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## International Affairs and Trade December 2022 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).

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### Special Announcements

The banner has a blue background. On the left, there is a stylized brown bear walking to the right, with a red star above its head. The text "Join the CALIFORNIA Delegation to the SelectUSA Investment Summit" is written in white and yellow. Below this, a light blue box contains the text "May 1-4, 2023 in Washington, DC". A yellow button with the text "CLICK HERE TO APPLY" is positioned to the right of the bear. The GO-Biz logo is in the bottom right corner.

Join the **CALIFORNIA** Delegation to the  
SelectUSA Investment Summit  
May 1-4, 2023 in Washington, DC  
[CLICK HERE TO APPLY](#)

GO-Biz will be leading a delegation to the SelectUSA Investment Summit this May to attract foreign businesses to our state. You can apply to join as an in-person delegate for approximately \$2,500. The delegation fee includes the cost of registration for the event but does not include travel/accommodation.

[Apply to join the California delegation](#) by December 30, 2022.

Please contact Maria Onorato at [maria.onorato@gobiz.ca.gov](mailto:maria.onorato@gobiz.ca.gov) with any questions.

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## California STEP Funding Opportunities

The California State Trade Expansion Program (STEP) is now fully overseen and administered exclusively by the GO-Biz International Affairs and Trade team. With additional grant funding from the U.S. Small Business Administration (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](#) to learn more.

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. The current schedule of webinars includes:

- Dec 15, 2022, at 9:00 AM
- Jan 5, 2023, at 9:00 AM
- Jan 19, 2023, at 9:00 AM

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

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## CLS Launches Application for its FAST California Spring 2023 Cohort

California Life Sciences opened the application for the next cohort of its bi-annual advisory program, FAST California. Early-stage startups creating disruptive technologies with high medical impact in diagnostics, medtech/device, therapeutics, as well as tool companies enabling translational R&D, are invited to apply.

[Apply on the CLS website](#) by January 5, 2023.

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## Applications Now Open: Los Angeles Cleantech Incubator's "Market Access Program"

LACI's 18-month program focuses on scaling commercialization through the deployment of a large-scale pilot, support in raising capital, and engagement with the LACI community of partners. The Market Access Program is currently searching for emerging hardware startups in the Transportation Energy Nexus that are ready to deliver innovative components to integrate microgrid systems with solar, storage, and charging solutions and deploy a microgrid pilot.

[Apply on the LACI website](#) by January 28, 2023.

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**Upcoming Events Organized or Supported by GO-Biz**



## California Pavilion at Avalon 2023

*February 28–March 5, 2023*  
*Avalon Airport, Geelong, Victoria, Australia*

[Register on the STEP Grant Portal](#) by December 16, 2022

STEP/CA Pavilion Contact: [diana.dominguez@gobiz.ca.gov](mailto:diana.dominguez@gobiz.ca.gov)  
Australia Market Intelligence Contact: [jason.sproule@trade.gov](mailto:jason.sproule@trade.gov)  
Exhibitor Registration Contact: [mikep@kallman.com](mailto:mikep@kallman.com)

Join the California Pavilion at Avalon 2023! The California Governor's Office of Business and Economic Development (GO-Biz) invites eligible California small businesses to exhibit as part of 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.

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## Trade Winds ASEAN

*March 13–15, 2023*  
*Bangkok, Thailand (Additional locations available)*

Contacts: [henan.li@gobiz.ca.gov](mailto:henan.li@gobiz.ca.gov) and [jim.mayfield@trade.gov](mailto:jim.mayfield@trade.gov)

Join this mission to Bangkok, Thailand for the largest U.S. government-led trade mission and business development forum in the world. 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 Thailand as well as Singapore, the Philippines, Vietnam, Indonesia, and Malaysia. California STEP funding will support up to 10 eligible small businesses to participate in this trade mission. Pre-registration with the U.S. Commercial Service and passing U.S. Commercial Service vetting is required.

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

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## Upcoming Events from Our Partners



## 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](#)

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.

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## WUSATA Pavilion at Mexican Healthy Products Summit

*WUSATA*

*Puerto Vallarta, Mexico*

*January 25-29, 2023*

[Register for this event](#) by December 15, 2022

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 expand your presence in the market, the Mexican Healthy Products Summit provides you with exclusive access to the right people. Benefits of participation include featuring 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, and access to all buyers all weekend.

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

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## Export Compliance Training Webinar

*Midwest International Trade Association*

*Virtual*

*January 26, 2023*

[Register for this event](#) by January 20, 2023

MITA's Export Compliance Webinar will be a robust hands-on training program and is ideal for exporters of all experience levels. You will walk away with a better understanding of the regulations and with specific tools & instructions on how to build a secure and compliant department & company. Upon completion of this program, you will:

- Be aware of the new export security requirements for all exporters.
- Have an 11-point checklist to guide you to full compliance on every export.
- Be aware of the required 8 lists that must be checked on all exports, and understand what common red flags mean to you.
- Review the 5 questions that you are required to know about your customer in every export transaction and discuss strategies on how to implement these into your organization.

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

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## 2023 WUSATA Pavilion at ANTAD Trade Show

*WUSATA*

*Guadalajara, Mexico  
March 7-9, 2023*

[Register for this event](#) by February 1, 2023

The Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service. Expo ANTAD Alimentaria is Mexico's leading and largest retail trade show, which attracts more than 37,000 visitors and 1,700 exhibitors. Expo ANTAD has become the largest food industry exhibition in Mexico and is the ideal forum for international exhibitors to showcase their premium products to quality buyers, importers, and industry experts.

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

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## USDA-Panama Trade Mission

*USDA*

*Panama City, Panama  
March 19-23, 2023*

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

The U.S. Department of Agriculture's Foreign Agricultural Service is accepting applications from U.S. exporters for a regional trade mission to Panama City, Panama, from March 19-23, 2023. During the mission, FAS staff and regional experts will provide in-depth market briefings while in the country. The agency will also arrange targeted business-to-business meetings for U.S. agribusinesses with potential customers.

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



## Innovation Plaza Commercial Expo at the Cities Summit of the Americas

*U.S. Department of State*

*Denver, Colorado  
April 24, 2023*

[Submit proposals](#) by January 9, 2023

The inaugural Cities Summit of the Americas will be hosted in April 2023! The event aims to foster cooperation among city, state, and regional leaders, together with business, youth, and civil society, and to ensure meaningful implementation of commitments made during the Ninth Summit of the Americas. An Innovation Plaza Commercial Expo will run concurrently with the Cities Summit plenary to highlight an array of technologies, products, and services that can make cities smarter, more accessible, better governed, and sustainable to help to participate subnational leaders identify tangible solutions to apply to the challenges they discuss during the plenary sessions.

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



## National Association of District Export Councils' Annual Conference

*National Association of District Export Councils*

*Washington, DC  
May 9, 2023*

The 2023 NADEC Annual Export Conference will be on May 9, 2023, in Washington, DC! The conference will bring together high-ranking U.S. and foreign government officials, exporters, service providers, and trade promotion agencies to discuss the latest news and updates on Trade Policy, Export Market Opportunities, and Challenges in focused sectors and regions.

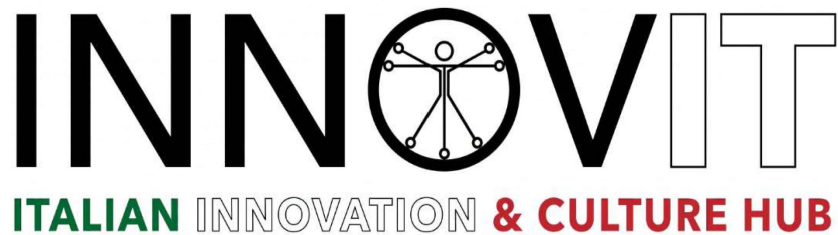
Please see [NADEC's website](#) for upcoming conference updates.

Are you hosting an event that you would like to feature in this newsletter?

Please use our [Event Submission Form](#).

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## Spotlight on Innovation



INNOV.IT is a technological outpost for Italy in Silicon Valley. The project serves as a strategic hub for the promotion of the Italian economic, scientific, and cultural ecosystem in the United States. INNOV.IT's goal is to create a powerful partnership between the American and Italian economic and cultural ecosystems, and ensure these Italian communities have a long-lasting presence in Silicon Valley.

INNOV.IT provides Italian businesses with support programs such as training, demo days, co-working spaces, partner searches, art/cultural events, open innovation and acceleration programs, and more.

[Visit the INNOV.IT website](#) to learn more.

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## 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 that 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).

[California Competes Tax Credit \(CCTC\) & Grant Program \(CCGP\)](#) // These tax credits and grants are available to businesses regardless of size, industry, or location. Businesses must create a minimum of 500 new full-time jobs, invest a minimum of \$10M in facility construction/renovation, and/or create jobs or make investments in an area of high unemployment and/or high poverty in order to be eligible. To learn more about how to draft a successful application, register for one of the upcoming webinars: [January 4](#), [January 12](#), or [January 17, 2023](#).

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## 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.

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## 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.



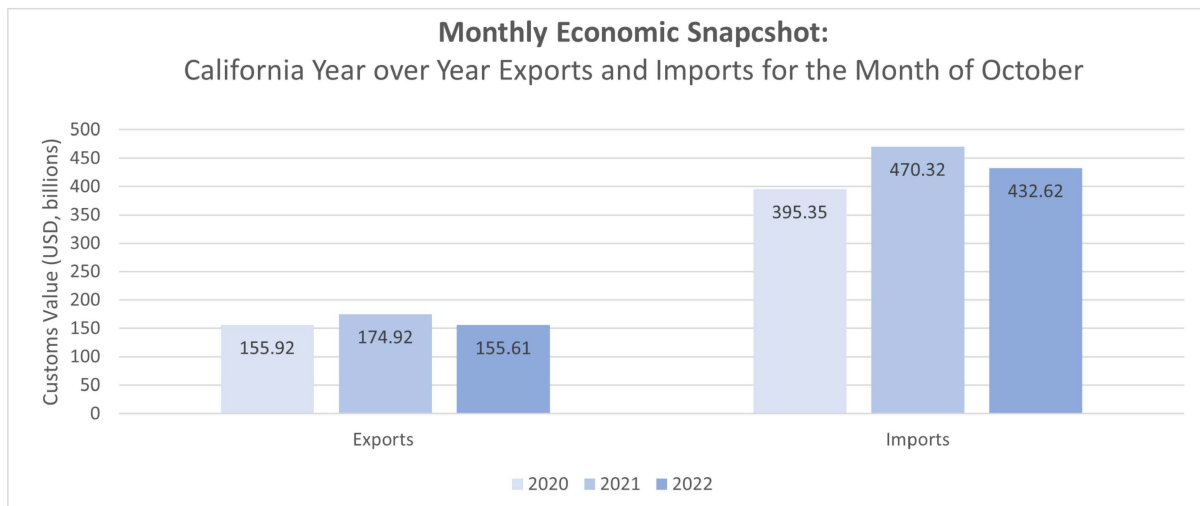
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## California's International Trade by the Numbers

This information was compiled using the most recent trade data from the [U.S. Census Bureau](#) and the [California Trade Report](#) from Beacon Economics.

### Fast Facts

- ~ California's top 3 export destinations were Mexico, Canada, and China for the month of October.
- ~ California's top 3 import senders were China, Mexico, and South Korea for the month of October.
- ~ California accounted for 8.7% of the nation's merchandise export trade in the latest numbers (October), continuing a string of subpar months for the state's exporters, according to Beacon Economics.
- ~ "October's year-over-year decreases were largely attributable to double-digit declines in exports of petroleum products, agricultural commodities, chemicals, and waste and scrap," according to Jock O'Connell of Beacon Economics.





## 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

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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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Click [here](#) to subscribe to this newsletter  
Send questions or feedback to [gobiz.intltrade@gobiz.ca.gov](mailto:gobiz.intltrade@gobiz.ca.gov)

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Contact the GO-Biz Service Desk



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