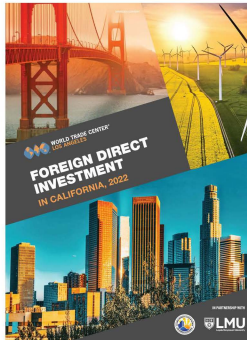




International Affairs and Trade July Newsletter

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



[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. Here are some key takeaways from this year's analysis:

- ~ Nearly 18,000 foreign-owned enterprises operate in California, employing 630,000+ residents who make over \$64.1 billion in wages.
- ~ Japan remains the top source of FDI in California, followed by the United Kingdom, France, Canada, and Switzerland.
- ~ Southern California is the top region in the state for FDI, with almost 11,000 foreign-owned enterprises located there.
- ~ The top sector for FDI by number of jobs is manufacturing, while the top sector by number of firms is retail trade.

[Read the full report](#) for more data and an in-depth analysis of these trends.



GO-Biz Concludes a Series of Events Focused on Attracting International Businesses to California

In June, the GO-Biz International Affairs and Trade Team organized and participated in a variety of events intended to showcase California as the ideal business destination:

- ~ A biotech tour of San Diego with a delegation from Taiwan, coordinated by GO-Biz in partnership with the U.S. Commercial Service in Taiwan.
- ~ The SelectLA Investment Summit in Los Angeles, at which

Director Dee Dee Myers delivered a keynote address on why international businesses choose California.

~ The SelectUSA Investment Summit in Washington, D.C., to which GO-Biz led a delegation of local economic developers from across the state.

~ The SelectSF Investment Summit in the Bay Area, at which GO-Biz staff spoke on a panel highlighting opportunities for biotech businesses.

For more details, [read the GO-Biz press release](#) and [watch Deputy Director of International Affairs and Trade Emily Desai's recent interview with Fox40 News](#).

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.

Upcoming Events from Our Partners



Renewable Energy Speaker Series: Advancing Collaboration between the U.S. and India

Confederation of Indian Industry (CII)

July 20, 2022 at 6 am

[Register for this event.](#)

This session will focus on a policy overview of the State of Andhra Pradesh, and discuss

priorities, opportunities, and new avenues for cooperation between the U.S. and India. It will cover issues such as policy reform, investment, technology solutions, and best practice—sharing from the United States to help Andhra Pradesh achieve its renewable energy goals.

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



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

*U.S. Commercial Service: Global Diversity Export Initiative (GDEI)
July 27, 2022 at 11 am*

[Register for this event.](#)

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



State of LA Business

LA Chamber of Commerce

*August 11, 2022 at 8:30 am–1:30 pm
CSU Dominguez Hills*

[Register for this event.](#)

State of LA Business is an annual conference which convenes the region's leading voices in business, policy, and academia to share insights on the state of business in the region. Participants will help develop the solutions to support a thriving business community and a healthy economy which benefits all. The cost of general admission is \$75 but LA Chamber of Commerce members can register for a reduced price of \$50.

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



SuperZoo

World Pet Association

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

[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.



Crafted Cider Outbound Trade Mission to Canada

WUSATA and USDA Foreign Agricultural Service

September 11–17, 2022

Calgary, Alberta and Montreal, Quebec

[Register for this event](#) by July 22, 2022.

The ciders, coolers, and "other" beverage category is experiencing a record sales increase compared to all other categories of alcoholic beverages in the Canadian market across all provinces and territories. Between 2020– 2021, Canadians bought \$1.8 billion worth of ciders and coolers, up over 40% from the previous fiscal year according to *Statistics Canada*. This event is a great opportunity for experienced exporters and new-to-market companies to explore the craft cider beverage market in Canada and to meet with buyers in person! This mission will include one-on-one meetings with qualified buyers such as importers, distributors, wholesalers, and retailers. U.S. participants will be able to gain a market overview of cider trends in the Canadian market, go on retail tours, site visits, and participate in market tastings. Please [contact Josh Eddy](#) with any questions regarding this event. The cost of participation is \$260 per company.

Please [see the event flyer](#) 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.

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



WUSATA Pavilion at Espacio Foods Trade Show

WUSATA and USDA Foreign Agricultural Service

*September 27–29, 2022
Santiago, Chile*

[Register for this event](#) by July 22, 2022.

The Espacio Foods trade show welcomes the participation of commercial delegations and embassies from more than 23 countries who will be looking for an assortment of new and exciting consumer-oriented food and service products. Participating businesses will be able to expand their sales to Chile, meet premier buyers from South America, learn about the latest regional trends in the food and beverage industry, access complimentary translation services, and book a booth within the USA Pavilion at a discounted rate. Please [contact Josh Eddy](#) with any questions regarding this event. The cost of participation is \$4,500–5,000 depending on the selected booth package.

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



Singapore Week of Innovation and Technology (SWITCH)

Enterprise Singapore

*October 25–28, 2022
Resorts World Convention Centre, Singapore*

[Register for this event](#) by July 22, 2022.

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.

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

[Export Nation: A Global Business Podcast](#) // This podcast presented by the U.S. Commercial Service's International Trade Administration provides informative and entertaining content highlighting U.S. export experts and trade-related news, successes, events, and insights. Listen for free on [Apple Podcasts](#) or [Spotify](#).

[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.

Investment

[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

[California Competes Tax Credit \(CCTC\) & Grant Program \(CCGP\)](#) // These tax credits and grants are available to businesses regardless of size, industry, or location. Businesses must create a minimum of 500 new full-time jobs, invest a minimum of \$10M in facility construction/renovation, and/or create jobs or make investments in an [area of high unemployment and/or high poverty](#) in order to be eligible. The current application period will open on July 25, 2022. There will be three informational webinars for interested businesses on [July 27](#), [August 4](#), and [August 9](#), 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: May 2022

- ~ California's top five export destinations were Mexico, Canada, China, Japan, and Korea.
- ~ California's share of U.S. exports decreased from 9.1 percent in April to 9.0 percent in May.
- ~ California was the state of destination for 15.4 percent of national imports in May, a slight decrease from 15.6 percent the previous month.
- ~ Year-over-year export and import volumes continued to increase, with exports increasing by 4.6 percent and imports by 13.6 percent compared to May 2021.

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



Featured Success Story



V I N F A S T

VinFast Opens Six Stores in California

"We are proud to drive the global EV revolution towards a sustainable future. This future officially takes its next step today in California and will soon expand across the U.S. and globally."

~ Madam Le Thi Thuy, Vingroup Vice Chairwoman and VinFast Global CEO

[VinFast](#), a multinational electric vehicle company headquartered in Singapore, announced just last week that it has opened six stores throughout California – its first locations in the U.S. These stores will showcase and sell VinFast's premium electric vehicles while allowing customers to directly experience the company's high-end customer service.

[Read the full announcement](#) for more information.

Visit the [International Businesses in California success stories page](#) to see more 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](#)

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](#)

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

Contact the GO-Biz Service Desk



Website



Twitter



Facebook



LinkedIn



YouTube

Copyright © 2022 California Governor's Office of Business and Economic Development, All rights reserved.

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

