



International Affairs and Trade Program 2024 Annual Report

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This International Affairs and Trade Program Annual Report was prepared pursuant to the California International Trade and Investment Act of 2006, as amended in 2012 (AB 2012), enacted as Government Code Title 2, Division 3, Part. 4.7, Chapter 2.5, Section 13996.65.

INTRODUCTION AND EXECUTIVE SUMMARY

The International Affairs and Trade team (IAT) within the Governor’s Office of Business and Economic Development (GO-Biz) advises the Governor on international affairs and trade issues, implements strategies to develop and grow partnerships and engagement with foreign partners, and provides recommendations to promote and expand California’s trade and foreign direct investment. In that capacity, IAT works directly with Lieutenant Governor Eleni Kounalakis per Governor Newsom’s Executive Order N-08-19 designating the Lieutenant Governor as the Governor’s Representative for International Affairs and Trade Development.¹

The 2024 edition of Carnegie’s California Global Affairs Survey found that “Californians continue to overwhelmingly believe that international affairs and domestic affairs are connected” and “support the state having a role in the complex web of relations—including formal diplomacy, trade, and cultural and educational exchanges—that make up global affairs.”² This widespread recognition that foreign engagement plays a crucial role in the State’s ongoing success illustrates the continued importance of IAT’s work to strengthen international relationships, promote trade, attract foreign investment, and support California’s immigrant communities.

In 2024, IAT supported governor-led delegations to the Mexican presidential inauguration and the Vatican Climate Summit, welcomed members of the Swedish and Norwegian royal families, facilitated a letter of intent (LOI) signing ceremony with the Premier of South Australia, and convened the International Affairs and Trade Development Interagency Committee to synchronize the international activities of state agencies and share strategies for the upcoming calendar year.

IAT has continued to develop strategies to secure additional funding for export activities, leveraging programs like the U.S. Small Business Administration’s State Trade Expansion Program (STEP). In STEP Year 11 (2023-2025), California secured \$700,000, supported 124 small businesses, and generated \$88M in export sales, with an ROI of \$132 per dollar spent. With a 35 percent increase in funded applications from 2023 to 2024, the program highlights the rising need and impact of export funding for small businesses in California.

Foreign investment attraction remains a strategic priority for IAT, which leveraged relationships with foreign partners, attended events that offered networking opportunities with international founders, and delivered presentations that highlighted the abundance of resources in California available to businesses of all sizes and sectors. Through these efforts, IAT connected with nearly 200 foreign-owned businesses from 48 unique countries, many of whom credited the resources they received during these conversations with their decision to more seriously consider California, which they had previously considered out of reach.

¹ Executive Order N-08-19 ([gov.ca.gov/wp-content/uploads/2019/02/2.28.19-Executive-Order-1.pdf](https://www.gov.ca.gov/wp-content/uploads/2019/02/2.28.19-Executive-Order-1.pdf))

² Carnegie Endowment for International Peace (<https://carnegieendowment.org/research/2024/10/2024-carnegie-california-global-affairs-survey?lang=en>)

In 2023, the IAT broadened its mandate to spearhead strategies and initiatives to support California's immigrant population. A cornerstone of this expanded scope was the launch of the Local Immigrant Integration and Inclusion Grant (LIIIG) program, a groundbreaking effort that empowers local governments to strengthen immigrant integration efforts statewide. This program awarded \$8.4M in funding to local jurisdictions to enhance their capacity to deliver critical support to immigrant communities. By December 2024, the LIIIG program had a measurable impact, directly supporting 52,143 immigrants across California. The program funded diverse targeted services, including economic development initiatives that foster job creation and workforce participation, navigation services that connect immigrants to vital social support systems, and intergovernmental technical assistance that streamlines coordination and resource delivery.

This report reviews IAT's activities from January 2024 through December 2024, evaluating the progress made within the projected goals of the California International Trade and Investment 2019-2024 Strategy.

ORGANIZATIONAL STRUCTURE AND BUDGET

The organizational structure of IAT and location of its staff have been consciously developed to balance operational considerations, the protection of the public interest, and the support of business development. Under the overall direction and coordination of the Governor's Office, and in collaboration with the Office of the Lieutenant Governor, IAT is responsible for the daily management, oversight, programmatic execution, and performance evaluation of the state's international trade and investment priorities. IAT is currently composed as follows:

- Emily Desai, Chief Deputy Director
- Diana Dominguez, Trade and Investment Representative – Americas and Oceania
- Odet Ford, Immigrant Integration Program Manager
- Jonathan Gasca, International Trade Program Specialist
- Claire Gordon, Foreign Investment Analyst
- Mariana Guevara, Export Program Manager
- Henan Li, Trade and Investment Representative – Asia
- Maria Onorato, Associate Deputy Director for Industry Engagement and Development
- Patricia Utterback, Trade and Investment Representative – Europe, Middle East, Africa, and India
- Brenden Jacoby, Executive Fellow

The overall funding for the International Affairs and Trade team amounts to \$7,221,693.57 for Fiscal Year 2024/25. Most of this funding was previously appropriated and made available across multiple fiscal years for a one-time competitive grant program to support immigrant integration programming for local jurisdictions. The ongoing budget for the International Affairs and Trade team is \$2,319,000 for Fiscal Year 2024/25.

IAT 2024 REPORT ON INTERNATIONAL TRADE AND INVESTMENT

Strategic Objectives, Recommendations, and Actions Taken

1. Develop a comprehensive export strategy that will grow California exports and improve export development.

Action 1: *Develop a comprehensive state export plan that identifies foreign markets with the greatest potential for export expansion, including top trading partners and emerging markets; identifies specific California industries and sectors with potential for export growth; and considers export promotion opportunities for underrepresented areas of California.*

Timeline: Ongoing (implementation)

Measurable Outcomes:

- IAT identifies California’s top markets and maintains export and investment plans that include regularly updated trade data analyses, industry-specific information, and contact information for key industry events, associations, and pertinent government entities. Based on 2024 data, California’s top ten export markets by customs value of exported goods are as follows:³
 - Mexico \$33.5 billion
 - Canada \$18.4 billion
 - China \$15.1 billion
 - Japan \$10.9 billion
 - Taiwan \$9.6 billion
 - South Korea \$8.8 billion
 - Netherlands \$7.3 billion
 - Germany \$6.2 billion
 - Hong Kong \$5.6 billion
 - Malaysia \$5.5 billion
- IAT tracks federal export promotion activity to ensure these plans leverage federal policy, where appropriate. As part of these efforts, IAT participates in a monthly trade promotion coordination call with the U.S. Department of Commerce regarding updates on the national export plan.

³ U.S. Census Bureau trade data

Action 2: *Develop strategies to incentivize additional federal and state funding for the export activities of California businesses. Identify and utilize available federal and state-level programs and funds, including grant funding from the U.S. Small Business Administration (SBA) for the State Trade Expansion Program (STEP), the Export-Import Bank (EXIM) Insurance Program, California Infrastructure and Economic Development Bank (IBank) Small Business Finance Center, and other available resources to help California businesses expand exports.*

Timeline: 2024, Ongoing

Measurable Outcomes:

- In September 2023, IAT secured \$700,000 in STEP grant funding from the SBA for the eight-quarter performance period of September 30, 2023, to September 29, 2025, known as STEP Year 11.
- During STEP Year 11, IAT supported the export expansion efforts of 124 California small businesses, which led to \$88 million in export sales for those businesses as of January 1, 2025. As a result, the program’s return on investment (ROI) was \$132 for every one dollar of grant funding—a 725 percent increase on the ROI from STEP Year 10. Of the businesses funded in STEP Year 11:
 - 28 percent were minority-owned.
 - 34 percent were woman-owned.
 - 4 percent were veteran-owned.
- In September 2024, IAT secured \$900,000 in STEP grant funding, the maximum amount available, for the performance period September 30, 2024 to September 29, 2026, known as STEP Year 12.
- IAT has seen sizable growth in the demand for STEP funding from California small businesses. In 2024, IAT is on track to fund 191 applications, a 35 percent increase from the 141 applications funded in 2023.
- Demand for STEP support from the small business community continued to exceed grant funding availability. In STEP Year 11, IAT was able to meet some of this demand with an additional \$153,000 in state general funds, enabling the team to support the export activities of an additional 32 California small businesses.
- IAT supported the export expansion efforts of 85 California small businesses through trade missions and trade shows in 2024, with business participation subsidized by STEP. These efforts generated 282 agreements totaling \$82 million in sales, 63 new jobs, and 211 jobs retained. Details on the trade missions and shows attended by STEP-eligible California small businesses can be found in [Appendix A: Trade Missions and Shows](#).

Action 3: Apply for a new round of federal funding overseen by IAT and continue to improve the application experience so that California small businesses can more easily access and apply for funding for their export-related activities.

Timeline: Ongoing

Measurable Outcomes:

- IAT hosts live webinars for potential STEP applicants that allow businesses to learn and ask questions about the application process and the program.⁴ Through these webinars, IAT directly engaged with over 98 California small businesses.
- Throughout 2024, IAT also collaborated with partners to provide face-to-face and virtual presentations that reached a total of 137 businesses.

2. Develop a comprehensive investment attraction strategy that will grow foreign direct investment (FDI) in California.

Action 1: Develop an FDI attraction plan that identifies foreign markets with potential for investment in California, the sectors with the greatest potential for growth, and opportunities for underrepresented areas of the state. Leverage California's leadership in technology, energy, and sustainability to attract 'next-gen' businesses and consider how foreign direct investment can support California's climate goals. Use incentives and resources, including the California Competes Tax Credit and California Business Investment Services (CalBIS) team, to bring businesses and jobs to the state.

Timeline: 2024, Ongoing

Measurable Outcomes:

- IAT sponsored the fifth annual statewide report on foreign direct investment using data from 2023, which included information on sources of investment, number of jobs supported, key sectors, and more. The report showed that in 2023, there were 18,484 foreign-owned firms in California employing 800,084 Californians, who earned over \$84 billion in total wages.⁵
 - IAT used this data to prepare customized reports on foreign investment for 17 California cities and counties. This information and technical assistance helped economic development partners to develop or refine their foreign investment attraction strategy based on the existing footprint in their region.
 - Using this information, IAT maintains factsheets on California's top 20 sources of foreign investment. These factsheets are available on the GO-Biz website and cover each market's largest investment sectors, scale of employment, and top investment destinations statewide.⁶

⁴ Some of these sessions are recorded and posted on YouTube (youtube.com/watch?v=Md3o6kS9KNM)

⁵ Foreign Direct Investment in California, 2024 (business.ca.gov/wp-content/uploads/2024/07/2024-FDI-Report-ADA.pdf)

⁶ FDI in California (business.ca.gov/advantages/international-trade-and-investment/invest-in-california/fdi-in-california)

- IAT serves as the first point of contact for international businesses looking to expand in California by supporting them with incentive navigation, providing data on strategic industries, directing them to relevant resources statewide, and connecting them with the CalBIS team for site selection and permitting support.
 - IAT provided one-on-one consultation services to 199 international businesses from 48 unique countries interested in expanding to California.
 - IAT follows up with businesses three months after initial contact, then again one year later.
 - IAT supported multiple foreign businesses that successfully launched or grew operations in California, including:
 - A Ukrainian agtech company that is moving its operations to the Sacramento region.
 - The largest Asian grocery chain in Canada, which is opening its second U.S. location in San Jose and has already expressed interest in establishing additional stores in the state.
 - A Canadian leather goods company that opened a manufacturing facility in Los Angeles County.
 - Multiple international startups that established operations via California incubators, including the Water, Energy, and Technology Center at Fresno State.
- IAT shares resources on applicable incentives with international businesses evaluating expansion in California. Multiple international businesses have pursued those incentives. For instance, MicroVention, a medical technology company owned by the Japan-based Terumo Corporation, was awarded a California Competes Tax Credit of \$7.5 million in 2024 to hire full-time employees and upgrade its facilities in Orange County; this project is expected to generate over \$53 million in investment and create 223 new jobs in the region by tax year 2027.⁷

Action 2: *Create and maintain materials that market opportunities in California to international businesses. Distribute these resources directly to businesses and promote via other channels. Consider opportunities to make state resources more accessible/understandable to international businesses.*

Timeline: Ongoing

Measurable Outcomes:

- IAT maintains an International Investor Starter Packet, a dynamic checklist of the first steps for a business beginning operations in California provided to businesses after initial consultation. It includes details on how to register with the California Secretary of State, how to open a U.S. bank account, and other tools.

⁷ California Competes Tax Credit Allocation Agreement (<https://test.business.ca.gov/wp-content/uploads/2024/04/MicroVention-Inc.-CCTC-Agreement.pdf>)

- In July 2024, IAT translated this packet into five key languages: Simplified Chinese, French, Japanese, Korean, and Spanish.
- IAT created and maintains multiple flyers on top sectors and incentives for foreign entrepreneurs to help ensure that information is presented in an accessible manner. In 2025, IAT will translate these flyers into target languages, as needed. These include:
 - An overview of the IAT team’s portfolio areas and service offerings.
 - An overview of the California market, including key sectors, regions, and incubator/accelerator programs for early-stage companies.
 - Guides to some of California’s leading sectors.
 - A summary of the FDI footprint in California.
 - A summary of incentives for manufacturers.

Action 3: *Market opportunities in California to foreign businesses via events. Attend high-profile events hosted by strategic partners and plan/execute virtual and in-person events hosted by IAT. Prioritize highlighting opportunities in California for international businesses via as many channels as possible.*

Timeline: Ongoing

Measurable Outcomes:

- IAT presented at 30 international events in 2024, both virtually and in person. These events were hosted by network partners such as the U.S. Commercial Service, overseas American Chambers of Commerce, and delegations recruited by foreign consulates in California. They allowed IAT to communicate directly with more than 600 businesses from around the world, which resulted in over 40 one-on-one meetings with expanding businesses.
 - More than 20 percent of IAT’s one-on-one meetings with expanding businesses were prompted by an event or speaking engagement.
- Many of these events focused on showcasing opportunities in California for businesses in cutting-edge sectors such as renewable energy, AI, and semiconductors. These events included:
 - In April 2024, IAT presented to over 30 sustainable air mobility companies from the Netherlands that visited the Bay Area.
 - In April 2024, while leading a delegation of California small business exporters to Hannover Messe in Germany, IAT gave a presentation on California’s economic opportunities and its relationship with Baden-Wuerttemberg to over 30 businesses from the German state.
 - In September 2024, IAT met with a delegation of more than 20 companies from Cote d’Ivoire, primarily in the technology sector.
 - In December 2024, IAT spoke to an audience of Korean semiconductor companies at an event hosted by Korea AI & System IC Innovation Center (K-ASIC), which recently opened its first U.S. office in San Jose.
- In June 2024, the U.S. Department of Commerce hosted the 10th annual SelectUSA Investment Summit, the largest foreign investment attraction event in the country.

California led a delegation of 29 local economic development organizations to D.C. for the Summit and participated in multiple events in the orbit of the Summit. These included the following:

Date	Event	Industry Focus	Location
June 20	Greater Sacramento Cleantech and ZEV Ecosystem Tour	Cleantech and ZEV	Sacramento
June 20	SelectLA	Aerospace, Life Sciences, and Entertainment	Los Angeles
June 23-26	SelectUSA	All	Washington, D.C.
June 28-30	POWER CA	Offshore Wind	Humboldt

- IAT spoke at the Greater Sacramento Cleantech and ZEV Ecosystem Tour, emphasizing why international businesses – particularly those focused on climate – choose California.
- At the SelectLA Investment Summit in Long Beach, then-Senior Deputy Director Emily Desai participated in a plenary session where she highlighted California’s continued leadership on innovation.
- Staff from GO-Biz’s Business Investment Services team (CalBIS) participated in POWER CA in Humboldt, where they engaged with key stakeholders in the offshore wind supply chain.
- IAT organized a California Pavilion at the SelectUSA Investment Summit in Washington, D.C., which hosted the state’s delegation of local economic developers to engage with expanding foreign businesses.
 - At the Summit, IAT made over 330 contacts with attendees from 65 different countries.
 - IAT hosted a ‘Meet California’ breakfast, which had over 150 registrants. It featured a moderated conversation between then-Senior Deputy Director Emily Desai and Lane Dilg, Head of Strategic Partnerships at OpenAI, which focused on how California drives innovation and how the state’s talent base catalyzes business success. The breakfast allowed the California delegation to network with a custom recruited group of international businesses with interest in the California talent landscape; 95 percent of delegates that attended the breakfast reported that this was a valuable opportunity for their community.
 - On average, each California delegate spoke to about 27 businesses at the Summit and had follow-up conversations with about five businesses each regarding establishing operations in their community. Delegates overwhelmingly reported that participating in SelectUSA as a member of the California delegation was valuable for their organization, with 93 percent of respondents to a post-event survey calling it “very valuable.”
 - While at SelectUSA, IAT had meetings with strategic partners and foreign government officials, including:

- The U.S. Consul General to Hong Kong and Macau
 - The U.S. Ambassador to Italy
 - Plug & Play
 - Enterprise Singapore
 - The Nigerian delegation to SelectUSA
- IAT staff attended a variety of in-state trade shows and conferences in 2024, which allowed them to leverage the presence of international founders at these events and network with them in person. These events included:
 - The BIO International Convention in San Diego, the world’s largest biotechnology event.
 - FIRA USA in Woodland, an annual three-day conference and exposition for autonomous farming and agricultural robotics solutions.
 - The East Bay Manufacturing Summit in Fremont, which brought together manufacturers, community and education leaders, and industry partners from across the region.
- IAT attended the SelectUSA Mexico Conference in Mexico City and the SelectUSA Canada Conference in Toronto as part of GO-Biz’s trade and investment promotion program for the Americas. These conferences provided IAT the opportunity to connect with more than 250 businesses from across North America that are evaluating expansion to the U.S. IAT networked with trade and investment stakeholders such as SelectUSA leadership and the American Chambers of Commerce in both countries.
 - IAT met individually with more than 20 businesses and sent customized resources to facilitate consideration of a California expansion.
 - In the weeks following each conference, IAT reached out to approximately 50 businesses that they were unable to meet with in person at the events. This outreach received a total of eight responses that resulted in two additional business intake meetings.

3. Identify and develop equitable economic opportunities, policies, and programming for California’s immigrant population.

Action 1: GO-Biz offers technical assistance to small businesses on state incentives, site selection, and access to capital. Core programs and support services are led by the California Office of the Small Business Advocate (CalOSBA) within GO-Biz administers the Technical Assistance Program (TAP). TAP supports small businesses by providing access to free or low-cost consulting and training through designated centers.

GO-Biz launched the Local Immigrant Integration and Inclusion Grant (LIIG) program to seed or expand services supporting the statewide coordination of immigrant integration efforts.

Timeline: 2022 - Winter 2025

Measurable Outcomes:

- In June 2023, IAT issued a Request for Proposals (RFP) for the LIIIG, offering \$8.4 million to strengthen immigrant integration programs across California. This funding supports program development and expansion, fosters community trust, and enhances local governments' capacity to serve immigrant populations effectively.
- LIIIG initiatives began on October 1, 2023, and will run through December 2025. LIIIG promotes immigrant integration through economic development, improved access to social services, and intergovernmental technical assistance, including:
 - Supporting immigrant entrepreneurs through business development, workforce training, financial literacy, and access to capital.
 - Connecting individuals to critical resources such as healthcare, housing, legal services, and public benefits.
 - Fostering best practices to address immigrant community needs and enhance local government capacity.
 - IAT worked closely with nonprofits, immigrant integration experts, state and local governments, and legislative staff to design the LIIIG program. Using insights from the California Immigrant Data Portal, high-need regions with significant immigrant populations were identified to ensure strategic funding allocation.
- The program awarded funds in two rounds:
 - September 2023: \$6.1 million was distributed to 12 local governments and 8 nonprofits, prioritizing rural areas and regions with high immigrant populations.
 - February 2024: An additional \$2.3 million was granted to 10 localities, emphasizing underserved immigrant communities in rural counties, including Sonoma, Imperial, Monterey, Tulare, and Ventura counties.
- To date, the LIIIG program has supported 52,143 immigrants through targeted initiatives, including:
 - Delivered personalized entrepreneurial support to 810 individuals covering business planning, permitting, marketing, and access to capital.
 - Engaged 14,555 individuals with guidance on starting businesses, navigating permitting processes, and accessing capital.
 - Assisted 4,946 individuals with comprehensive case management services, including public benefits enrollment, immigration legal referrals, cultural integration, and housing support.
 - Reached 32,222 individuals with education and outreach on available public benefits.
 - Facilitated 98 collaborative meetings to provide technical assistance that improved service delivery, fostered partnerships, and shared best practices.
 - Trained 547 government staff in cultural competency, employment-based immigration pathways, and community interpretation, among other topics.
- On June 27, 2024, IAT facilitated a statewide remote convening with the LIIIG grantees and nonprofit partners. The convening showcased the LIIIG initiatives of grantees and provided an opportunity to share best practices and challenges.
- In November 2024, IAT convened the LIIIG network, bringing together a dynamic mix of California cities, counties, nonprofits, and philanthropy representatives. The convening

served as a dynamic forum for partners to exchange best practices, foster collaboration, and strengthen local immigrant integration efforts. Participants engaged in insightful sessions led by local and state governments and philanthropy leaders, focusing on critical topics such as language access, funding strategies, and sustainable initiatives to drive long-term impact.

- IAT conducted six site visits to monitor grantee progress and delivered tailored support, with additional visits scheduled for early 2025. During these visits, IAT evaluated implementation activities, identified areas for improvement, and provided actionable recommendations.
 - IAT regularly communicates with grantees to review reporting processes and offer guidance on enhancing implementation practices. Recognizing the unique challenges some grantees face, IAT extended grant agreements for selected organizations, enabling them to implement initiatives while fully maintaining program goals.
- To ensure the longevity and impact of grant program activities beyond the initial funding, IAT has proactively facilitated connections between grantees and a diverse network of partners. These efforts included:
 - Fostering relationships with philanthropic organizations to secure additional funding and support.
 - Engaging in strategic discussions with local governments to identify opportunities for co-investment and resource-sharing, enabling grantees to sustain and expand their staffing capacity.
 - Linking grantees to complementary state grant programs, such as the Technical Assistance Program administered by the Office of the Small Business Advocate, providing them with ongoing resources to strengthen their operations and deliver long-term benefits to their communities.

Action 2: *Engage with the Governor’s Office and various state agencies to identify opportunities to welcome, attract, and retain immigrant talent.*

Timeline: Ongoing (implementation)

Measurable Outcomes:

- IAT facilitates the Council on Immigrant Integration and Talent (the Council), which brings together representatives from various state agencies responsible for immigrant integration and inclusion programs. These include key areas such as workforce development, health and human services, and economic development. In 2024, the Council developed a strategic plan to guide its efforts, leveraging agency programs and funding to advance immigrant integration. In 2025, the Council will prioritize actionable strategies to help programs adapt to federal policy and funding changes, sustain their impact and effectiveness, and mitigate potential harms.
- IAT developed the Global Entrepreneur-in-Residence (GEIR) concept and collaborated with the Governor’s Office to secure \$2 million for the pilot implementation. This initiative is

designed to retain foreign-born talent by partnering with universities to sponsor business visas for student entrepreneurs, fostering innovation, job creation, and startup growth. The University of California launched the GEIR pilot in December 2024, leveraging innovation and entrepreneurial resources to drive regional economic growth and workforce development. GO-Biz continues to provide technical assistance and support to ensure the program's success and scalability.

- IAT has conducted a landscape analysis of the licensing process and challenges skilled immigrants encounter in having their international credentials recognized in California. In collaboration with the Department of Consumer Affairs, IAT is developing targeted resources and best practices to help immigrants navigate complex licensing processes effectively. In 2025, IAT will prioritize translating licensing guides for high-demand professions, including engineering, construction, and cosmetology. Additionally, IAT will coordinate training sessions for state agencies, focusing on best practices to reduce barriers, promote economic inclusion, and enhance workforce integration for internationally trained professionals.

Action 3: *Provide policy and strategy recommendations to the Governor's Office regarding economic development opportunities for the southern border region.*

Timeline: Ongoing (implementation)

Measurable Outcomes:

- IAT led California's efforts to join the Southwest Border Regional Commission (SBRC), a federal-state partnership dedicated to reducing poverty and driving economic development across the border states. California secured \$3 million in SBRC funding, which GO-Biz will use to advance California Jobs First initiatives focused on renewable energy, infrastructure, broadband, and workforce training. The eligible counties include Imperial, Los Angeles, Orange, Riverside, San Bernardino, San Diego, and Ventura County. In 2025, funding for counties will be issued through a Notice of Funding Opportunity.

4. Leverage and expand partnerships at the international, national, state, and local levels and with the private sector to efficiently use available resources and implement more proactive outreach and engagement.

Action 1: *Leverage the direction and decisions of the International Affairs and Trade Development Interagency Committee, chaired by the Lieutenant Governor and co-chaired by the Director of GO-Biz. The committee meets on a regular basis to facilitate coordination and implementation of the state's trade and investment goals and strategies among all state agencies with relevant responsibilities.*

Timeline: Ongoing

Measurable Outcomes:

- The IAT-organized interagency meeting was held on November 15, 2024; committee members utilized this meeting as an opportunity to provide readouts and update the public on recent international activity and to discuss upcoming and ongoing priorities.⁸
- IAT continued to work with Visit California to maximize the impact of their marketing spend on international trade and investment, including through Visit California’s participation in the International Affairs and Trade Development Interagency Committee.

Action 2: *Work with international partners to strengthen relationships, encourage mutual trade and investment activities, boost collaboration opportunities, and support general international affairs and diplomatic requests.*

Timeline: Ongoing

Measurable Outcomes:

- IAT supported two principal-level overseas delegations:
 - Governor Newsom’s first international visit in 2024 was to Italy for the Vatican Climate Summit, an event convened by Pope Francis for subnational leaders to discuss climate resilience strategies. During his visit, the governor had an audience with the pope, met with Italian President Sergio Mattarella, shared information on California’s clean energy goals, and signed a Planetary Compact that calls for action to reduce the rate of global warming.
 - IAT supported Governor Newsom’s travel to Mexico City to attend the Presidential Inauguration of Claudia Sheinbaum. The strong partnership between California and Mexico is essential for economic collaboration, trade, and addressing shared challenges like climate change. During the trip, Director Myers moderated a panel discussion on the World Economic Outlook, with a focus on North America. Additionally, IAT supported the First Partner’s office at an event at Casa de California, showcasing the UC Alianza’s Climate Ambassador Program.
 - IAT leveraged international travel to trade shows to strengthen relationships and foster collaboration opportunities. At shows like Arab Health, ReBuild Ukraine, Hannover Messe, Green Expo Mexico, Chile FIDAE, and Farnborough Air Show, many of IAT’s international counterparts were in attendance with delegations of companies from their home market. IAT facilitated business matchmaking with these partners, such as those from Germany, Mexico, Chile, the Czech Republic, and Sweden.
- IAT supported a variety of inbound delegations and participated in high-profile events with the aim of expanding and strengthening California’s global relationships. Examples of those activities include:
 - In February 2024, the Crown Princess of Sweden and Sweden’s Minister for Foreign Trade and International Development Cooperation visited the San Francisco Bay Area and Sacramento to open Sweden’s new consulate in San

⁸ Meeting summaries and full recordings can be found on the Publications page of the GO-Biz website (business.ca.gov/about/publications)

Francisco and sign a Memorandum of Understanding (MOU) with the State of California on the green transition. IAT led the State's efforts in creating and negotiating the MOU.

- In April 2024, Norway's Crown Prince, Minister of Trade and Industry, Minister of Digitization and Public Governance, and State Secretary for Energy visited the San Francisco Bay Area. Their visit included a business forum, a tour of San Quentin with the Governor, and a joint statement and MOU signing event. IAT led the State's efforts in creating and negotiating the MOU.
- In May 2024, IAT supported a Letter of Intent (LOI) signing ceremony with the South Australian government. The LOI established an intent to collaborate on climate and trade cooperation, a subcomponent of California's existing MOU with Australia's national government. This event was attended by the South Australia Premier Peter Malinauskas, California Lieutenant Governor Kounalakis, Chair Randolph of the California Air Resources Board (CARB), and Commissioner Monahan of the California Energy Commission (CEC).
- IAT provided coordination and support for an array of international affairs and diplomatic requests on behalf of the Governor, Lieutenant Governor, and GO-Biz leadership. In her capacity overseeing California's international affairs and trade strategy and with the strategic support of IAT, the Lieutenant Governor:
 - Engaged with the National Security Council, State Department, U.S. Trade Representative (USTR), U.S. Department of Commerce, U.S. Congressional officials, and State International Development Organizations (SIDO) to coordinate and align California's international engagements with U.S. foreign policy.
 - Participated and/or spoke at over 30 events with international counterparts, governments, or organizations focused on trade, investment, sustainability, technology, and more.
 - Participated in five meetings at the ministerial or gubernatorial level, including representatives from Australia, China, the European Union, and South Korea.
 - Participated in more than 10 meetings at the ambassadorial or consul general level.
- IAT regularly supports state leadership in drafting letters, briefings, and remarks for foreign national day celebrations.

Action 3: *Strengthen and formalize a partnership with the U.S. Commercial Service to utilize business match-making services in foreign countries and with U.S. embassies/consulates in foreign markets to promote California exports and attract foreign investment.*

Timeline: 2023, Ongoing

Measurable Outcomes:

- The U.S. Commercial Service is an important source of leads for inbound FDI; approximately one-third of all businesses IAT engaged with in 2024 were referred by overseas U.S. Commercial Service offices.
- IAT frequently collaborates with Commercial Service staff at their various offices throughout California to organize trade missions and connect one another with businesses

in need of resources. For example, in June 2024, IAT participated in the 'Building Bridges: Women in Global Trade' events in Los Angeles and San Diego, which were hosted by the U.S. Commercial Service. IAT used this opportunity to share export promotion resources with the local business community.

Action 4: Proactively engage with the statewide network of Economic Development Organizations (EDOs), World Trade Centers, Chambers of Commerce, ports, airports, border crossing interests, University of California and California State University international centers, and programs to coordinate, amplify, and execute the state’s international trade and investment strategy.

Timeline: Ongoing

Measurable Outcomes:

- The 2024 SelectUSA delegation included participation from regions that were new to the event, including the City of Eureka, Santa Clarita Valley EDC, World Trade Center Long Beach, the Long Beach Economic Partnership, and the City of Ontario.
- IAT proactively worked to develop and expand engagement with entities statewide that are focused on supporting California’s innovation ecosystem and engaging with international startups, including the Foundation for California Community Colleges, Alchemist Accelerator, the Korea AI and System IC Innovation Center (K-ASIC), and the City of Vacaville.
- IAT has supported multiple local partners with executing their international strategies, including:
 - Facilitated an introduction between representatives of Jeonju City and the Los Angeles Mayor’s Office in advance of a delegation to Southern California led by the Mayor of Jeonju (January 2024).
 - Supported a trade mission to South Korea led by the Orange County Inland Empire Small Business Development Center (March 2024).
 - Provided virtual welcome remarks for an event hosted by the Institute of the Americas to unveil their report on nearshoring opportunities for pharmaceutical companies in the Cali-Baja binational megaregion⁹ (July 2024).
 - Shared background on state-level engagement with Singapore with World Trade Center San Diego prior to their trade mission (September 2024).
- In May 2024, IAT participated in the California Chamber of Commerce’s International Forum and engaged with key international partners from the California consular corps.

Action 5: Coordinate with California state agencies and join forces at events to attract foreign investment to California, promote exports, and support diplomatic engagements. Work collaboratively with state agencies to amplify their international efforts.

Timeline: Ongoing

Measurable Outcomes:

- IAT worked closely with other state agencies as part of California’s efforts to highlight the state’s global leadership in a variety of areas, including climate, innovation, and talent. Examples include:

⁹ Institute of the Americas (<https://iamericas.org/wp-content/uploads/2024/04/Synthesized-nearshoring-CaliBaja.pdf>)

- Joined representatives from CEC and the California Environmental Protection Agency (CalEPA) for a working lunch with Kevin Rudd, Australia’s Ambassador to the United States, to discuss hydrogen goals and collaboration under the framework of California and Australia’s recent climate-focused MOU (February 2024).
- Presented at a roundtable with Australia’s Clean Energy Council hosted by the CEC (April 2024).
- Convened a meeting between Director Myers, Chair Randolph (CARB), and the Governor of the Japan Bank for International Cooperation during the latter’s visit to San Francisco (April 2024).
- Supported the development of an MOU between the CEC and the State of Sonora, including a signing ceremony with both governors (August 2024).
- Supported the development of an MOU between the CEC and Baja California focused on clean energy (August 2024).
- Supported the development of an MOU between CalEPA and Baja California focused on reducing emissions in the border region (September 2024).
- Facilitated a visit to the Otay Mesa East Port of Entry by Governor Newsom and Director Myers (December 2024).

5. Work with international trade infrastructure partners to serve California businesses effectively and efficiently.

Action 1: Meet with the state’s ports, airports, rail lines, truckers, shipping lines, warehouse providers, and beneficial cargo owners to identify their specific freight needs and address the future competitiveness of the state’s goods movement and storage infrastructure.

Timeline: Ongoing

Measurable Outcomes:

- California’s twelve ports continue to perform competitively both nationally and globally. 2023 data released by the U.S. Bureau of Transportation Statistics showed that the major U.S. Ports of Long Beach, Los Angeles, and Oakland accounted for 40.24 percent of all container traffic serving the United States.¹⁰
- In 2024, California ports have set some of their most significant annual records to date. Preliminary data suggests that 2024 is on track to be one of the best cargo years for California ports on record:
 - The Ports of Los Angeles and Long Beach both set all-time cargo records for the months of July, August, September, and October, beating records set during the pandemic.¹¹

¹⁰ U.S. Department of Transportation (<https://explore.dot.gov/views/TEUMonthlyContainerPort/TEUbyPortDateandType?%3Aembed=y&%3AisGuestRedirectFromVizportal=y>)

¹¹ LA Times (<https://www.latimes.com/business/story/2024-11-15/ports-of-los-angeles-and-long-beach-set-new-records>)

- The Port of Long Beach moved nearly 1 million containers alone in October, a new single-month record.¹²
- California retains the number one U.S.-international freight gateway by total trade value inclusive of land, air, and sea.¹³
- 2024 was the best federal funding year for freight and California ports on record:
 - \$1.2 billion for ARCHES, the nation’s first Hydrogen Hub under the U.S. Department of Energy.
 - \$1 billion for eight ports under the U.S. EPA Clean Ports Program.
 - \$300 million for rail projects from the U.S. Department of Transportation’s (DOT) Federal Railroad Administration.
 - \$426 million for the offshore wind project at the Port of Humboldt from the U.S. DOT.
 - \$282 million for Port of Long Beach Pier B Rail from the U.S. DOT.
 - \$131.3 million for six ports under the U.S. DOT Maritime Administration’s Port Infrastructure Development Program (PIDP).
- In 2024, California ports also set multiple zero-emission firsts. Examples include:
 - First all-electric tugboat in North America (San Diego).
 - First all-electric top handlers in operation in U.S. (Los Angeles).
 - First all-electric port crane set in North America (San Diego).
- In March 2024, GO-Biz accompanied California leaders to China to further build upon MOUs signed on green shipping corridors with Shanghai and Hainan.¹⁴
- In July 2024, GO-Biz awarded \$27 million to support data system development and interoperability across California’s five containerized ports, the first-ever state-level funding in the country focused on improving data functionality across a statewide network of ports.¹⁵
 - The awards will fund 10 innovative projects across the five ports that address key challenges in port operations and foster long-term statewide freight resilience. These projects encompass a wide range of solutions including optimization of cargo-routing, deployment of cutting-edge technologies, implementation of climate resiliency and emissions reductions measures, adoption of trucking appointment systems, and the development of new data standards for cargo.¹⁶

¹² Press-Telegram (<https://www.presstelegram.com/2024/11/15/port-of-long-beach-sets-new-all-time-cargo-record-in-october/>)

¹³ U.S. Department of Transportation, Bureau of Transportation Statistics (<https://data.bts.gov/stories/s/International-Freight-Gateways/4s7k-yxvu>)

¹⁴ GO-Biz (<https://www.gov.ca.gov/wp-content/uploads/2023/10/Shanghai-MOU-Englishnew.pdf>)
GO-Biz (<https://www.gov.ca.gov/wp-content/uploads/2023/08/8.3.23-CA-Hainan-Province-MOU.pdf>)

¹⁵ GO-Biz (<https://business.ca.gov/california-invests-27-million-in-innovative-first-in-the-nation-port-data-system-development/>)

¹⁶ GO-Biz (<https://business.ca.gov/wp-content/uploads/2024/07/CA-Containerized-Ports-Interoperability-Grant-Program-Report.pdf>)

- The funds follow the signing of a first-of-its-kind MOU last spring that formed the California Port Data Partnership between the five ports. Both the MOU and the awards are expected to yield significant economic, environmental, and transportation benefits for the state.¹⁷
- GO-Biz continues to provide tailored business investment and business strategy services to ensure California leads in new supply chains. For example, California is the nation’s leading producer of critical minerals. It accounts for approximately 15% of global rare earth supply and over one-third of global boron.¹⁸

6. Develop and implement a user-friendly, comprehensive, and interactive website and communications strategy to assist California entities seeking to export and attract foreign investment. Track engagement with webpages, newsletters, and social media content to inform these efforts.

Action 1: Track engagement with IAT webpages, newsletters, and social media content to monitor effectiveness of communications strategy. Drive traffic to the website and other IAT resources via the monthly newsletter.

Timeline: Ongoing

Measurable Outcomes:

- The International Trade and Investment page on the GO-Biz website received over 11,400 views in 2024, with an average of more than 950 page views per month—this represents a year-over-year increase of 280 percent and 240 percent, respectively.¹⁹ Within the International section on the GO-Biz website, the top pages by number of views were Resources and Tools,²⁰ Local Immigrant Integration and Inclusion Grant,²¹ and California State Trade Expansion Program.²²
- IAT continued to publish its monthly newsletter covering special announcements, upcoming events, and other resources for both California-based businesses and foreign businesses.²³ This newsletter currently reaches more than 1,470 contacts – an increase of 6 percent from 2023.

¹⁷ GO-Biz (<https://business.ca.gov/california-ports-sign-memorandum-of-understanding-on-data-system-development/>)

¹⁸ GO-Biz (<https://business.ca.gov/wp-content/uploads/2025/04/California-Critical-Mineral-Primer.pdf>)

¹⁹ International Trade and Investment (business.ca.gov/advantages/international-trade-and-investment)

²⁰ GO-Biz (<https://business.ca.gov/advantages/international-trade-and-investment/resources/>)

²¹ GO-Biz (<https://business.ca.gov/advantages/international-trade-and-investment/local-immigrant-integration-and-inclusion-grant-liiig/>)

²² California State Trade Expansion Program (STEP) (export.business.ca.gov)

²³ Archived versions of previous International Affairs and Trade Newsletters can be found on the GO-Biz website (business.ca.gov/advantages/international-trade-and-investment/resources)

- All posts from the GO-Biz LinkedIn account that focus on IAT engagement are tagged with #GoBizInternational.²⁴ In 2024, the GO-Biz LinkedIn account had 3,711 new followers (up to 11,147 total followers), 15,569 page views (up 7 percent from prior year), 6,591 unique visitors (up 5 percent from prior year), 212,782 impressions (new data point), 4,456 reactions (unchanged from prior year), and 159 reposts (down 93 percent from prior year).²⁵

²⁴ LinkedIn Search

[linkedin.com/search/results/all/?keywords=%23gobizinternational&origin=GLOBAL_SEARCH_HEADER&sid=RcP](https://www.linkedin.com/search/results/all/?keywords=%23gobizinternational&origin=GLOBAL_SEARCH_HEADER&sid=RcP)

²⁵ LinkedIn Page Analytics

GLOBAL TRADE AND INVESTMENT DESKS AND NETWORKS

Armenia

In September 2019, Governor Gavin Newsom met with Armenian Prime Minister Nikol Pashinyan and signed an agreement to create a Trade and Services Desk in Armenia. The desk serves as a hub for the Trade Representative for Europe, the Middle East, and Africa and can be utilized by state officials to encourage trade and investment by Californian and Armenian businesses. GO-Biz formed a partnership with Impact Hub Armenia Social Innovation Development Foundation (Impact Hub Yerevan), an Armenian-based nonprofit organization that supports social impact enterprises, to establish the Trade and Services Desk.

In 2024, Armenia accounted for over \$48.5 million of California's \$674.8 billion in bilateral trade.²⁶ Though bilateral trade between California and Armenia decreased by 26.6 percent from 2023 to 2024, California is Armenia's second-largest state trade partner.²⁷ California is home to the largest Armenian diaspora in the world, with approximately 1 million people of Armenian descent residing in the state. Armenia's status as an important cultural and economic partner of California has been cemented by the Trade and Services Desk in Yerevan.

China

In September 2019, the China Trade Office Network, a partnership between the Bay Area Council, World Trade Center Los Angeles (WTCLA), the California Asian Pacific Chamber of Commerce (CalAsian Chamber), and the City of Sacramento, was expanded and rebranded as the California Trade and Investment Network (CTIN). GO-Biz supports CTIN members' activities and requests regarding China, and shares information and resources with CTIN members. At the China-California Business Forum in May 2024, each CTIN member sent at least one representative from their organization. The event had over 400 attendees, including various California state agency principals, officials from approximately 10 different Chinese provinces and cities, and representatives of the Chinese Chamber of Commerce for Import and Export of Machinery and Goods (CCCME). IAT collaborated with the Consulate General of China in Los Angeles to develop an agenda for the event and facilitated welcome remarks and panel participation by Director Myers.

Two-way trade between California and China amounted to \$137.9 billion in 2024, making China the state's top trade partner.²⁸ China is California's third-largest export market after Mexico and Canada, with \$15.1 billion in annual exports as of 2024. China was also California's eighth-largest source of FDI in 2023, with 674 Chinese-owned enterprises in California providing over 31,600 jobs and more than \$2.7 billion in wages.²⁹

²⁶ U.S. Census Bureau trade data

²⁷ U.S. Census Bureau trade data

²⁸ U.S. Census Bureau trade data

²⁹ Foreign Direct Investment in California, 2024 (<https://business.ca.gov/wp-content/uploads/2024/07/2024-FDI-Report-ADA.pdf>)

Japan

During the trade mission led by Lieutenant Governor Kounalakis and GO-Biz Director Dee Dee Myers to Japan in March 2023, GO-Biz signed a Memorandum of Understanding (MOU) creating a California Trade and Investment Desk in Tokyo, which serves as a hub for promoting business engagement between Californian and Japanese companies. The objective of the MOU is to establish a general framework for economic collaboration, including jointly supporting the mechanisms that spur innovation and business growth in and between California and Japan.

Two-way trade between California and Japan amounted to \$38.6 billion in 2024. Japan is California's fourth-largest export market after Mexico, Canada, and China, with \$10.9 billion in annual exports as of 2024. Japan was also California's second-largest source of FDI in 2023, with 3,280 Japanese-owned businesses in California providing over 112,600 jobs that pay approximately \$12.25 billion in total annual wages.

Mexico

On October 2, 2019, the Lieutenant Governor established a Trade and Services Desk to promote two-way trade and further strengthen California's deep economic, political, and cultural relationship with Mexico. The desk is utilized by California's Trade and Investment Representative for the Americas and Oceania to promote mutual trade and investment by Californian and Mexican businesses, assist businesses looking to invest and/or export to and from California, and support more robust two-way exchange in areas such as environmental protection, education, and tourism. It is located at the University of California's Casa de la Universidad de California in Mexico City. Prior to the opening of the desk, GO-Biz and the University of California signed an MOU allowing California to utilize space within Casa de California at no cost to the state.

California is actively fostering cross-border trade and investment ties with Mexico through a range of initiatives and missions, focusing on various sectors including industrial technology, smart manufacturing, aerospace, defense, and green technologies.

IAT led multiple trade missions to Mexico in 2024, each targeting different industry sectors. These activities, which represent California's ongoing commitment to fostering cross-border economic development, expanding trade opportunities, and collaborating with Mexico on sustainability and clean energy initiatives, included:

- Brought California businesses to León, Guanajuato, for a trade mission focused on industrial technology and smart manufacturing.
- Showcased California businesses under the California Pavilion at Green Expo Mexico City, creating business networking opportunities in the fields of environmental management, water technology, and clean energy. This exhibition furthered California's MOU with Mexico City that focuses on pollution reduction and the transition to a clean energy economy.
- Played a key role in the Mexicali AgTech Showcase at AgroBaja, a collaborative effort with the California Department of Food and Agriculture (CDFA), UC Agriculture and Natural

Resources, and the Government of Baja California, which led to the identification of potential university exchanges and cluster partnerships.

- Led a trade mission of California aerospace and automotive companies to Queretaro, strengthening ties with Mexico's aerospace and automotive sectors through site visits, business matchmaking, and networking.
- Supported company participation at a green building and construction forum in Mexico City, where California companies participated in business matchmaking meetings and site visits, aligning with shared environmental goals.

APPENDIX A: TRADE MISSIONS AND SHOWS

Dates	Event	Sector(s)	Outcomes
Jan. 29-Feb. 1	Arab Health	Healthcare and Health Technologies	<ul style="list-style-type: none"> - 6 California businesses joined the program. - 22 sales agreements valued at \$81,670,000 total. - 30 leads and \$22,421,000 million in anticipated sales. - 16 jobs created and 13 jobs retained.
Feb. 20-25	Singapore Airshow	Aerospace and Defense	<ul style="list-style-type: none"> - 10 California businesses joined the program. - 18 sales agreements valued at \$1,162,600 total. - 126 leads and \$8,350,000 million in anticipated sales. - 3 jobs created and 54 jobs retained.
Mar. 10-15	GDEI Trade Mission to LATAM	Multi-Sector	<ul style="list-style-type: none"> - 5 California businesses joined the program.
Apr. 9-14	Chile FIDAE	Aerospace and Defense	<ul style="list-style-type: none"> - 7 California businesses joined the program. - 4 sales agreements valued at \$1,800,000 total. - 6 leads and \$62,800,000 million in anticipated sales. - 7 jobs created.
Apr. 22-26	Hannover Messe	Energy Industries	<ul style="list-style-type: none"> - 5 California businesses joined the program. - 1 sales agreements valued at \$110,000 total. - 2 leads and \$250,000 thousand in anticipated sales. - 1 jobs created.
May 13-15	Trade Winds Europe	Multi-Sector	<ul style="list-style-type: none"> - 4 California businesses joined the program.
May 27-30	Singapore ICT Trade Mission	Information and Communications Technology and the Digital Economy	<ul style="list-style-type: none"> - 2 California businesses joined the program.

Jul. 22-26	Farnborough International Airshow	Aerospace and Defense	- 12 California businesses joined the program.
Aug. 3-6	India BioTech Trade Mission	BioTech	- 4 California businesses joined the program.
Oct. 16-19	Japan Aerospace	Aerospace and Defense	- 10 California businesses joined the program.
Nov. 13-14	Rebuild Ukraine	Design and Construction	- 12 California businesses joined the program.
Nov. 13-15	Cosmoprof Asia (Hong Kong)	Personal Care and Cosmetics	- 7 California businesses joined the program.
Nov. 17-22	GDEI Trade Mission to the Caribbean	Multi-sector	- 1 California businesses joined the program. - 25 leads and \$500,000 thousand in anticipated sales.

Events where outcomes are not listed still have pending survey results.