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CALIFORNIA
GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT

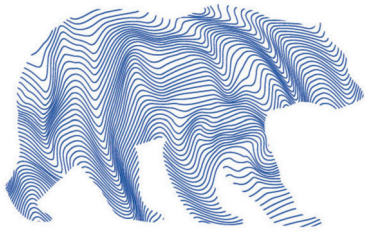
International Affairs and Trade

December 2025

Special Announcements

GO-Biz Contracting Opportunity

GO-Biz is seeking a request for proposal to deliver a comprehensive suite of services for the California delegation to SEMICON Taiwan 2026. Applications are due **December 12, 2025,** at 8:00 am PDT. Please see the full RFP for more information.



Unique Opportunity for Rural and Tribal Economic Development Organizations

Rural and tribal EDOs interested in attending the 2026 SelectUSA Investment Summit can apply for the Invest in Rural America Opportunity and the SelectUSA Rural EDO Designation. Neither initiative is affiliated with nor organized by GO-Biz. The deadline to apply is **December 29, 2025.** EDOs can apply here.

INVEST IN RURAL AMERICA

Apply to Join Us at the Following Events

Expo Manufactura

February 3-5, 2026
Monterrey, Mexico

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

GO-Biz invites California businesses with smart and sustainable manufacturing solutions interested in the Mexican market to join our pavilion to showcase their innovative tech. Apply today!

Mexico is a dynamic market for exporters, fueled by nearshoring trends, USMCA integration, and growing demand in advanced manufacturing, energy, infrastructure, and digital technologies.

Beauty World Saudi Arabia

May 18, 2026
Riyadh, Saudi Arabia

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

GO-Biz invites California small beauty or wellness businesses interested in exhibiting within the state pavilion to apply here.

Saudi Arabia is the largest beauty and personal-care market in the GCC, representing nearly half of the region's total spending and showing some of its fastest growth. With a young, trend-driven population and a strong appetite for premium, innovative, and clean beauty products, the Kingdom offers an ideal fit for California brands. Exhibiting at Beautyworld Saudi Arabia provides direct access to this high-value market and its rapidly expanding network of distributors, retailers, and industry buyers.

Asia Tech Singapore

May 20-22, 2026
Singapore

Event Contact: henan.li@gobiz.ca.gov

GO-Biz invites California small businesses in related tech sectors to join the California pavillion. Apply now!

Asia Tech x Singapore (ATxSG) is Asia's flagship technology event. It unites six industry-defining events under one roof: BroadcastAsia, CommunicAsia, SatelliteAsia, TechXLR8 Asia, The AI Summit Singapore, and the Start-Up Arena. Please see the event flyer for more information.

Farnborough Airshow

July 20-24, 2026
Farnborough, London, United Kingdom

Event Contact:
tricia.utterback@gobiz.ca.gov

GO-Biz invites California businesses interested in the aviation industry to participate in the Farnborough International Airshow in London, England — one of the most influential events in the industry. Companies apply on the STEP Portal. For economic development organizations interested in joining the California delegation, please contact Maria Onorato or Tricia Utterback for more information.

On the show floor, the industry's most prominent players — Boeing, Airbus, Lockheed Martin, Northrop Grumman, and Raytheon — stand alongside emerging innovators. This creates direct opportunities for California firms to connect with OEMs, primes, airlines, militaries, and space agencies actively seeking next-generation technologies and suppliers.

Beyond the business activity, the show draws senior officials and international delegations, giving companies the chance to strengthen relationships with U.S. government leaders while building new connections with foreign ministries of defense. Please see the **event flyer** for more information.

Paris Air Show

June 14-19, 2027
Paris, France

Event Contact:
tricia.utterback@gobiz.ca.gov

Join the California delegation at the Paris Air Show 2027—the world's premier aviation and defense event, where global buyers, primes, and government decision-makers converge. Apply today!

The Paris Air Show is the world's largest and most influential aerospace and defense event. For businesses, it offers unmatched opportunities to showcase technology, forge international partnerships, and gain visibility in a highly competitive global market. See the event flyer for more information.

STEP Export Trainings Are Here

GO-Biz is launching expert-led export trainings to help California small businesses enter high-potential global markets. Consider applying for the upcoming trainings:

Safety & Security in Canada

Safety & Security in Australia

Agriculture Tech in South Africa

GO-Biz is active in a wide range of events! Visit our **events page** to see where you can find us next and follow our **LinkedIn page** for highlights.

Upcoming Events From Our Partners

2026 FAST Advisory Program
Apply by January 10, 2026
Virtual and Bay Area

2026 WUSATA Pavilion at Gulfood
January 26-30, 2026
Dubai, UAE

SelectUSA Türkiye Roadshow
February 3-5, 2026
Istanbul, Kocaeli, Ankara, Türkiye

SelectUSA Mexico Roadshow
February 23-26, 2026
Mexico City, Monterrey, Guadalajara, Mexico

SelectUSA Czechia Conference
March 5, 2026
Prague, Cech Republic

The Best of the West
April 13-17, 2026
San Francisco, Fresno, LA, California

Ecomondo Mexico
April 14-16, 2026
Guadalajara, Mexico

Select USA Upcoming Events
Various Dates
Various Locations

Are you hosting an event you would like us to feature?
Reach out using the below event form!

Event Form

California Success Story

GO-Biz Leads Trade Mission to Poland and Ukraine

In November, GO-Biz led a delegation of seven California construction and clean energy companies to Warsaw, Poland, and Lviv, Ukraine. The delegation exhibited at the ReBuild Ukraine conference and met with government partners, project developers, and distributors in the region. The trade show brought together over 6,000 attendees, 762 exhibitors, and 23 national pavilions.

The trip highlighted clear opportunities for California firms in renewable energy, infrastructure modernization, resilient design, and technology collaboration. GO-Biz remains committed to supporting Ukraine's economic future and to ensuring California companies are part of its reconstruction. To learn more about GO-Biz's trip to Poland and Ukraine, click here.

*Visit the **International Businesses in California page** to learn more about the success stories of foreign businesses that have expanded to California. If you have a success story you'd like to submit for consideration, please share it using the form below.*

Submit Story

California's International Trade in October 2025

October Trade Data Unavailable

Due to the federal government shutdown, the U.S. Census Bureau has not released updated trade data. As a result, GO-Biz is unable to provide this month's update.

Latest Resources and Tools

Training Opportunities & Informational Resources - Trade

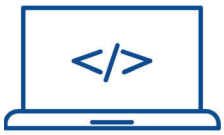
California Exporting Guide by the Export-Import Bank of the United States

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 details, opportunities, regulations, and customs prepared at U.S. Embassies worldwide by the U.S. Commerce Department, State Department, and other professionals.

Training Opportunities & Informational Resources - Investment



GO-Biz Regional Data Tool

GO-Biz's Regional Data Tool is an interactive web-mapping data tool containing up-to-date demographic, industry, business, education, consumer expenditure, and occupation data for the cities, counties, and economic regions across California. Partners can visualize and explore robust community data and maps to aid business recruitment and expansion.

Foreign Direct Investment in California, 2025 Report

World Trade Center LA (WTCLA), in partnership with GO-Biz and Loyola Marymount University, has released its tenth 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 cost savings 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 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) Fund Match 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.

A variety of helpful resources, including **past newsletters,** forms for event promotion and delegation visits and business export assistance are available on the **GO-Biz website**.

Stay connected to GO-Biz

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