

MINORITY BUSINESS FOCUSED TRADE MISSION TO ITALY, SPAIN, AND PORTUGAL

California small businesses who participate in this event - which is specifically designed to target the export assistance needs of minority businesses - will have the opportunity to access the Southwestern European regional market and increase exports to the European Union (EU) by connecting with pre-screened business prospects!

- May 15-17: Milan, Italy
- May 17-19: Madrid, Spain
- May 19-21: Lisbon, Portugal



Up to \$3,000 available to support participation for 10 STEP-eligible California small businesses



Registration deadline is March 25, 2022



Register at: www.californiaexport.org/register

Have questions about STEP & ICEP Eligibility? [Click here for assistance](#)

Key Opportunity Sectors

- Information and Communication Technology (ICT)
 - Cybersecurity
 - Smart City Solutions
 - Artificial Intelligence (AI)
 - Cloud Computing
- Energy
- Environmental Technology
- Safety and Security Technology

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Benefits of Participation

Over the course of this one-week trade mission, participants will benefit from the guidance and insights of the International Trade Administration's (ITA) commercial teams working in these markets. They will also have opportunities to network with U.S. companies already doing business in the region and conduct customized, one-on-one business appointments with pre-screened prospective buyers, agents, distributors, and joint venture partners, as well as with local government officials and industry leaders, where applicable.

Market Insights

Italy, Spain, and Portugal together represent approximately 23 percent of Europe's total GDP, amounting to over \$3.1 trillion and a population of over 117 million. In 2020, U.S. exports to these markets reached over \$34.4 billion.

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