



November GO-Biz International Newsletter

Dear Economic Development Partner,

We'd like you to join this month's GO-Biz international monthly call where we will address international trade shows and opportunities they present for businesses to connect with foreign buyers. [Register](#) Today!

Topic: Connecting with foreign buyers at overseas tradeshow
Date: Friday, November 22, 2019
Time: 2:30 PM PST
Call Details: (877) 402-9753 Passcode: 9557166 #
Register: [HERE](#)
Questions: Contact Diana.Dominguez@gobiz.ca.gov

Why Join the Call: Join GO-Biz and special guests Jeff Williamson, Program Director for our [California State Trade Expansion Program](#) and Josh Eddy, Director for International Affairs at the California Department of Food and Agriculture and California State Marketing Officer for the [Western U.S. Agricultural Trade Association](#) and a number of STEP program partners. Together we will discuss the opportunities and complexities that companies face when exhibiting in foreign trade shows and the various resource programs available that can help maximize marketing efforts. This is a great opportunity to engage with resource partners across the state and to identify upcoming tradeshow opportunities that you can bring back to businesses in your locality!

INBOUND & OUTBOUND TRADE PROMOTION OPPORTUNITIES FOR CALIFORNIA BUSINESSES

The following activities and trade leads provide a strong platform for California companies to engage in trade promotion! Please share these opportunities with businesses interested in expanding their sales markets!



WUSATA Europe Dried Fruit and Nuts Inbound Buying Mission

December 12-13, 2019 | Sacramento, CA

Click [HERE](#) to register today!

Europe is the world's largest import market for agricultural commodities and food. The EU is a net importer of most dried fruits and nuts. The market for these products is sustained by the thriving bakery, breakfast cereal, snack and natural product industries in the EU. Register today to showcase your products and meet one-on-one with pre-qualified buyers!



WUSATA Korea Dried Fruit and Nuts Inbound Mission

December 12-13, 2019

Click [HERE](#) to register today!

Korea is the 6th largest U.S. export economy with \$5.7 billion in imports in 2017. The U.S. remains Korea's top supplier of agricultural products and continues to see solid export growth in the consumer oriented industry. Register today to showcase your products and meet one-on-one with pre-qualified buyers!



STEP: ARAB HEALTH 2020

JANUARY 27-30, 2020 | DUBAI, UNITED ARAB EMERATES

EMAIL CINDY.MA@TRADE.GOV TO JOIN

UAE is among the top 25 export markets for California and creation of a world class healthcare infrastructure is top priority for the UAE government. As part of the California STEP program, the Sacramento CITD is organizing a California Pavilion at Arab Health 2020. California biomedical companies have the opportunity exhibit and meet potential customers, importers, and distributors of medical products.



STEP: SINGAPORE AIRSHOW 2020

February 11-16, 2020 – Singapore

[REGISTER TODAY](#)

The Singapore Airshow is Asia's largest aerospace and defense event! Every two years, high-level government and military delegations, as well as senior corporate executives around the world attend the Singapore Airshow to forge partnerships and seal deals in this region. As Asia's largest Airshow, this is the place to be for leading aerospace companies and budding players eager to make their mark in the international aerospace and defense market! Register to join the California Pavilion. For more information on the benefits of participating within our Pavilion, visit our [website](#) and contact Jason Sproule today!



STEP: COSMOPROF BOLOGNA 2020
MARCH 12-15, 2020 | BOLOGNA, ITALY
EMAIL KIMBERLY@CALTRADEALLIANCE.ORG TO JOIN

The Cosmoprof Worldwide Bologna show is the largest and most important beauty trade show in the world. For the past 52 years it has emerged as the premier destination for brands and distribution buyers to converge. Meet over 265,000 buyers, investors, distributors, and media from around the globe that gather at Cosmoprof Worldwide Bologna to build partnerships, participate in the community, and grow their businesses. For more information and to join the California Pavilion at the show, click [here](#) and contact Kimberly!



**DISCOVER BUSINESS OPPORTUNITIES IN THE
INDO-PACIFIC REGION**
**APRIL 20-27, 2020 | HONG KONG, JAPAN, SOUTH
KOREA, THAILAND, VIETNAM**
FOR MORE INFO & TO REGISTER CLICK [HERE](#)

The 2020 U.S. Commercial Service Trade Winds program includes an Indo-Pacific focused business development forum in Hong Kong which includes pre-arranged consultations with U.S. Diplomats representing commercial markets throughout the region. Grow your international sales through meetings with pre-screened potential buyers, agents, distributors and joint-venture partners! Click [HERE](#) for more information and to register!

Looking for more international opportunities?

Please visit the California Chamber of Commerce International events calendar!
[Link to website](#)