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International Affairs and Trade August 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

The logo for the California Life Sciences Pantheon Awards 2022. It features a stylized white building icon on a black background, with the text "CALIFORNIA LIFE SCIENCES" in small white letters, "PANTHEON" in large white letters, "Awards" in a large, elegant gold script font, and "2022" in large white letters.

**Nominations are now open
for the 2022 Pantheon Awards**

SUBMIT YOUR NOMINATIONS BY AUGUST 19

[California Life Sciences \(CLS\)](#) has launched its nominations campaign for the 2022 Pantheon Awards Celebration. This annual event recognizes the achievements of California's life sciences, bringing together industry leaders for an evening of celebration of achievements that are critical to cultivating the global life sciences ecosystem. This year's awards will include the following categories: Academia & Research, BioPharma, Convergent Technologies: MedTech, Digital, & Diagnostics, Elizabeth Schar Inspiring Future Leaders Award, Emerging Innovation, Leadership, and Synthetic & Ag Bio.

[Submit your nomination for a 2022 Pantheon Award](#) by August 19, 2022.

Upcoming Events Organized or Supported by GO-Biz

Exporting 101: Pathways to International Markets



Fresno CITD
[August 24](#) and [November 9, 2022](#)
All Sectors

Register for your preferred date using the links provided above.

The Fresno Center for International Trade Development (CITD) has partnered with the State Center Community College District, the U.S. Commercial Service, and GO-Biz to offer this introductory export training, which will take place twice in 2022. Participants will learn about the process of exporting U.S. products, keys for successful exporting, the export documentation process, and much more. Anyone who is considering exporting is encouraged to attend, from entrepreneurs to business students. Members of any industry will benefit from this workshop, but target industries include manufacturing, equipment, and food and beverages. Please [contact Frank M. Nuñez](#) with any questions regarding this event. Use code EXPORTGBIZ to receive a 25% discount on your registration fee.

Please [see the event flyer](#) for further details.



CleanTech Opportunity MeetUp

Swiss-American Chamber of Commerce and USC Viterbi Accelerator

*August 25, 2022 at 6 pm
Viterbi Startup Garage @ USC and Online
Cleantech*

[Register for this event.](#)

The SoCal Chapter of the Swiss-American Chamber of Commerce together with the USC Viterbi Accelerator proudly presents its very first Opportunity MeetUp, which will be held both virtually and in person. If you are interested in learning how you and your business can be part of the fast-growing cleantech market, this meeting is for you. The event will feature presentations on cleantech markets and technologies – including from Emily Desai, Deputy Director of International Affairs and Trade at GO-Biz – a panel discussion, and a networking reception. Participation costs \$20 for in-person attendees and is free for those joining virtually.

Please [see the event page](#) for further details.

Upcoming Events from Our Partners

Coffee Chat: Explore India as Your Next Export Destination

*U.S. Commercial Service
August 25, 2022 at 10 am*

[Register for this event.](#)



Learn practical tips about how to best utilize U.S. Commercial Service resources to successfully enter and expand into India. The panel will also include experts to answer banking, trade finance, and logistics related questions.

Please [see the event page](#) for further details.



Webinar: Showcasing the International Success of Rural-Owned and Led Businesses

*U.S. Commercial Service: Global Diversity Export Initiative (GDEI)
August 31, 2022 at 11 am*

[Register for this event.](#)

Join the U.S. Commercial Service for the seventh event in its 'From Local to Global: Celebrating Diversity' event series, which focuses on rural-owned and led businesses. In this free webinar, participants will have the opportunity to participate in an interactive discussion on how rural-owned and led Southern California-based companies have successfully grown their businesses internationally.

Please [see the event flyer](#) for further details.



MADE Central California Food and Beverage Expo

*Fresno County EDC and Fresno Chamber of Commerce
August 31–September 1, 2022
Fresno Convention Center*

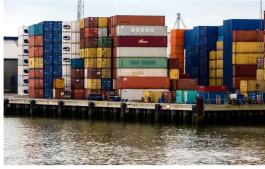
Retail and Food Service

[Register for this event.](#)

MADE Central California is an annual food industry trade show that connects local food and beverage brands with retail and food service buyers, engages industry peers, and highlights the Central Valley's rich and diverse food industry. Fresno EDC and the Fresno Chamber of Commerce are working together to recruit both buyers and exhibitors for this event. Qualified buyers from specific industries who are interested in attending the event to purchase products from exhibitors have the opportunity to attend for free; buyers may be local or non-local but

exhibitors must be from the Central Valley region. Please [contact Tiffany Louk](#) for more information.

Please [see the event website](#) for further details.



Untangling the Supply Chain: A Bird's Eye View of the Current Situation, Its Challenges, and the Way Forward

*NADEC and CONECT
September 14, 2022 at 1 pm*

[Register for this event.](#)

Ongoing delays and shortages involving our nation's supply chain affect all areas of commerce. To discuss these issues and how they impact all of us, as well as potential remedies that could be utilized, attendees of this event will hear from experts who are directly involved in these supply chain challenges. Registration costs \$25 for CONECT and NADEC members and \$35 for non-members.

Please [see the event page](#) for further details.



SuperZoo

World Pet Association

*August 23–25, 2022
Mandalay Bay, Las Vegas*

Pet Industry

[Register for this event.](#)

SuperZoo is a U.S. Department of Commerce Trade Event Partnership Program (TEPP)–supported event, and the most attended pet industry trade show in North America. Since its establishment in 1950, the show has served as a key event for the entire industry to connect, learn, and do business, and it now boasts more buyers and education hours than any other industry event on the continent. With its rich education offerings, easy-to-shop show floor, and fun-filled atmosphere, SuperZoo has earned its reputation as North America's premier pet retail event – and the industry's most productive and vibrant trade show of the year. Please [contact Daniel Giavina](#) with any questions regarding this event. Participation fee varies by type of attendance.

Please [see the event website](#) for further details.



Discover Global Markets: The Blue Economy

U.S. Commercial Service

*September 20–22, 2022
Providence, Rhode Island*

Marine Renewables, Ocean Science and Research, Port Technology and Services, and Commercial Marine Various Markets (see below)

[Register for this event.](#)

Discover Global Markets business development forum is the U.S. Department of Commerce's flagship event series for U.S. exporters. The forum features a dynamic mix of plenary sessions, topical round-tables, prescheduled one-on-one meetings with U.S. commercial diplomats, buyers, and ministry officials from key markets around the globe, and plenty of networking! Participants will have the opportunity to gain market insights from industry experts from U.S. Embassies around the world, including Australia, Brazil, Canada, France, India, Italy, Japan, Korea, Mexico, Singapore, Spain, the Netherlands, Norway, and the United Kingdom. Please [contact Maryanne Burke](#) or [Keith Yatsuhashi](#) with any questions regarding this event. The cost of registration is \$645, but DEC members can register for a discounted rate of \$545.

Please [see the event flyer](#) for further details.



Automated Commercial Environment (ACE) Export Compliance Webinar

U.S. Census Bureau, BIS, and South Florida DEC

October 5-6, 2022

[Register for this event.](#)

This export compliance webinar is a two-day program bringing together experts from the U.S. Census Bureau, the Bureau of Industry and Security (BIS), and the South Florida District Export Council (DEC) to provide training on export filing requirements. All of those who are involved in the export process – including export compliance managers, exporting carriers, U.S. Customs brokers, and more – should plan to attend this invaluable event.

Please [contact the U.S. Commercial Service South Florida office](#) with any questions regarding this event. The cost of registration is \$95, with discounts available for groups of three to five individuals.

Please [see the registration page](#) for further details.



Singapore Week of Innovation and Technology (SWITCH)

Enterprise Singapore

October 25-28, 2022

Resorts World Convention Centre, Singapore

Technology

[Register for this event.](#)

SWITCH is Asia's leading deep tech festival connecting the Global-Asia innovation ecosystem,

through premier thought leadership, vibrant networking, showcase events, and start-up pitching. In 2021, the hybrid edition of SWITCH drew over 36,000 views, from more than 15,000 attendees across 45 markets. The seventh edition of SWITCH is returning physically in October; this shift in dates is in order to match synergies with two other conferences happening in the same week: Singapore International Agri-food Week (SIAW) and Singapore International Energy Week (SIEW). Through these connections, global partners and attendees will be able to have an optimal experience in innovation throughout the week. Please [contact Glen Lim](#) with any questions regarding this event.

Please [see the event flyer](#) for further details.



Women in Tech Trade Mission to Europe

U.S. Commercial Service

October 30–November 5, 2022

Amsterdam, Netherlands; Lisbon, Portugal; Paris, France

Technology

[Register for this event.](#)

This executive-led trade mission to France, the Netherlands, and Portugal will provide opportunities for participants to access European regional markets and increase U.S. exports to the European Union by connecting them to pre-screened business prospects. The delegation will include representatives with decision-making authority from U.S. companies, trade associations, and national chambers of commerce representing industry sectors within the tech space. Consideration will be given to all export-ready companies that meet mission criteria, but the emphasis of the mission is to assist women-owned businesses and/or women executives of U.S. companies. Please [contact Susan Hettleman](#) with any questions regarding this event.

Please [see the event website](#) for further details.



Indo Defense – Aerospace and Defense Trade Mission to Indonesia

U.S. Commercial Service

October 31–November 4, 2022

Jakarta and Bandung, Indonesia

Aerospace and Defense

[Register for this event](#) by September 19, 2022.

The goal of this trade mission is to create opportunities for U.S. businesses to showcase their aerospace and defense equipment to Indonesia's defense, security, and law enforcement authorities. Participants will have an opportunity to connect with senior-level Indonesian officials in a setting that facilitates progress on business development projects. For businesses new to this market, this will be an opportunity to make initial contacts, learn more about Southeast Asia's largest market, and gain perspective from the U.S. Commercial Service on

specific challenges for U.S. businesses operating in Indonesia. By participating in an official U.S. industry delegation, rather than traveling to the region individually, businesses will enhance their ability to secure meetings and gain greater exposure to the region, as well as leverage the networks of prescreened industry buyers, distributors, and industry stakeholders developed by commercial specialists. Please contact [Andrey Piroozqar](#) or [Luke Yanos](#) with any questions regarding this event. The cost of registration will vary based on the size of the business and number of representatives attending.

Please [see the event flyer](#) for further details.



ICT and Clean Technology Trade Mission to Serbia and Montenegro

U.S. Commercial Service

*October 31–November 4, 2022
Belgrade, Serbia and Podgorica, Montenegro*

ICT and Cleantech

[Register for this event](#) by September 15, 2022.

Businesses who join this mission will learn about key decision-makers, growing business opportunities, and strategies to navigate the Balkan markets. They will also be able to participate in a business event with public and private stakeholders. Please contact [Frantz Eyssalenne](#) or [Kenneth Haynes](#) with any questions regarding this event. The cost of registration will vary based on the size of the business and number of representatives attending.

Please [see the event page](#) for further details.



Aerospace and Defense Trade Mission to the Middle East

U.S. Commercial Service

*November 6–11, 2022
Tel Aviv, Israel; Riyadh, Saudi Arabia; and Manama, Bahrain*

Aerospace and Defense

[Register for this event](#) by September 1, 2022.

Aerospace and defense businesses who join this mission will learn about market priorities, policy and regulatory changes, and projects. They will also have access to customized B2B meetings and strategies to navigate the business climate in these markets. Please [contact Melissa Grosso](#) or [Fernando Jimenez](#) with any questions regarding this event. The cost of registration will vary based on the size of the business and number of representatives attending.

Please [see the event page](#) for further details.



U.S. Pavilion at Formnext 2022

U.S. Commercial Service

*November 15–18, 2022
Frankfurt, Germany*

Additive Manufacturing

[Register for this event.](#)

Focusing on smart manufacturing or "Industry 4.0", the U.S. Pavilion at Europe's leading Additive Manufacturing show offers excellent opportunities for exporters of innovative U.S. products and services. U.S. Pavilion exhibitors can select from a variety of ready-to-go packages with stand construction, graphics, and meeting areas. Please [contact Kirsten Hentschel](#) for more information. The cost of registration will vary based on the size of the business and number of representatives attending.

Please [see the event page](#) for further details.



CEO Program at MEDICA 2022

MEDICAlliance

*November 14–17, 2022
Dusseldorf, Germany*

Medical and Health

[Pre-register for this event](#) by October 7, 2022.

GO-Biz welcomes California businesses to pre-register for the Corporate Executive Office (CEO) Center Program at MEDICA 2022. This program offers a curated platform for participating companies seeking to promote their products and discover new opportunities for exports from a full-service office located on the show floor. GO-Biz is supporting a limited number of STEP-eligible California small businesses with up to \$4,000 in grant funds to attend this event in partnership with the U.S. Commercial Service. Companies that express interest in participation by filling out the pre-registration form will receive details on STEP eligibility and the next steps in the approval process for joining this program. Please note that funding will be awarded based on availability, so be sure to act quickly! Please [contact Jonathan Zeigler](#) for more information.

Please [see the event page](#) for further details.

Are you hosting an event that you would like to feature in this newsletter?
Please use our [Event Submission Form](#).

Training Opportunities & Informational Resources

Trade

[Resources & Tools on the GO-Biz Website](#) // A variety of helpful resources can be found on the GO-Biz website. This includes previous newsletters, forms for event promotion and delegation visits, and video sets that aim to assist businesses who are initiating or expanding their export activities.

[Trade Finance Guide: A Quick Reference for U.S. Exporters](#) // This resource from the U.S. Department of Commerce's International Trade Administration was designed to help small- and medium-sized enterprises enter and expand their businesses in global markets, while also overcoming common challenges to leverage export opportunities into actual sales. It covers the most commonly used trade finance techniques and U.S. government export finance programs in plain, easy-to-understand language. The 2022 version of the Guide contains two new chapters focused on post-pandemic business recovery and a series of short resource videos.

Investment

[Foreign Direct Investment in California, 2022 Report](#) // World Trade Center LA (WTCLA), in partnership with GO-Biz and Loyola Marymount University, just released the seventh annual report on FDI in California. See the report to learn more about FDI trends by source country, sector, and county.

[California Business Comeback Guide](#) // This comprehensive guide to incentive programs, grants, and funding resources for businesses operating in California was compiled by the Business Investment Services team (CalBIS).

Grant & Funding Opportunities

Trade

[Western US 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 on 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

[Berkeley SkyDeck](#) // This top global accelerator is accepting applications for its next cohort of startups from around the world. Those selected into the Cohort Program will receive a \$200,000 investment from the Berkeley SkyDeck Fund, access to 400+ exceptional advisors/mentors, and the opportunity to pitch to 750+ investors from Silicon Valley at SkyDeck's Demo Day. [Watch a recording of a recent informational webinar](#) to learn more. [Apply on the SkyDeck website](#) by August 31, 2022.

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.



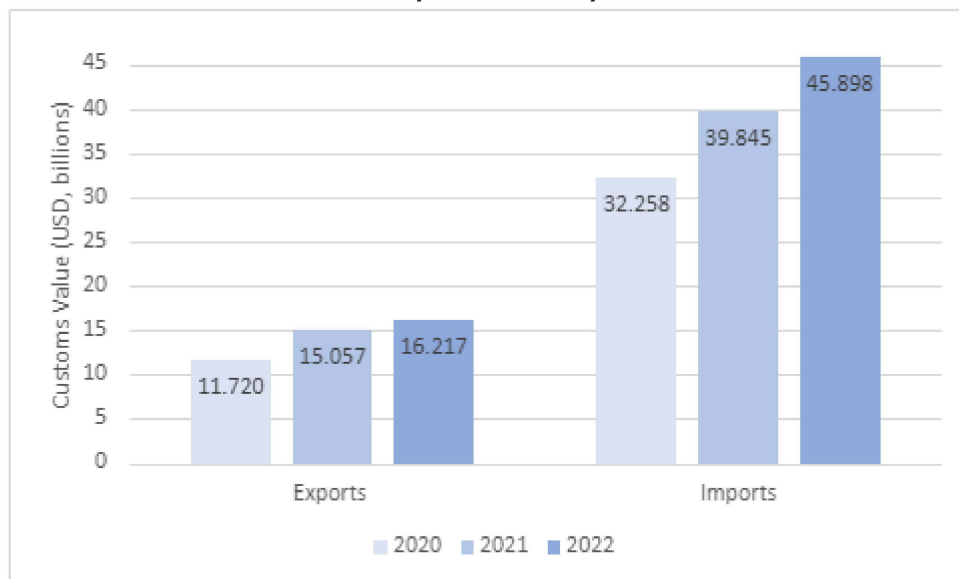
California's International Trade by the Numbers

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

Fast Facts: June 2022

- ~ California's top five export destinations were Mexico, Canada, China, Japan, and Korea.
- ~ California's share of U.S. exports decreased from 9.0 percent in May to 8.8 percent in June.
- ~ California was the state of destination for 16.0 percent of national imports in June, a slight decrease from 15.4 percent the previous month.
- ~ Year-over-year export and import volumes continued to increase, with exports increasing by 7.7 percent and imports by 15.1 percent compared to June 2021.

Monthly Economic Snapshot:
California Year-over-Year Exports and Imports for the Month of June



California Small Business Export Success Stories

Hundreds of California small businesses have successfully utilized the State Trade Expansion Program (STEP) to initiate or expand their export activities. Visit the link below to learn more!

Visit the [STEP success stories page](#) to see testimonials from California small businesses.

Do you have a California small business success story to share on our website, or in a future newsletter? If so, please share your success story for consideration:

Share a California small business export success story

Visit the [International Businesses in California success stories page](#) to see testimonials from foreign firms who have invested in 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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