



International Affairs and Trade May 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



Celebrating World Trade Week

The week of May 2–8, 2022 marked the 96th annual celebration of World Trade Week. To understand the importance of trade to the California economy, here is a list of facts from [Business Roundtable's most recent report on Trade and American Jobs](#):

- ~ 5 million California jobs – more than 1 in 5 – depend on trade.
- ~ Between 1992 and 2019, California's share of jobs tied to trade increased by 95 percent; trade-related employment grew four times faster than total employment during that period.
- ~ Of California's over 68,000 exporters, 95 percent are small- and medium-sized businesses with fewer than 500 workers.
- ~ California is the top state exporter in 26 industries, including industrial machinery (\$10.9 billion), fruits and tree nuts (\$10.5 billion), and pharmaceuticals and medicines (\$9.5 billion).
- ~ Customers in 225 countries and territories buy California-made goods and services, and 96 percent of the global population and 75 percent of all purchasing power is located outside of the United States.



Confederation of
Indian Industry

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.



City of Lancaster Signs Agreement to Formalize Partnership with Global Hydrogen Leader Choshu Industries

On May 9, 2022 the City of Lancaster announced its partnership with Choshu Industries Corporation of America, a Yamaguchi, Japan-based global leader in R&D, solar energy power stations, environmental equipment, semiconductors, and hydrogen technology and power solutions. The partnership will initially seek to integrate Choshu's "SHiPS," a containerized hydrogen production and refueling station system, and "MizTomo," a stationary fuel cell power system, into the City's Green Energy Microgrid (GEM) system.

"Since the City of Lancaster announced its goal to become the first Hydrogen City in the United States, we have made steady progress and today marks the next phase of our vision," said Lancaster Mayor R. Rex Parris. "We are excited to partner with Choshu Industries on our GEM system, which will add a hydrogen backbone to the system's solar and battery capabilities, all driven by Choshu's advanced artificial intelligence."

Read more about the agreement in an [article from PR Newswire](#).

Upcoming Events Organized or Supported by GO-Biz



Enlit Africa 2022

U.S. Commercial Service and Power Africa

June 7-9, 2022

Cape Town, South Africa

Energy and Water Technology

[Register for this event](#) by May 30, 2022.

The U.S. Commercial Service is partnering with Power Africa to recruit U.S. energy and water technology companies, along with international buying delegations from Sub-Saharan Africa, to attend Enlit Africa 2022. Formerly PowerGen Africa – African Utility Week, Enlit Africa 2022 is the leading conference and trade exhibition for African power, energy, and water professionals. The Corporate Executive Office (CEO) Program is available to qualified US businesses that are seeking to enter or expand their share of the Sub-Saharan Africa energy market. It offers a unique, cost-effective way for these businesses to attend the show and benefit from pre-scheduled meetings and other value-added support services. Please [contact Jonathan Zeigler](#) with any questions regarding this event. Participation costs are subsidized for California businesses who qualify for STEP funding.

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



LGBTQ+ U.S.–Mexico Travel and Tourism Forum

U.S. Commercial Service, Brand USA, NGLCC, and IGLTA

*June 22–23, 2022
Mexico
Travel and Tourism*

[Register for this event](#) by May 31, 2022.

The U.S. Commercial Service is partnering with Brand USA, the National LGBT Chamber of Commerce (NGLCC), and the International LGBTQ+ Travel Association (IGLTA) to organize this virtual event that will promote inclusion, economic development, and travel to the U.S. Travel and tourism represent one of the top service exports for both the U.S. and Mexico, and its benefits reach a wide array of industries and subsectors. Additionally, multiple studies show that LGBTQ+ individuals are often considered strongly entrepreneurial, own businesses, and dedicate a significant amount of resources to leisure activities such as tourism. This forum represents an unparalleled opportunity to support post-pandemic economic recovery and promote the development of minority communities within the United States and Mexico. Please [contact Diana Dominguez](#) with any questions regarding this event. Participation is FREE for California tourism authorities and small businesses, but spaces are limited and available on a first-come, first-served basis.

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



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



Resilient Workplace Webinar

*DRB Toolkit, Cal OES, and FEMA
May 25, 2022 at 10 am*

[Register for this event.](#)

Disaster Resistant Business (DRB) Toolkit, the California Governor's Office of Emergency Services (Cal OES), and the Federal Emergency Management Agency (FEMA) have teamed up to provide this free webinar that will teach you how to reduce potential disaster losses for your business, keep your doors open when disasters strike, and prioritize your operations to make better strategic decisions post-disaster. Participants will learn to use the easy, interactive, step-by-step toolkit and new mobile tool to ensure that their businesses can survive and thrive through any interruptions – no experience necessary. Invite your team to plan your resilience together! Please [contact DRB Toolkit](#) with any questions regarding this event.

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



Webinar: Showcasing the International Success of Asian and Pacific Islander-Owned and Led Businesses

*U.S. Commercial Service: Global Diversity Export Initiative (GDEI)
May 25, 2022 at 11 am*

[Register for this event.](#)

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

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



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 \$299 until May 23, 2022, after which the price will increase to \$349 – but attendees traveling from outside of the U.S. can register to attend for free!

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



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.



Virtual Cooking Demonstration and Recipe Development – Mexico

USDA, WUSATA, and CDFA

*June–November 2022
Food and Agriculture*

[Register for this event](#) by May 27, 2022

The Western U.S. Agricultural Trade Association (WUSATA), in partnership with the USDA's Foreign Agricultural Service and the California Department of Food and Agriculture (CDFA), is working with a small group of select chefs in Mexico who each have 4,000–45,000 followers. Businesses who participate in this event will be paired with the chef best fit for the market, after which the selected chef will work to develop a recipe with their product and conduct a virtual cooking demonstration for online followers. Once a chef has completed a social media post and

cooking demonstration, WUSATA's in-market representative will conduct social media advertising on select online platforms to boost the reach of each post. In addition to the virtual demonstration and social media campaign, WUSATA will also create a digital recipe book of the developed recipes, complete with high-resolution pictures and product information, to promote via social media and include in future promotional outreach events. Following the conclusion of the program in November/December 2022, participants will receive a 1–2 page summary of social media results, an online copy of the cooking video, and a link to the digital recipe book. Please [contact Josh Eddy](#) with any questions regarding this opportunity. The fee for participation is \$150 USD, but eligible businesses may receive partial reimbursement via the [WUSATA FundMatch program](#) (see below).

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](#) by May 31, 2022 to receive a discount on your registration fee.

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 Yatsunami](#) with any questions regarding this event. The registration fee is \$495 through May 31, 2022, after which it will increase to \$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](#).

Training Opportunities & Informational Resources

Trade

[Business Resource Guide: Showcasing the International Success of Arab and Middle Eastern–Owned and Led Businesses](#) // This guide compiled by the U.S. Commercial Service as part of its Global Diversity Export Initiative (GDEI) provides information on the panelists from their April webinar for Arab and Middle Eastern–owned and led businesses, as well as an overview of the

federal, state, and local resources available to all small business exporters.

[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.

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: March 2022

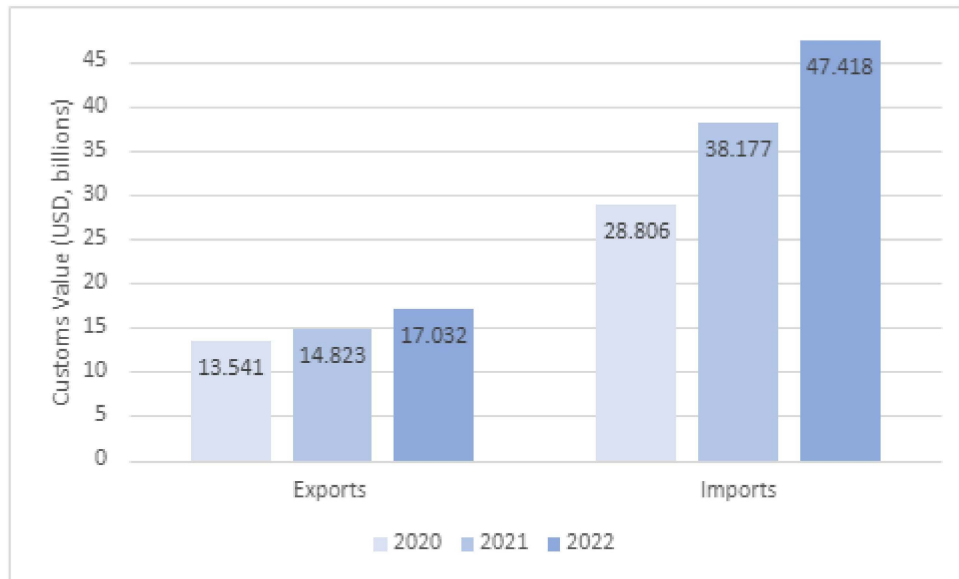
- ~ The top five export destinations for California were Mexico, Canada, China, Korea, and Taiwan.
- ~ California's share of national exports dropped slightly, from 9.7 percent in February to 9.4 percent in March, but still remained higher than the 9.3 percent recorded in January. This

also represented a decrease in the state's year-over-year share of national exports, which was 9.7 percent in March 2021.

~ California was the state of destination for 15.9 percent of national imports in March 2022, an decrease from 16.9 percent the previous month.

~ Year-over-year export and import volumes continued to rise, with exports increasing by 14.9 percent and imports by 24.2 percent compared to March 2021. However, [Christopher Thornberg of Beacon Economics](#) cautions that while these numbers "reflect recovery in global trade, they also reflect the global inflation we're seeing."

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



Featured Success Story



"HII thanks California STEP and the U.S. Commercial Service for continuing to support small businesses like HII to achieve export sales."

~ K.C. Tan, Sales and Marketing Director

[Hydraulics International, Inc. \(HII\)](#) has been in business in Los Angeles, California since 1976, providing aviation ground support equipment for U.S. military and commercial aircraft globally.

They utilized California State Trade Expansion Program (STEP) funding to exhibit at both the 2020 and 2022 Singapore Airshows and have established multiple sales agreements and developed new sales opportunities through their participation.

HII has been participating in the Singapore Airshow since 2014. During the 2020 event, even with the uncertainty of an in-person trade show affected by the COVID-19 pandemic, HII still achieved successful sales, including two sales agreements secured in Singapore worth a total of over \$1 million, two sales agreements in Indonesia worth a total of \$618,000, and one sales agreement in South Korea worth \$70,000.

During the 2022 Singapore Airshow, HII established a new sales agreement in Singapore worth \$658,000, generated multiple new sales leads, and anticipate future export sales valued at \$2 million.


Visit the [STEP success stories page](#) to see more 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](#)

Foreign Direct Investment (FDI) Success Stories


Visit our new resource showcasing international businesses! This tool can be used to [view profiles and testimonials from foreign firms who have invested in California](#).





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International Businesses in California

The business success stories and testimonials listed on this website are based on the information provided by the participating international or internationally affiliated companies that have invested in California. These success stories highlight why companies choose California to launch, grow, or expand their businesses. Inclusion of a company story and testimonial does not constitute an endorsement of the company or its products, services, or technology by GO-Biz or the State of California. GO-Biz advises anyone considering doing business or entering into a contractual relationship with any listed company to first conduct appropriate due diligence. For any inquiries, including suggested edits, please contact GO-Biz International Affairs and Trade team.

 If you would like to share your business investment success story and to be considered to be posted on the website, please [complete this form](#).

Search for Success Stories: [By Country or Region](#)  [By Industry](#) 

Do you have an international business success story to share on our website? If so, please share your success story for consideration:

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