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International Affairs and Trade January 2023 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



Governor Newsom Redesignates Lt. Governor Kounalakis as International Affairs and Trade Representative

Governor Gavin Newsom signed an executive order redesignating Lieutenant Governor Eleni Kounalakis as his top representative to advance California's economic interests abroad. Lieutenant Governor Kounalakis, a former U.S. Ambassador, has served as the Governor's International Affairs and Trade Development Representative since 2019. The GO-Biz International Affairs and Trade team is thrilled to continue our work under the Lieutenant Governor's leadership and in close collaboration with her team.

[Read the full press release](#) to learn more.



California STEP Funding Opportunities

The California State Trade Expansion Program (STEP) is overseen and administered 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 next webinar will be held on January 19, 2023 at 9:00 AM.

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



Claire Gordon is our new International Investment and Research Analyst

Claire is a recent graduate of the School of International Relations at the University of St. Andrews who initially joined the GO-Biz International Affairs and Trade team in November 2021 as an Executive Fellow. During her fellowship placement, she completed a wide variety of projects in support of the team's export promotion and investment attraction efforts, including preparing for the 2022 Select USA Investment Summit and launching the new State Trade Expansion Program (STEP) website and grant portal. Prior to becoming an Executive Fellow, she worked as a research assistant on an academic book project and as a legislative intern in the California State Assembly. In her new role as International Investment and Research Analyst, Claire will be supporting the team in attracting international businesses to California, analyzing trends in foreign trade and investment data, and managing interagency coordination.

[Connect with Claire](#) on LinkedIn!



Maria Martinez is our new International Affairs and Trade Executive Fellow

Originally from the California Central Valley, Maria is a first-generation college graduate from the University of California, Davis. As a part of CSU Sacramento's Capital Fellows Program, Maria will be a full-time staff member for GO-Biz International Affairs and Trade through September 2023. Maria has extensive experience working with and within the public sector in positions at the United States Senate, UC Student Association, and the Housing Action Coalition. She is excited to get to know the international trade and investment space and meet as many people as possible.

[Connect with Maria](#) on LinkedIn!

Upcoming Events Organized or Supported by GO-Biz



Critical Minerals in CA: Building the Supply Chain for Tomorrow

*January 18, 2023 | 9:00 AM – 3:00 PM
Riverside, California*

[Register for this event](#)

The Convening for Critical Minerals in CA is hosted by the University of California, Riverside (UCR), in partnership with the California Governor's Office of Business and Economic Development (GO-Biz), California Energy Commission (CEC), the California Employment Training Panel (ETP), and the Lawrence Berkeley National Laboratory. The convening will bring together community, academia, government, industry stakeholders, non-profits, and economic development leaders to discuss future opportunities to support California's critical material ecosystem, build-out future manufacturing capabilities, and align the collective supply chain.

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

Contact supplychain@gobiz.ca.gov for the registration password.



The Future of Long-Duration Energy Storage

*February 6, 2023 | 9:00 AM – 11:30 AM
San Diego, California*

[Register for this event](#)

As a precursor to SDG&E's Vanadium Redox Flow battery and microgrid tour, Japan's New Energy and Industrial Technology Development Organization (NEDO) and GO-Biz are hosting a special presentation and panel discussion that explores the future of long-duration energy storage and new battery technologies. Hear from a panel of experts from utilities, governmental agencies, national labs, and energy storage businesses on the challenges and solutions for long-duration energy storage and its role in creating a clean energy future.

GO-Biz's own Gia Brazil Vacin, Deputy Director of Zero Emission Vehicle Market Development, will be presenting!

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



LAAD Defense and Security

*April 11-14, 2023
Rio De Janeiro, Brazil*

[Register your interest](#) in STEP support for this event

LAAD Defense & Security is the largest defense and security trade show in Latin America. It has the institutional support of Brazil's Ministry of Defense, the Armed Forces, the Ministry of

Justice, and the Brazilian Public Security structure. The exhibition brings together manufacturers and suppliers of technology for the Armed Forces, Police, Special Forces, high executives of the defense and security industry, and Government agencies. The exhibition also brings together managers of large corporations, service concessionaires, and critical infrastructure.

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



**INVESTMENT
SUMMIT**

Select LA Investment Summit

*April 26–27, 2023
Los Angeles, California*

[Register for this event](#) by April 24, 2023

Select LA provides international and local companies with a comprehensive understanding of the region's investment ecosystem with actionable insights that can guide key business decisions. As international companies enter a new market, they often struggle to find the right local partners to integrate into this complex region. The needs of international companies are unique, and a holistic strategy must be carefully developed to navigate business channels and discover the right opportunity in Los Angeles. This is the essence of the Select LA Investment Summit.

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



SelectUSA San Francisco Spin-Off: The Northern California Life Science Industry

*May 8–9, 2023
Berkeley, California*

[Register for this event](#) by April 15, 2023

In this two-day program, GlobalSF and QB3 will give participants the opportunity to delve into the vibrant biotech economy in the San Francisco Bay Area, look at support and incentives for investment, examine the relationship between research institutions, accelerator programs, and startups, and provide opportunities for matchmaking. Participants will emerge with a solid understanding of the toolkit needed to participate in the dynamic biotech environment here in the San Francisco Bay Area.

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



SelectUSA Humboldt Spin-Off: Partners for Offshore Wind Resources in California (POWR-CA)

*May 10-12, 2023
Humboldt, California*

[Register for this event](#) by March 30, 2023

Partners for Offshore Wind Resources in California (POWR-CA), an official SelectUSA spin-off event, will be an opportunity for participants to learn more about the socio-political and economic landscape behind the emerging offshore wind industry in California. Experience Humboldt County, also known as California's famous "lost coast," for this exciting event. Hear from industry experts, Federal & State agencies, and local leaders on the opportunities related to offshore wind, aquaculture, and marine & environmental technology developing along our coastline.

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



Paris Air Show

*June 19-25, 2023
Le Bourget, France*

[Register your interest](#) in STEP support for this event

Since its launch in 1909, the International Paris Air Show has constantly grown and remains the largest aerospace event in the world. Participants benefit from the occasion to meet up with all the key players in the aerospace industry, seize fresh commercial opportunities, present their expertise and innovations to the world, and form technological and industrial partnerships. In 2019, the Paris Air Show was visited by 2,453 exhibiting companies from 49 countries; 304 official delegations from 98 countries; and 139,840 trade visitors, 40 percent of which were from outside of France.

Please see the event flyer for further details.



Infosecurity Europe

*June 20-22, 2023
London, England*

[Register your interest](#) in STEP support for this event

Infosecurity Europe brings the information security community together to cultivate a safer, more secure future by sharing information, harnessing relationships, and creating spaces for discussing trends and discovering new technology. Participants will receive updates on the latest cybersecurity threats, be exposed to new technology, and leave better informed to make

strategic decisions for their organization.

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

Upcoming Events from Our Partners



Export Compliance Training Webinar

Midwest International Trade Association (MITA)

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 eight lists that must be checked on all exports, and understand what common red flags mean to you; and review the five 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.



Access Africa Now Webinar Series

International Trade Administration

Virtual
February 8, 2023 – September 13, 2023

[Register for this event](#) by February 7, 2023

ITA's "Access Africa Now Webinar Series" is a monthly series of virtual events that will give U.S. companies insights into the entire continent of Africa and its many promising markets. Participation in this webinar series is encouraged because companies that successfully export to Africa always "know before they go" by gathering market intelligence and talking to others who have been there. This series of webinars will share business opportunities in Kenya, South Africa, Ghana, Nigeria, Tanzania, Mozambique, Angola, and Ethiopia. The presentations will include market information, as well as opportunities and challenges. Participants will meet on-the-ground U.S. Department of Commerce staff who can assist them in entering the sub-Saharan African markets. Participants will also hear the stories of other U.S. companies that have succeeded on the continent and will have an opportunity to ask questions to tie their experiences to their own company goals.

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



2023 WUSATA Pavilion at ANTAD Trade Show

Western United States Agricultural Trade Association

*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.



Executive-Led U.S. Business Development Trade Mission to Kenya

International Trade Administration (ITA)

*Nairobi, Kenya
March 27–30, 2023*

[Register for this event](#)

The International Trade Administration is leading a trade mission to Kenya, which is ideal for healthcare, tech, and infrastructure businesses. The mission will allow U.S. companies to engage with businesses and government executives from Kenya and across the East Africa community, learn about the region's economic plans and projects, and present their products and solutions directly to decision-makers.

Please [see the event application](#) 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 (NADEC) Annual Conference

National Association of District Export Councils (NADEC)

*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.



Global Diversity Trade Mission to Africa

International Trade Administration (ITA)

*South Africa, Ghana, Nigeria
August 6-15, 2023*

[Register for this event](#) by May 31, 2023.

The Global Diversity Export Initiative (GDEI) Trade Mission to Africa is focused on building commercial bridges between U.S.-owned or led businesses from underserved communities and business communities in South Africa, Ghana, and Nigeria. The mission will begin in Johannesburg, South Africa, where participants can have pre-arranged business-to-business

meetings with potential partners and customers and be given market briefings from commercial officers and in-country trade experts from South Africa and surrounding countries. The next stop is Ghana in West Africa, where mission participants can have pre-arranged business-to-business meetings with potential partners and customers. After Ghana, mission participants have the option to proceed to an additional stop in Nigeria for two additional days, where they can have business-to-business meetings with potential partners and customers.

Please [see the ITA website](#) for more details.

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

Spotlight on Innovation



San Diego State University's Mission Valley Innovation District

San Diego State University (SDSU) is in the process of building an Innovation District – roughly 1.6 million square feet of office, technology, and research space. Developed primarily through public-private partnerships, the incubator-like SDSU Innovation District will facilitate internships, create new educational experiences, inspire innovative discoveries, advance technology, and foster new research.

The SDSU Mission Valley Innovation District will enable the university and its partners to help people expand their livelihoods, create new career pathways, expand our region's capabilities, and design new solutions to important problems facing our community and the world.

Please [see the project website](#) for more details.

Training Opportunities & Informational Resources

Trade

[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.

[U.S. Commercial Service Global Diversity Export Initiative \(GDEI\)](#) // Following the conclusion of their "From Local to Global: Celebrating Diversity" event series with GO-Biz International, the U.S. Commercial Service has compiled this guide that provides an overview of the various federal, state, and local-level resources and funding opportunities available to help your organization grow globally.

[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 12](#) or [January 17, 2023](#).

Grant & Funding Opportunities

Trade

[University of California, Riverside \(UCR\) EPIC International Incubation Challenge](#) // UCR's EPIC International Incubation 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 contest website](#) to learn more. [Submit applications](#) by January 31, 2023.

[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 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.

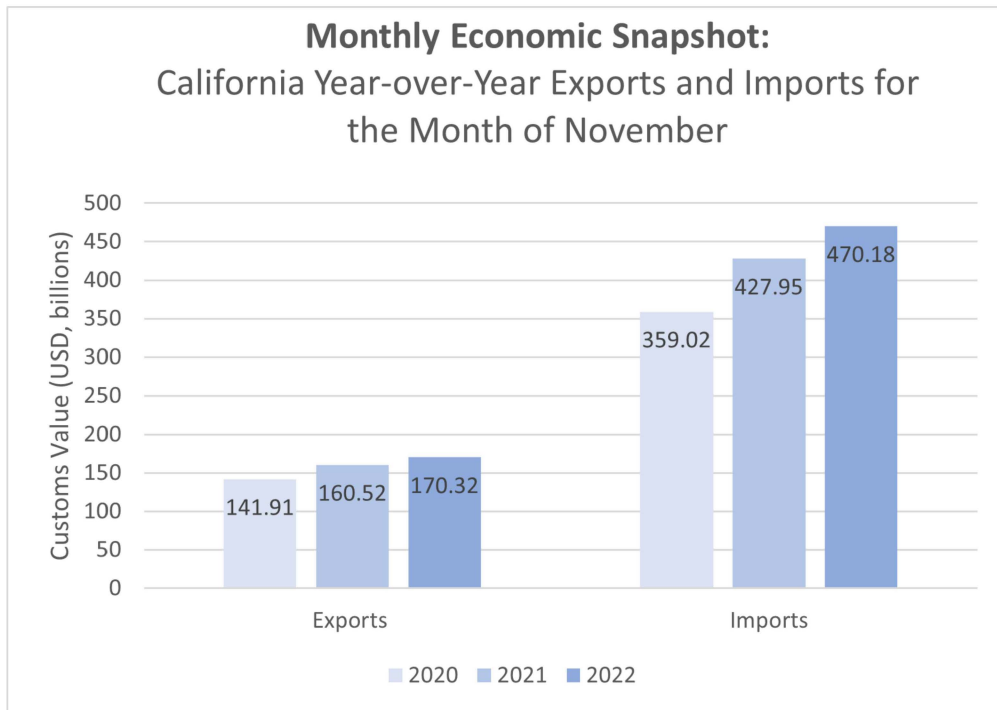


California's International Trade by the Numbers

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: November 2022

- ~ California's top three export destinations were Mexico, Canada, and China for the month of November.
- ~ California's top three import markets were China, Mexico, and Japan for the month of November.
- ~ Per Beacon Economics, California's share of the nation's merchandise export trade in November remained well below pre-pandemic levels.
- ~ According to the U.S. Department of Commerce, California was the state of destination for 14.7% of all U.S. merchandise imports in November, with a value of \$37.55 billion.



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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