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CALIFORNIA
GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT

International Affairs and Trade

November 2026

Special Announcements

Governor Newsom launches new campaign to help consumers identify California-made products

"Made in California" is a new statewide labeling and marketing program to empower California manufacturers to capitalize on the state's global reputation for quality. Manufacturers can add the valuable "Made in California" label to their products as long as they are substantially made in the Golden State. Interested manufacturers can apply for the program here.

Apply now for the California Delegation to SelectUSA 2027

GO-Biz is leading a delegation of local economic development leaders and innovation partners to the 2027 SelectUSA Investment Summit in Washington, D.C.

The Summit is the highest profile event in the U.S. to facilitate business investment by connecting thousands of international companies with EDO's.

The deadline to apply for the California Delegation is **December 4, 2026** — apply here. Contact david.pasquini@gobiz.ca.gov with any questions.

GO-Biz STEP Export Voucher Program

GO-Biz is now accepting applications for the STEP Export Voucher Program. Eligible California small businesses can apply for reimbursement of up to 75% of pre-approved, eligible export promotion expenses. The current application window is open for export promotion activities taking place **July 20, 2026, through December 31, 2026**.

To learn more about eligibility requirements and apply, visit the GO-Biz STEP website or contact STEP@gobiz.ca.gov.

Export Training for California Business-Serving Organizations (Limited Availability)

GO-Biz is accepting applications for Export Assistance Training for California Business-Serving Organizations. This initiative is designed to strengthen the capacity of technical assistance providers supporting California's small business community through nationally recognized Certified Global Business Professional (CGBP) training.

Eligible Business-Serving Organizations are encouraged to apply here. For questions, contact Mariana.Guevara@gobiz.ca.gov.

Apply to Join Us at the Following Events



Expo Manufactura

February 23-25, 2027
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 the California pavilion to showcase their innovative tech. Apply today!

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



Avalon Airshow

February 23-28, 2027
Geelong, Australia

Event Contact:
Diana.Dominguez@gobiz.ca.gov

GO-Biz invites California small businesses interested in the Australian aerospace, aviation, maritime, defense, and security market segments to exhibit at our state pavilion. Apply here.

The AVALON 2027 Australian International Airshow and Aerospace & Defense Exposition is a global business, defense, and public event, attracting senior civil aviation, aerospace, and defense industry, military, and government decision-makers from around the world.



DSEI Germany

March 9-12, 2027
Hannover, Germany

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

GO-Biz invites California small businesses in the defense and security industry to exhibit within the state pavilion. Submit an application today. Apply here.

DSEI Germany is the inaugural German edition of the world's leading defense and security exhibition series. The event connects European governments, military leadership, and industry across Air & Space, Land, Naval, and Cyber & Information sectors, offering direct access to key decision-makers including the German Ministry of Defense and Bundeswehr. See the event flyer for more information.



South Korea Healthcare Trade Mission

March 15-19, 2027
Seoul, South Korea

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

GO-Biz invites California-based healthcare, biotech, and life science companies and economic development organizations interested in the South Korea market to join our upcoming trade mission. Apply here.

The South Korea Healthcare Trade Mission is anchored around the Korea International Medical & Hospital Equipment Show (KIMES), Asia's largest medical show. This mission offers California exporters an unprecedented opportunity to enter a fast-growing Korean biotech sector, which is expected to nearly double in size by 2029. In addition, economic developers can meet with Korean businesses interested in expanding into California. See the event flyer for more information.



NAMPO Trade Show

May 12-15, 2027
Bothaville, South Africa

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

GO-Biz invites six California small businesses in the agricultural industry to join the NAMPO Trade Show, the largest agricultural exhibition in the Southern Hemisphere. Apply today!

With more than 850 exhibitors and over 86,000 visitors in 2024, NAMPO serves as a premier global platform connecting producers, agribusinesses, and the full agricultural value chain. The show offers unparalleled exposure to cutting-edge farming technologies, equipment, and services across a wide spectrum of the agriculture industry. See the event flyer for more information.



Sial Food Show Trade Mission

May 17-21, 2027
Shanghai, China

Event Contact: Henan.Li@gobiz.ca.gov

GO-Biz invites up to eight California food and beverage companies to join the 2027 California Sial Shanghai Trade Mission, anchored by the Sial Food Show, Asia's premium food and beverage trade fair. Apply today!

The trade mission will include an in-country briefing, targeted B2B meetings, exhibition under the California pavilion at Sial Shanghai, and a networking event where participating companies can pitch their products to potential buyers, customers, and distribution partners. See the event flyer for more information.



Paris Air Show

June 14-19, 2027
Paris, France

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

GO-Biz invites up to twenty California small businesses in the aerospace and defense industry to exhibit within the state pavilion. Apply today!

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

Register Now: STEP Export Training Program

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



[Asia B2B Export Acceleration Program]



[California Beauty Brand Accelerator: Australia and India]



[NATO Procurement & ITAR Training Program]



[Medical Device Export Accelerator]

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

SELECT USA

2027 SelectUSA Brazil Roadshow

January 14 - January 29

Registration closes: December 1, 2026

Caxias do Sul, São Paulo, Campinas, Joinville

U.S. Embassy Webinar: Singapore Maritime Security

Wednesday, November 18, 2026

Online

CalAgX+ Advanced Export Accelerator Training Program

September 9 - December 11, 2026

Hybrid

Yuba City, Modesto, Fresno, Bakersfield, CA

Apply Now for WUSATA FundMatch

Applications are reviewed on a rolling basis

Get Your Certificate of Origin Online

Applications are reviewed on a rolling basis

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

Event Form

California Success Story



ANELLO Photonics Builds European Connections at MSPO with GO-Biz Support

Santa Clara-based ANELLO Photonics showcased its GPS-denied navigation solutions at the 34th International Defence Industry Exhibition (MSPO) 2026, held September 8–11 in Kielce, Poland.

ANELLO's patented Silicon Photonic Optical Gyroscope (SiPhOG™) powers compact, high-performance inertial navigation systems for land, air, and sea. These systems help autonomous and crewed platforms navigate when GPS signals are unavailable, jammed, or compromised. The exhibition offered direct exposure to Poland's defense market and opportunities across Europe, helping ANELLO connect its California-developed technology with regional needs.

"MSPO gave us a valuable opportunity to meet potential European partners and discuss a critical challenge: reliable navigation when GPS cannot be trusted," said Dr. Mario Paniccia, CEO of ANELLO Photonics. "GO-Biz's support helped us reach an important international audience and build relationships to support our European growth."

Participation in the California Pavilion gave ANELLO a platform to demonstrate its capabilities and explore future business opportunities. Its experience highlights how

California's trade programs help innovative companies enter overseas markets and build connections for export growth.

Learn more at anellophotonics.com.

*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 September 2026

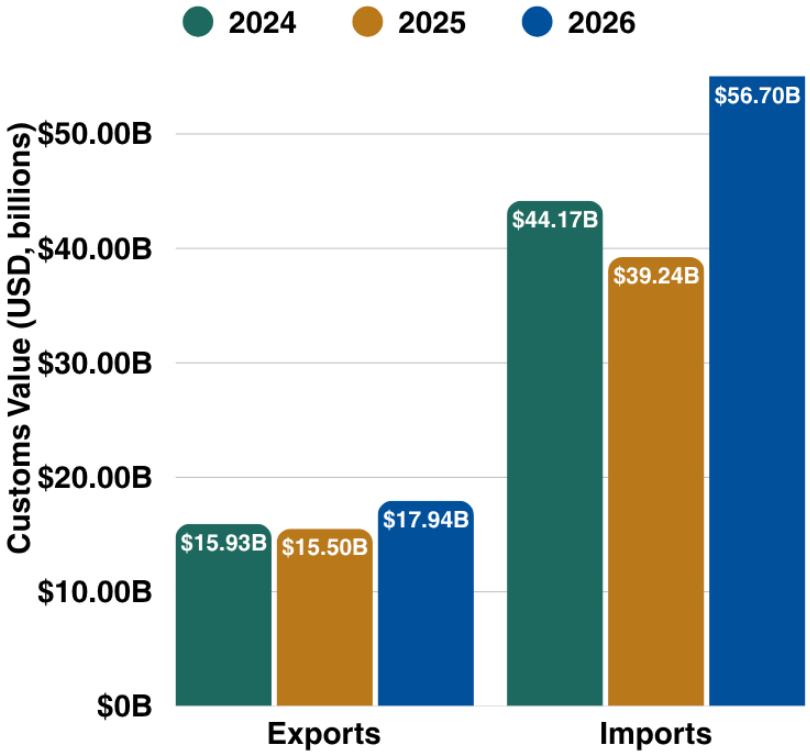
Top 5 California Export Markets		
Country	**Exports (USD, billions)**	**YoY Change**
Mexico	$3.36	1.27%
Canada	$1.57	27.52%
Taiwan	$1.17	16.00%
Netherlands	$0.64	27.37%
China	$0.92	23.57%

Source: U.S. Census Bureau

Top 5 California Import Markets		
Country	**Imports (USD, billions)**	**YoY Change**
Vietnam	$9.23	75.72%
China	$8.46	53.75%
Taiwan	$6.82	53.17%
South Korea	$6.30	147.35%
Mexico	$5.62	9.09%

Source: U.S. Census Bureau

Source: U.S. Census Bureau



Latest Resources and Tools

Immigration Resources

Digital Immigration Resources Guide for Employers

GO-Biz has created a trusted digital guide to help employers understand their responsibilities, prepare their businesses, and support their workforces. It includes practical tools, training, and fact sheets.

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.



Export Documentation Services

California exporters can access export documentation support through the World Trade Center Northern California, including Certificates of Origin, Certificates of Free Sale, GMP Certificates, and Apostille and legalization services. Services are available through an online application process.

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, 2026 Report

World Trade Center LA (WTCLA), in partnership with GO-Biz and Loyola Marymount University, has released its eleventh 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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