILABLE AT THE BAKERSFIELD COLLEGE LAUNCHPAD**

On January 22, 2025, Kern County launched Pathways to Prosperity, a free two-semester program for immigrant entrepreneurs to start or grow their businesses. Supported by a \$250,000 GO-Biz Local Immigrant Integration and Inclusion Grant (LIIG), the program

covers startup planning, growth, and sustainability. Flexible morning and evening sessions are available remotely, and enrollment remains open. Please see [Kern County's website](#) for more information.

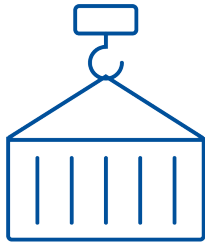
Learn More About The Following Resources

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 videos to assist businesses that are initiating or expanding their export activities.

Training Opportunities & Informational Resources - 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.



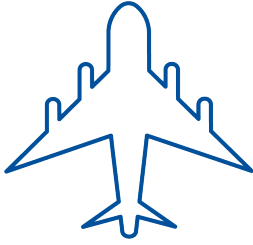
[California Business Investment Guide](#)

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 expand 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 STEP Director 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.

Grant & Funding Opportunities - Investment



[California Competes Tax Credit \(CCTC\)](#)

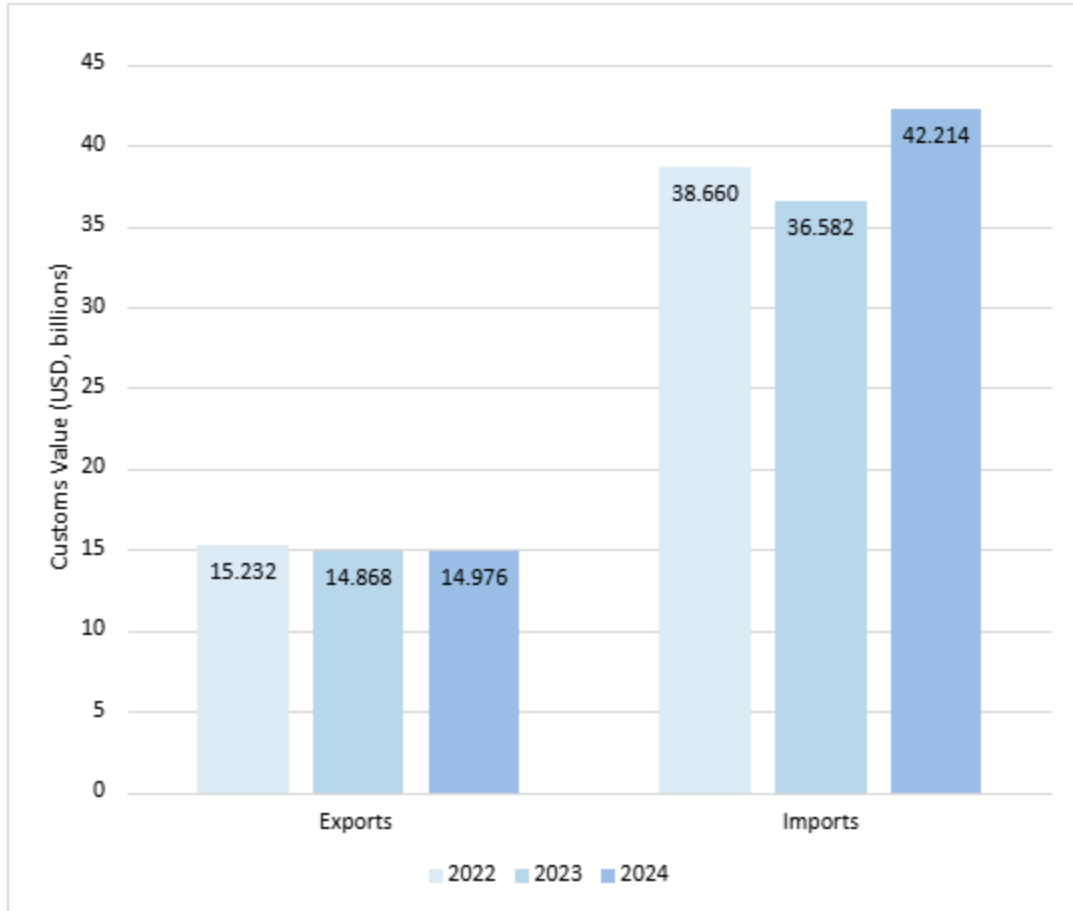
Tax credits are available to California businesses regardless of size, industry, or location. Businesses must create a minimum of 500 new full-time jobs, invest a minimum of \$10M in facility construction/renovation, and/or create jobs or make investments in an area of high unemployment and/or high poverty to be eligible. GO-Biz will accept applications for the California Competes Tax Credit from February 24-March 10, 2025. Please visit the [CCTC website](#) for more information.

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: December 2024

- California's top three export destinations were Mexico, China, and Canada.
- California's top three import markets were China, Mexico, and Vietnam.
- California's monthly exports in December 2024 increased by 0.7 percent compared to 2023 but decreased by 1.7 percent compared to 2022.
- California's monthly imports in December 2024 increased by 15.4 percent compared to 2023 and 9.2 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



Copyright © 2025 California Governor's Office of Business and Economic Development, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

