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**CALIFORNIA**  
BUSINESS AND ECONOMIC DEVELOPMENT

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## International Affairs and Trade April 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).

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### Special Announcements

#### Tariff Resource Guide



GO-Biz has launched a [tariff resource guide](#) that provides recommendations to businesses on how to navigate the impact of tariffs on their operations. GO-Biz encourages California businesses to stay informed and proactively plan for tariff-related challenges. On the webpage, you will find a collection of resources to help your business minimize tariff impacts, optimize operations, and remain competitive in the global marketplace.

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#### Join the Upcoming International Interagency Committee Meeting

On April 21, GO-Biz will hold a meeting of the International Affairs and Trade Development Interagency Committee.



Established by [Executive Order N-08-19](#), the Committee advises the Governor and supports the coordination of state activities relating to the promotion and expansion of trade, investment, and international relations.

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

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## Export Training Grantees



GO-Biz has awarded eight organizations to develop export training programs for new-to-export businesses. These free programs are designed to help California businesses explore global markets. They include:

- [Black Tech Link](#)
- [California Center for International Trade Development](#)
- [California ETEC](#)
- [EDC Ventura](#)
- [Los Angeles Area Chamber of Commerce](#)
- [The WMarketplace](#)
- [University of San Diego](#)
- [World Trade Center Northern California](#)

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

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## Round 3 of the Export Voucher Program is Open with an

California small businesses can now apply for up to 75 percent reimbursement

## Extended Timeframe!



of [eligible export promotion expenses](#) for **activities occurring between April 1 and August 31, 2025.**

Applications are due before the activity concludes and by **May 30, 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](mailto:STEP@gobiz.ca.gov) for more information.

## Apply Now

Join us at events organized or supported by GO-Biz



### Global Energy Show Canada

*June 10-12, 2025  
Calgary, Canada*

Event Contact: [diana.dominguez@gobiz.ca.gov](mailto: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 solutions! [Apply today](#) as space is limited.**

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 flyer](#) for more information.



### **Paris Air Show**

*June 15-20, 2025*

*Paris, France*

Event Contact: [Patricia.Utterback@gobiz.ca.gov](mailto: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 their achievements and the potential of your innovations. [Apply today](#) as space is 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.

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### **Medical Fair Thailand**

*September 9-12, 2025*

*Bangkok, Thailand*

Event Contact: [Patricia.Utterback@gobiz.ca.gov](mailto:Patricia.Utterback@gobiz.ca.gov)

**GO-Biz will host five companies in its California Pavilion at Medical Fair Thailand. 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.

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**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.



### Southern Caribbean Energy Corridor Webinar: Guyana

*April 16, 2025*

*Virtual*

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



### Energy and Global Trade Webinar

*April 17, 2025*

*Virtual*

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



### Export Essentials Workshop

*May 6-7, 2025*

*Sacramento, 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.



**Southern Caribbean Energy Corridor Webinar: Trinidad and Tobago**

*May 7, 2025*

*Virtual*

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

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**Export Essentials Workshop**

*May 8-9, 2025*

*Fresno, California*

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

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**Visit California's Mexico Reverse Mission**

*May 12-16, 2025*

*Oakland, California*

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

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**Export Essentials Workshop**

*May 14-15, 2025*

*Port Hueneme, California*

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

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**District Export Council's Annual Export Conference**

*May 19-20, 2025*

*Washington, DC*

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

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### **Export Essentials Workshop**

*May 20-21, 2025*

*Bakersfield, California*

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

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### **Export Essentials Workshop**

*May 22-23, 2025*

*San Luis Obispo, California*

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

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### **WUSATA Product Showcase**

*September 30-October 2, 2025*

*Santiago, Chile*

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

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**Are you hosting an event that you would like to feature in this newsletter?**

**Please use our [Event Submission Form](#)**

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**Learn More About The Following Resources**

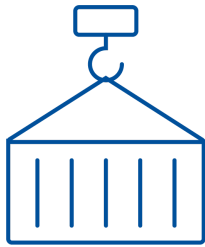
**Training Opportunities & Informational Resources - Trade**



#### [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.



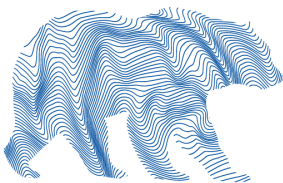
#### [California Exporting Guide by the Export-Import Bank of the United States](#)

To provide support for California exporters, EXIM created a California Exporting Guide that outlines key export facts, tools, and opportunities.



#### [U.S. 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 California region.



### [California Business Investment Guide](#)

Compiled by 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 \(STEP\)](#)



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 executing [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 eligible small businesses in the food and ag sector 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.

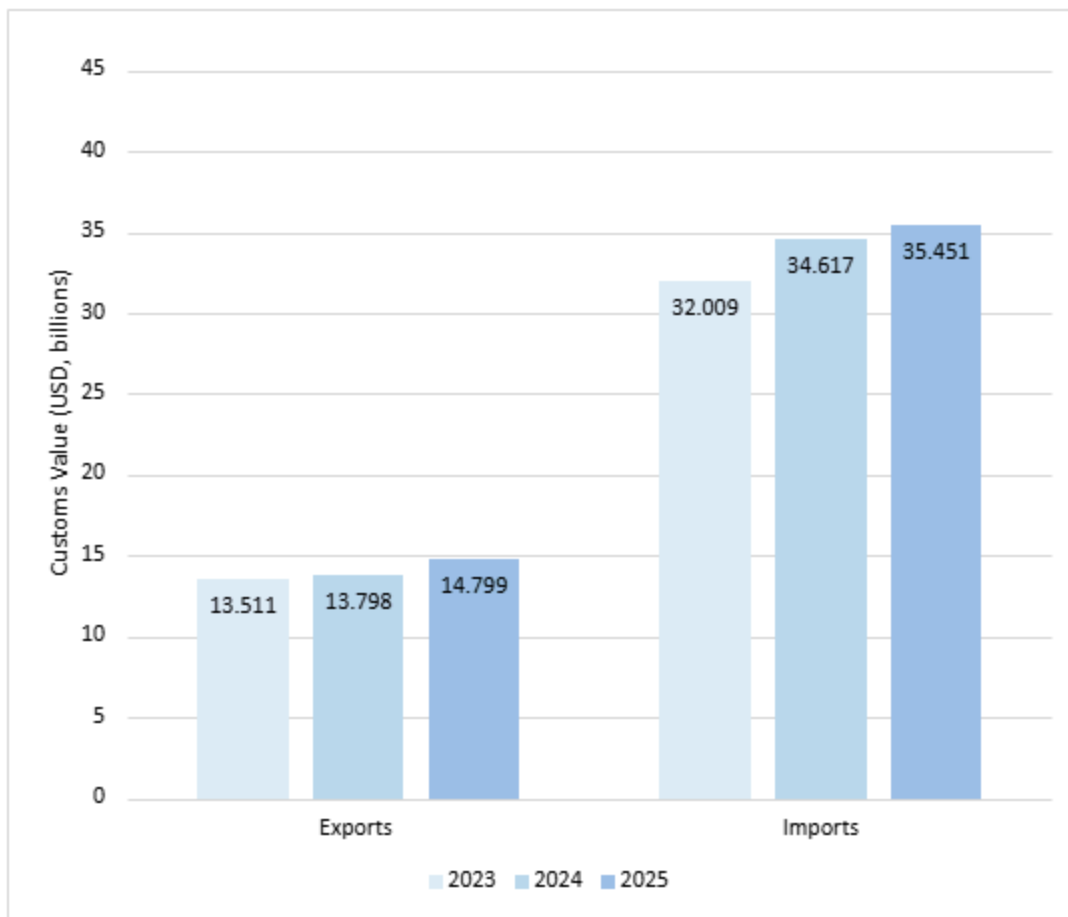
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## California's International Trade by the Numbers

This information reflects the most recent trade data from the [U.S. Census Bureau](#).

### Fast Facts: February 2025

- California's top three export destinations were Mexico, Canada, and Taiwan.
- California's top three import markets were China, Mexico, and Vietnam.
- California's monthly exports in February 2025 increased by 7.3 percent compared to 2024 and 9.5 percent compared to 2023.
- California's monthly imports in February 2025 increased by 2.4 percent compared to 2024 and 10.8 percent compared to 2023.



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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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Click [here](#) to subscribe to this newsletter  
Send questions or feedback to [international@gobiz.ca.gov](mailto:international@gobiz.ca.gov)

[Contact the GO-Biz Service Desk](#)



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