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## International Affairs and Trade June Newsletter

Welcome to this month's newsletter from the International Affairs and Trade team at the California Governor's Office of Business and Economic Development (GO-Biz).

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### Special Announcements



**CalChamber Advocacy Op-Ed by Dee Dee Myers:**  
**["Extending CalCompetes is Key to Job Growth and State-Wide Investments"](#)**

GO-Biz Director Dee Dee Myers recently penned a CalChamber Advocacy op-ed that explains why state incentives like the CalCompetes Tax Credit and Grant programs – which received additional funding in Governor Gavin Newsom's revised budget proposal – will continue to play a key role in California's post-pandemic economic recovery.

[Read the full op-ed](#) and [share with your network](#).

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## Indian Roots, American Soil Survey 2022

In partnership with the Confederation of Indian Industry (CII), GO-Biz invites all California-based Indian-owned businesses to [participate in the Indian Roots, American Soil survey](#). The information requested in the survey will be used to assist in the development of a report that highlights the significant role that Indian-owned enterprises play in California and the United States, ultimately supporting a more holistic assessment of areas of opportunity to promote growth-oriented programs.

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## 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.



*U.S. Department of Commerce*

*October 17–21, 2022*

*Jakarta and Batam, Indonesia; Singapore; and Tokyo, Japan  
(optional)*

*Advanced Manufacturing*

[Register for this event](#) by June 26, 2022.

This trade mission will assist U.S. businesses in the advanced manufacturing sector to identify export opportunities in Indonesia, Singapore, and Japan. These markets present excellent opportunities for U.S. businesses because of their strength and projected growth in advanced manufacturing, as well as their strategic location in the Asia Pacific region. The event will include group interaction with government agencies and industry experts, promotional opportunities at the Industrial Transformation Asia–Pacific (ITAP) trade show, and customized one-on-one business appointments with pre-screened potential agents, distributors, partners, and buyers. Please [contact Eve Lerman](#) or [Dusan Marinkovic](#) with any questions regarding this event. Businesses who qualify for [STEP funding](#) may be eligible for funding to subsidize the cost of participation, depending on funding availability. Please [contact Henan Li](#) to learn more.

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

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## Upcoming Events from Our Partners



**2022 Select LA Investment Summit**

*World Trade Center LA and LA County EDC*

*June 22–23, 2022*

*Los Angeles*

[Register for this event.](#)

World Trade Center LA and the LA County Economic Development Corporation will be jointly hosting the 2022 Select LA Investment Summit, the region's only event focused on attracting and connecting international companies to the LA area. The 2022 event will focus on global sustainability with special emphasis on hydrogen, electric vehicles, climate infrastructure, and the circular economy. Select LA provides international and local businesses with a comprehensive understanding of the region's investment ecosystem with actionable insights

that can guide key business decisions. Through matchmaking technology and over four hours of networking, Select LA offers the perfect environment to create and foster new relationships that result in investment opportunities. There will be an array of opportunities to match international investors with local partners, such as table exhibits, one-on-one interactions, plenary panels, and breakout sessions led by local and international executives. Just as important as a connection is understanding the local processes and protocol to ensure successful transactions, which is why attendees will include state and local government officials in addition to private businesses. Summit Passes can be purchased by non-LAEDC members for \$349 – but attendees traveling from outside of the U.S. can register to attend for free!

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

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### **AmCham Business Summit 2022: U.S.–East Africa Trade and Investment Forum**

*American Chamber of Commerce – Kenya*

*June 28–30, 2022  
Nairobi, Kenya (or Virtual)*

*Health/Life Sciences, Technology/Digital Trade, Manufacturing,  
Infrastructure Development, Agribusiness, and Energy*

[Register for this event.](#)

This Summit aims to expand markets for American, Kenyan, Ugandan, Tanzanian, Rwandan, and Ethiopian businesses. The AmCham Summit Program will take place within the United Nations Complex, Gigiri and offers U.S. companies the following benefits: in-person or virtual matchmaking B2B meetings and facilitated B2G meetings; private one-on-one meetings to discuss business needs with private and public sector representatives; access to deal rooms, both in-person and virtual, to engage with buyers and sellers from across Kenya, East Africa, and the U.S.; and panel discussions and roundtable forums that will be accessible through live streaming and “on demand” for up to four weeks after the Summit. Please [contact George Tastard](#) or [Leone Mutoka](#) with any questions regarding this event. The fee for participation is \$250 (in-person) or \$210 (virtual).

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

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

*U.S. Commercial Service: Global Diversity Export Initiative (GDEI)*  
*June 29, 2022 at 11 am*

[Register for this event.](#)

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



## Webinar: Benefit from the Future of Online B2B Sales

*NADEC and IBT Online*  
*June 30, 2022 at 7 am*

[Register for this event.](#)

In this webinar, IBT Online has partnered with the National Association of District Export Councils (NADEC) to share their experience and expertise on how online business development tools – localized websites, e-commerce, and online marketing – can help you be found, be understood, and make it easier to do business within your target markets. Speakers include Jonathan Szucs, Vice Chair of the North Carolina DEC, as well as representatives from IBT Online. Even if you are unable to attend live, register using the link above and you will be sent a recording of the webinar after it takes place.

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



## 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.

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## 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.

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## 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 Yatsushashi](#) with any questions regarding this event. The cost of registration is \$645.

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](#).

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## 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).

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## 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.

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## 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.



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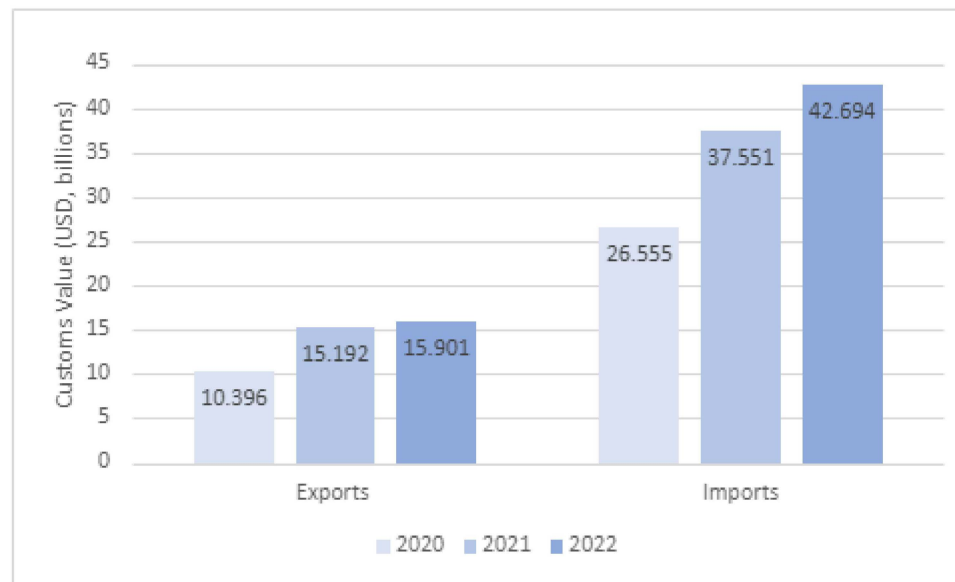
## California's International Trade by the Numbers

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

### Fast Facts: April 2022

- ~ California's top five export destinations were Mexico, Canada, China, Korea, and Taiwan.
- ~ California's share of national exports decreased from 9.4 percent in March to 9.1 percent in April.
- ~ California was the state of destination for 15.6 percent of national imports in April, a slight decrease from 15.9 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 April 2021.

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



### Featured Success Story



[Indie Campers](#) is a campervan rental company headquartered in Portugal. After becoming a leader in the RV rental market in Europe with operations in 15 countries, they decided to start their U.S. expansion. Given California's huge market for tourism and strong camping culture, they chose to start their footprint in Los Angeles. Since their launch in 2021, Indie Campers has opened 7 more locations across the U.S., including a second California branch in San Francisco.

Indie Campers' goal is to become the world's #1 road trip marketplace and improve the camping experience. They see challenges as opportunities and look forward to continuing to grow in California.

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

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## 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

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

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