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International Affairs and Trade November 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



California STEP Funding Opportunities

The California STEP Program is now fully overseen and administered exclusively by the GO-Biz International Affairs and Trade team. With additional grant funding from SBA, GO-Biz is able to work alongside federal, state, private, and non-profit organizations to provide export promotion support to California small businesses!

Visit our new [California STEP website](#) today.

GO-Biz will provide free training webinars to guide STEP eligible California small businesses through the California STEP applicant process, which includes an orientation of the new STEP grant portal and instructional materials to help guide successful applications. Current schedule of webinars include:

- November 17, 2022, at 9:00 AM
- December 1, 2022, at 9:00 AM

Please see the [webinar registration page](#) for further details

Upcoming Events Organized or Supported by GO-Biz



Arab Health

Date: January 30 – February 2, 2023

Location: Dubai World Trade Center

[Registration link](#) (Select "STEP Event" for application type)

STEP Registration Deadline: December 2, 2022

Contact for the event: jodim@kallman.com

Contact for the STEP program: diana.dominguez@gobiz.ca.gov

The California Governor's Office of Business and Economic Development (GO-Biz) is supporting up to seven (7) California small businesses with \$4,000 each in funding to participate in Arab Health. Arab Health brings together key stakeholders to collaborate and make healthcare a more sustainable, positive impact industry. Discover the way forward through sustainable and innovative solutions that will disrupt existing models, revolutionizing healthcare for future generations.

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



Avalon 2023 California Pavilion

Date: February 28 – March 5, 2023

Location: Avalon Airport, Geelong, Victoria, Australia

[Registration link](#) (Select "STEP Event" for application type)

STEP Registration Deadline: December 16, 2022

Contact STEP program/California Pavilion:

Diana.Dominguez@gobiz.ca.gov

Contact Australia Market Intelligence: Jason.Sproule@trade.gov

Contact Exhibitor Registration: MikeP@kallman.com

Join the California Pavilion at Avalon 2023! The California Governor's Office of Business and Economic Development (GO-Biz) invites interested California small businesses to exhibit under the California Pavilion within the USA Pavilion at Avalon 2023. California small businesses that qualify for STEP funding are eligible to participate at a significantly reduced cost. Avalon 2023 provides significant sales opportunities for California businesses seeking to enter the Australian aerospace and defense market. It is supported by the Australian Defense Force, the Royal Australian Air Force, and the Defense Material Organization of the Department of Defense.

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



2023 Japan Trade Mission & World Smart Energy Week

Date: March 11–18, 2023

Location: Tokyo and Osaka (Optional), Japan

[Registration link](#) (waitlist)

Registration Deadline: Dec. 15th, 2022

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

The Governor's Office of Business and Economic Development is planning an in-person clean

energy trade mission to Japan from March 11–18, 2023. The trade mission will be co-led by California Lt. Governor Eleni Kounalakis and GO-Biz Director Dee Dee Myers and will anchor the World Smart Energy Week trade show in Tokyo. The organizers are recruiting a business delegation of 30–35 representatives, including 8 SMEs to join the California pavilion as co-exhibitors at [World Smart Energy Week Tokyo](#). This pavilion will be subsidized by California STEP program for eligible small businesses. Approved and eligible SMEs will have the opportunity to promote their products and services to the Japanese market at the trade show. CA pavilion space is limited to 8 small businesses and will be available on a first-come, first-served basis.

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



Trade Winds ASEAN

Date: March 13–15, 2023

Location: Bangkok, Thailand (Mission stop options: Singapore, Philippines, Vietnam, Indonesia, Malaysia)

[Registration link](#) (Select "STEP Event" for application type)

STEP Registration Deadline: January 1, 2023

Contact for the Trade Mission: Jim.Mayfield@trade.gov

Contact for the STEP program: henan.li@gobiz.ca.gov

Access ASEAN: Exploring Business Opportunities in Southeast Asia and Beyond. Join this mission in Bangkok, Thailand for the largest U.S. government-led trade mission and business development forum. Organized by the U.S. Commercial Service, Trade Winds will feature meetings with U.S. commercial diplomats from over 20 countries in Southeast Asia and surrounding markets, exciting conference programming, and plenty of networking. Qualified U.S. businesses may customize their experience with optional business-to-business matchmaking meetings with pre-screened buyers, agents, distributors, or joint-venture partners in the land as well as Singapore, Philippines, Vietnam, Indonesia, and Malaysia. California STEP program will support up to 10 STEP-eligible small businesses to participate in this trade mission. Pre-registration with U.S. Commercial Service and passed U.S. Commercial Service vetting is required.

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

Upcoming Events from Our Partners



Webinar: "From Local to Global" Native American Heritage Month Event

*U.S. Commercial Service: Global Diversity Export Initiative (GDEI)
November 30, 2022 at 11 am*

[Register for this event.](#)

In celebration of Native American Heritage Month, join the U.S. Commercial Service for the tenth and final session in their "From Local to Global: Celebrating Diversity" event series, as they

feature a dynamic panel of Native American founders and leaders from Southern California-based companies, who will share how they have successfully grown their businesses and developed internationally.

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



2022 Mexico & Latin America New-to-Market Survey/Taste Test

WUSATA
November 7 - December 31, 2022

[Register for this event.](#)

WUSATA's Mexico & Latin America New-to-Market Survey/Taste Test project will allow you to send up to (2) SKUs in-market to be sampled, and feedback will be offered in a final individualized report for your company. Benefits of Participation:

- Access information from top importers from Mexico and Latin America on how your product may perform in market.
- Receive a detailed report with feedback on your specific product as well as the category.
- Work closely with Imalinx, WUSATA's In-Market Contractor, to maximize survey and market development opportunities.
- Reimbursed Shipping Costs

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



EXIM Annual Conference 2022

Export-Import Bank of the United States (EXIM)

December 13, 2022
Omni Shoreham Hotel, Washington, D.C. and Virtual

[Register for this event](#) by November 16, 2022 for an early bird registration discount.

This year's EXIM Annual Conference will be held in a hybrid format with the theme of "A Brighter Future Through Exporting." It will feature speeches and panel discussions with leaders in business, finance, government, policy, and media as well as one-on-one consultation opportunities for small business owners, with a special focus on minority- and women-owned businesses. The conference will also highlight the importance of U.S. manufacturing, supply chains, the global energy transition, and economic security through exports, and it will emphasize how public-private partnerships can fuel economic growth and commercial trade. The cost of registration will vary based on the size of the business and whether they plan to attend in person or virtually.

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



2022 WUSATA Pavilion at Mexican Healthy Products Summit

WUSATA
January 25 – 29, 2023

[Register for this event.](#)

The Mexican Healthy Products Summit is an invitation-only, business-to-business trade show and conference linking healthy products suppliers with key retail buyers and distributors. If you want to begin selling your products in Mexico or start selling more products in Mexico, The Mexican Healthy Products Summit provides you with exclusive access to the Right People. Benefits of Participation:

- Feature your products in WUSATA's Pavilion at Mexico's largest healthy and organic food trade show.
- 8 confirmed one-on-one meetings with potential Mexican buyers, importers, and industry experts
- An individual booth per company and access to all events of the show
- Access to all buyers all weekend

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

Are you hosting an event that you would like to feature in this newsletter?
Please use our [Event Submission Form](#).

Spotlight on Innovation

The University of California Riverside's [UCR EPIC International Incubator](#) helps international entrepreneurs enter the U.S market with dedicated support and a team of expert mentors. Focused on incubating sustainable technologies in the areas of clean transportation, clean energy and storage, food and agriculture, and clean air as part of the [OASIS Innovation Hub](#), the UCR EPIC International Incubator has over 15 years of experience in technology commercialization, deep industry connections, access to funding, and a committed regional entrepreneurial ecosystem. From customer and market confirmation, to strategy development, business set up, launch, and hosting in its [Life Sciences](#) or [ExCITE](#) incubators in Riverside, the UCR EPIC International Incubator team of experts is here to support entrepreneurs from across the globe in a successful launch in California.

Training Opportunities & Informational Resources

Trade

[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

[Foreign Direct Investment in California, 2022 Report](#) // World Trade Center LA (WTCLA), in partnership with GO-Biz and Loyola Marymount University, has released the seventh annual report on FDI in California. See the report to learn more about FDI trends by source country, sector, and county.

[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

The [UCR EPIC International Challenge](#) will support technology-based startup companies from Latin America that want to explore opportunities to commercialize their innovations in the US Market. Six (6) LATAM startups will be selected to receive \$100,000 in prizes (\$40,000 in cash + \$60,000 in expert mentoring support from UC Riverside + a trip to Riverside California for the winner). Visit the [UCR EPIC website](#).

[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 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](#)

Visit the [International Businesses in California success stories page](#) to see 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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