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International Affairs and Trade April 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



Lieutenant Governor Eleni Kounalakis and GO-Biz Director Dee Dee Myers Lead California Trade Delegation to Japan

Last month, Lieutenant Governor Eleni Kounalakis and GO-Biz Director Dee Dee Myers led a delegation of more than 100 California business executives and senior California government officials to Japan for [World Smart Energy Week](#) and to further bolster the strong economic ties and promote a shared commitment to climate action between the world's 3rd and 4th largest economies.

The GO-Biz International Affairs and Trade team played a major role in the planning efforts of this trade mission. We want to especially highlight our Asia Trade and Investment Trade Representative, [Henan Li](#), for successfully organizing this large-scale international event!

[Read the full trade mission recap!](#)



Yoan Vivas is the new Grants and Contracts Analyst

The International Affairs and Trade team is very glad to welcome Yoan Vivas as our new Grants and Contracts Analyst. Yoan will support both the Immigrant Integration Program and our State Trade Expansion Program, among other responsibilities. Yoan was born and raised in California's Central Valley city of Turlock. He has a Bachelor's degree in International Relations from UC Davis and a Master's in International Public Policy from Queen Mary University of London in the United Kingdom. He previously worked as an analyst for an international business consulting firm based in London. Most recently, Yoan served as an analyst at the California Department of Social Services developing disaster response programs aimed at alleviating the disparate impacts disasters have on immigrant communities. In his free time, Yoan likes to cook, travel, listen to podcasts and enjoys hanging out at the dog park with Eevee, his Australian Shepard.

[Connect with Yoan](#) on LinkedIn!

Upcoming Events Organized or Supported by GO-Biz



California CHIPS Act Support: State and Local Government Incentives

*April 11, 2023 | 10:00 – 11:00 AM PST
Virtual*

[Register for this event](#) by April 11, 2023

SEMI has invited the California Governor's Office of Business and Economic Development (GO-Biz) to discuss California state services and programs that can be leveraged in alignment with current and upcoming CHIPS Funding Opportunities. In this webinar, representatives from GO-Biz will outline different state incentives, including the R&D tax credit and Partial Sales and Use

Tax Credit, that can be used to meet this financing requirement. Additionally, they will detail how their multiple services may be leveraged to strengthen your project proposal plans. Following a short presentation, they will be available for a Q&A.

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



California Water Technology Trade Mission to Mexico

June 5–9, 2023

Tijuana, Baja California, Mexico

La Paz, Baja California Sur, Mexico

[Register your interest](#) in this event

The California Governor's Office of Business and Economic Development (GO-Biz) is planning an in-person water-focused trade mission to Tijuana and La Paz from June 5–9, 2023. California companies with a vested interest in water reuse and water infrastructure projects are invited to join the delegation to showcase cutting-edge technology that is currently needed for a series of recently announced infrastructure projects to be funded by the Mexican and U.S. governments. GO-Biz will work with the State of Baja CA, Baja California Sur, the U.S. Commercial Service, and TMA BlueTech to arrange a series of business meetings for California companies to meet with Mexican government officials and the Mexican private sector overseeing a series of infrastructure projects throughout Baja Norte and Baja Sur.

Please [see the event website](#) 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.



Green Expo & Aquatech Mexico

September 5-7, 2023
Mexico City, Mexico

[Register your interest](#) for this event

The Green Expo has 29 years of experience in supporting the environmental market and the development of clean, renewable, and energy efficiency in Mexico. Aquatech has taken place in Mexico for six years, and it is the largest exhibition for drinking water and wastewater technology. Participating companies have the opportunity to convene with industry leaders in the environmental sector, showcase their technologies and solutions, and develop potential business opportunities.

The California Governor's Office of Business and Economic Development is considering organizing a state led delegation of California companies to exhibit under a California Pavilion at the Green Expo. If you're considering the Mexican CleanTech/Green Tech market for the export of your products and solutions, let us know by registering your interest so that we can follow up with details as this further develops.

For more information about the event, [click here](#).

Upcoming Events from Our Partners



Access Africa Now Webinar Series

International Trade Administration

February 8, 2023 – September 13, 2023
Virtual

[Register](#) for the remainder of the series

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.



Opportunities in the Transportation and Electromobility Sector in the Southern Cone Region

U.S. Commercial Service

*April 13, 2023 | 10:00 – 11:00 AM PST
Virtual*

[Register for this event](#) by April 12, 2023

Learn more about business opportunities in the transportation infrastructure sector in the Southern Cone Region! Transportation infrastructure has emerged as a key sector for post-pandemic recovery as governments in Argentina, Chile, Paraguay, and Uruguay look to modernize road, rail, port, and airport networks. The Governments are also developing electromobility strategies as part of their efforts to lower carbon emissions.

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



Exporting Online – Leveraging Cross Border E-Commerce to Sell in Asia

Inland Empire Small Business Development Center (SBDC)

*April 13, 2023 | 12:00 – 1:00 PM PST
Virtual*

[Register for this event](#) by April 12, 2023

Cross-Border E-Commerce will exceed \$700 billion in sales in 2023, thanks to advances in logistics, customs programs, and marketing and opportunities tactics that allow consumers to buy products directly from U.S. brands. This webinar will offer practical tools to begin exporting online, leveraging cross border e-commerce with guest speaker Mr. Mark Matsumoto.

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



2023 Ocean Business

U.S. Maritime Technology Export Initiative (USMTEI)

*April 18–20, 2023
Southampton, UK*

[Register for this event](#)

The 2023 Ocean Business exhibition is a biennial event that is considered one of the leading ocean tech trade shows globally and will showcase hundreds of exhibitors' latest products and services in an in-person, hands-on environment. The exhibition brings together over 300 world leading manufacturers and service providers. Attendees will have access to everything from the latest innovations in marine autonomous systems, biological and chemical sensors to survey and aquaculture applications.

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



Go Global eCommerce Marketplace Workshop Series: Asia Pacific Spotlight

U.S. Commercial Service and Amazon

*April 19, 2023 | 10:00 – 11:00 AM PST
Virtual*

[Register for this event](#) by April 19, 2023

The U.S. Commercial Service and Amazon.com are working in partnership to present a 3-part series of educational webinars aimed at giving U.S. exporters the information they need to get up and running quickly so they can “Go Global” using online marketplaces as part of an omni-channel digital strategy. This webinar will be helpful for U.S. Exporters looking to expand into the Asia Pacific Region. In this webinar you’ll learn about the opportunity to reach global customers across Asia Pacific Region markets, with focus on the Amazon.jp Japan and Amazon.au Australia.

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



Global Cybersecurity Chats

U.S. Commercial Service

*April 24–26, 2023
San Francisco, California*

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

U.S. cybersecurity solutions providers are invited to join the U.S. Commercial Service’s Global Cybersecurity Chats on April 24–26, 2023, in San Francisco, CA. These 1:1 meetings allow U.S. companies to discuss international growth opportunities, leads, and market entry strategies with our U.S. Embassy Cybersecurity Trade Advisors from a dozen international markets.

For more information about the event, [click here](#).



Select LA Investment Summit

SelectLA

*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.



World Trade Month: Export Compliance Sessions

U.S. Commercial Service

May 1–30, 2023

Virtual

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

Join the U.S. Department of Commerce for a multi-part webinar series, featuring USG and private sector experts who will present on a multitude of export compliance topics. The webinar series will cover a diverse range of introductory topics, including a understanding which government agencies/regulations are relevant for your products, classifying your products, how to design an effective export management plan, export enforcement/site visits, considerations when exhibiting at trade shows, amongst others.

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



2023 Inland Empire World Trade Week Conference

San Bernadino International Airport

May 3, 2023 | 8:00 – 11:00 AM PST

Highland, California

[Register for this event](#) by May 3, 2023

The San Bernardino International Airport, in cooperation with the U.S. Department of Commerce, International Trade Administration, and the California Inland Empire District Export Council (CIEDEC) proudly presents the 29th Annual Inland Empire World Trade Conference. This year's conference will focus on challenges and solutions for doing business in the Indo-Pacific Regions: foreign policy, opening new markets overseas for U.S. exporters, and supply chain solutions.

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



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

Global:SF

*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 in the San Francisco Bay Area.

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



2023 Canada Specialty Food & Beverage Outbound

Western United States Agricultural Trade Association (WUSATA)

*June 25-30, 2023
Toronto and Vancouver, Canada*

[Register for this event](#) by April 21, 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: 2023 Canada Specialty Food & Beverage Outbound. Buyers will spend two full days in each city in Canada. WUSATA participants will have tailored business meetings to showcase products to potential buyers in the specialty food and beverage sector. Unparalleled regulatory cooperation, comparability and trustworthiness in food safety systems, sophisticated transportation logistics and financial markets, geographic proximity, similar consumer preferences, and relatively affluent consumers are among the reasons why Canada continues to offer excellent export opportunities for new-to-export small- and medium-sized U.S. companies.

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



Global Diversity Trade Mission to Africa

International Trade Administration (ITA)

August 6–15, 2023

South Africa, Ghana, Nigeria

[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

ecoSPIRITS

ecoSPIRITS

[ecoSPIRITS](#) is a Singapore-based company that developed an innovative closed-loop distribution system that eliminates most of packaging waste in the premium spirits supply chain. ecoSPIRITS USA, the U.S. operating partner of ecoSPIRITS, recently announced the locations of its first ecoPLANTs in the U.S., one of which will be managed in partnership with [Chareau](#), a distilled spirits plant operator Southern California. That new plant in Ventura went live just this year and will facilitate their partnerships with restaurants, bars, and hotels to help eliminate more than 95% of the packaging waste and 70–90% of carbon emission associated with premium spirits and wine supply chain in the region. Welcome to California!

Training Opportunities & Informational Resources

Trade

[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.

[U.S. Department of Commerce New Country Commercial Guides](#) // Reports on market conditions, opportunities, regulations, and business customs prepared at U.S. Embassies worldwide by Commerce Department, State Department, and other U.S. agencies' professionals.

[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 Investment Guide](#) // Compiled by the Governor's Office for Business and Economic Development (GO-Biz), this guide is intended to help businesses and for-profit entities identify relevant new and existing state funding resources for recovery and success.

[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. The next application round will open on March 6, 2023. To learn more about how to draft a successful application, [register for the March 16th webinar](#).

[California Life Sciences Startup Resource Guide](#) // Startups are at their best when they have tools and infrastructure needed to develop the science & technologies of the future. Learn how California Life Sciences is giving emerging companies what they need to grow.

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 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.

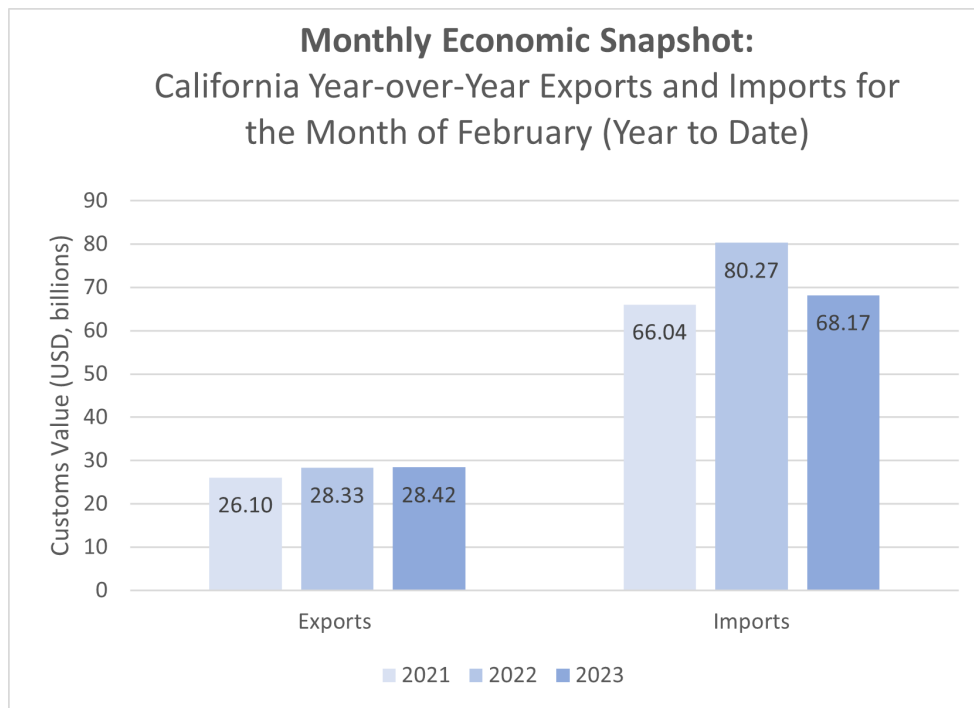


California's International Trade by the Numbers

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: February 2023

- ~ California's top three export destinations were Mexico, Canada, China.
- ~ California's top three import markets were China, Mexico, and Japan.
- ~ "Storm-battered February presented some unique challenges to California's exporters, many of them logistical in nature," said Jock O'Connell, Beacon Economics' International Trade Adviser. "Apart from flooded farmlands and road closures, a fall-off in U.S. demand for imports led shipping lines to reduce service to West Coast ports, resulting in fewer ships available to carry exported goods."



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:

Visit the [International Businesses in California success stories page](#) to see testimonials from foreign firms who have invested in California.

Share an international business success story

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 an international business success story to share on our website? If so, please share your success story for consideration:

Share a California small business export success story

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