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International Affairs and Trade February 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



Odet Ford is our new Immigrant Integration Program Manager

Odet Ford has over a decade of experience working in the nonprofit and public sectors, including extensive leadership in implementing various immigrant integration initiatives. Before joining the International Affairs and Trade team, Odet was the Section Chief of the Immigration Service Bureau (ISB) at the Department of Social Services. At ISB, she developed and implemented social services policies and programs, managed pro-bono immigration legal services programs, and established migrant shelter services at the U.S.-Mexico border. Odet also has experience designing natural disaster programs impacting immigrants, including developing the first state-funded COVID-19 disaster cash assistance program for immigrants in the country.

Odet is the first in her family to graduate from college and holds a Master's degree in Public Administration. She enjoys spending time with her family, running, and hiking.

[Connect with Odet](#) on LinkedIn!

Upcoming Events Organized or Supported by GO-Biz



Green Investing in the Golden State: How Institutional Investment is Building a Sustainable Economic Future in California

February 22, 2023 | 12:00 PM - 1:30 PM PST
California Chamber of Commerce, Sacramento Office

[RSVP to this event](#) by February 17, 2023

The Consulate General of Canada in San Francisco, in partnership with the California Chamber of Commerce and the Governor's Office of Business & Economic Development (GO-Biz), presents "Green Investing in the Golden State". This event will highlight the scope and the transformational impact of institutional investment in California and explore how Canadian and Californian institutional investors are advancing the transition to net zero and contributing to a robust and resilient regional economy. Come hear from the Lieutenant Governor of California, the CEO of the California Public Employees' Retirement System (CalPERS), the Consul General of Canada in San Francisco, Head of Sustainability and Climate at PSP Investments, and the Senior Director of Business Relations at CDPQ!

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



ExpoSeguridad Mexico

April 18-20, 2023
Mexico City, Mexico

[Register your interest](#) for this event

The safety & security market is a dynamic sector in Mexico. With an annual average growth of up to 10%, it offers business opportunities for almost all market segments: national, private, residential, and perimeter security; industrial security and safety; electronic security solutions, security services (personal protection, ID's); cyber security, law enforcement equipment; and diverse security-related solutions and services.

The California Governor's Office of Business and Economic Development will support 4-6 California companies with a \$5,000 export voucher to support company exhibition at the show. The voucher can be used to cover select marketing costs (i.e. trade show registration, exhibition, etc.). If you are considering the Mexican safety and security market for the export of your products and solutions, register your interest today!

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



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 opportunities in Los Angeles. This is the essence of the Select LA Investment Summit.

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



FAMEX Aerospace & Defense Mexico

*April 26–29, 2023
Santa Lucia, Mexico*

[Register your interest](#) for this event

The Mexico Aerospace Fair (FAMEX) is an event organized by the Secretariat of National Defense through the Mexican Air Force. FAMEX is a commercially focused trade show that brings together the civil, military, security and defense aeronautical fields in an effort to promote commercial exchange and boost the growth of the aerospace industry in Mexico.

The California Governor's Office of Business and Economic Development will support 4–6 California companies with a \$5,000 export voucher to support company exhibition at the show. The voucher can be used to cover select marketing costs (i.e., trade show registration, exhibition, etc.). If you're considering the Mexican/LATAM aerospace and defense markets for the export of your technology and solutions, register your interest today!

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 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](#) to participate in our California Pavillion at the show!

Since its launch in 1909, the International Paris Air Show has constantly grown and remains the largest aerospace event in the world. Participants will meet with the key players in the aerospace industry, identify fresh commercial opportunities, showcase innovative technology and solutions, 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 [visit our event page](#) 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



Go Global eCommerce Marketplace Workshop Series: Mexico Spotlight

U.S. Commercial Service and Amazon

*Virtual
February 22, 2023 | 10:00 AM PST*

[Register for this event](#) by February 22, 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 Latin America. In this workshop you’ll learn about the opportunity to reach global customers across Latin America, with focus on the Amazon.mx Mexico.

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



How to Navigate Three Major Stumbling Blocks in Exporting to the European Union

National Association of District Export Councils (NADEC)

*Virtual
February 22, 2023 | 1:00 – 2:00 PM PST*

[Register for this event](#) by February 22, 2023

The National Association of District Export Councils (NADEC) is hosting a webinar designed to assist SMEs in dealing with the three largest stumbling blocks that they will face when exporting to the European Union. These include currency, packaging/regulations and data privacy. The E.U. is the world’s second largest economy at \$16.6 trillion dollars. Attend this webinar to ensure you can access the market with ease!

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



Global Diversity Export Initiative (GDEI) Education Trade Mission to Brazil, Discover the Hidden Values in U.S. Higher Education

International Trade Administration

*Sao Paola, Salvador and Fortaleza, Brazil
April 11–15, 2023*

[Contact Jeffrey Odum](#) to apply for this trade mission by February 28, 2023

The United States Department of Commerce, International Trade Administration (ITA)'s Global Education Team, is organizing an Education Trade Mission to Brazil. This Education Trade Mission will target U.S. Higher Educational Institutions (HEIs) which are New-to-Export (NTE), such as Historically Black Colleges and Universities (HBCUs) and Minority Serving Institutions (MSIs), and Study State Consortia (composed of colleges and universities, community programs, and similar entities representing education within U.S. states) and other government education stakeholders (e.g. governor's offices, state trade offices, etc.) that are interested in recruiting students from communities in Brazil's Northeast region.

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



Complying with U.S. Export Controls In-Person Seminar

U.S. Department of Commerce, Bureau of Industry and Security (BIS)

*Los Angeles, California
March 7–8, 2023*

[Register for this event](#) by March 5, 2023

In partnership with the District Export Council of Southern California, and utilizing the power of interactive learning tools, BIS is offering their popular Complying with U.S. Export Controls seminar as a live, in-person event. This course delivers critical information for compliance with the Export Administration Regulations (EAR). This two-day program is led by BIS's professional counselling staff and provides an in-depth examination of the EAR. The seminar will also feature guest speakers from the BIS Office of Export Enforcement, the U.S. Census Bureau, and the Treasury Department's Office of Foreign Assets Control. The program will cover the information exporters need to know to comply with U.S. export control requirements under these regulations.

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



How to Develop an Effective Export Compliance Program

U.S. Department of Commerce, Bureau of Industry and Security (BIS)

*Los Angeles, California
March 9, 2023*

[Register for this event](#) by March 5, 2023

This one-day workshop provides an overview of the steps a company may take to implement an internal Export Compliance Program. Agenda topics include guidance on how to establish an Export Compliance Program, strategies to enhance your company's compliance program, how to avoid common compliance errors, and how to build a solid framework for your company's compliance program. This program includes small group discussion, hands-on exercises, compliance peer networking, and provides a written example of an export compliance program as well as the BIS Export Compliance Guidelines to assist in developing an export compliance program. Continuing legal education credit (MCLE) is available, and varies with the length of each seminar, for California State Bar members.

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



Access Africa Now Webinar Series

International Trade Administration

*Virtual
March 8, 2023 - September 13, 2023*

[Register for this event](#) by March 8, 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.



Learn to Trade: Exporting 101 Webinar

Small Business Administration (SBA)'s Office of International Trade

*Virtual
March 15, 2023 | 11:00 AM – 12:00 PM PST*

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

Have you thought about selling your products in a foreign market? Or maybe you have received an order from a customer in another country, but you don't know where to begin? Join SBA's Office of International Trade for their next Learn to Trade: Exporting 101 webinar. This 45-minute session will provide an overview of the major steps to exporting, learn about some mistakes other companies have made and how to avoid them, and receive information about tools and resources to help small businesses. Experts from the Illinois Small Business Development Center International Trade Center at Bradley University and the U.S. Commercial Service in Illinois will join and share advice from their combined 50+ years of experience helping small businesses export.

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



Go Global eCommerce Marketplace Workshop Series: Europe Spotlight

U.S. Commercial Service and Amazon

*Virtual
March 22, 2023 | 10:00 AM PST*

[Register for this event](#) by March 22, 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 omnichannel digital strategy. This webinar will be helpful for U.S. Exporters looking to expand into Europe. In this workshop you'll learn about the opportunity to reach global customers across Europe, with focus on the Amazon.eu Europe.

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



2023 Ocean Business

U.S. Maritime Technology Export Initiative (USMTEI)

*Southampton, UK
April 18-20, 2023*

[Apply to exhibit](#) with the U.S. Maritime Technology Export Initiative (USMTEI)

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. Interested in exhibiting? The U.S. Maritime Technology Export Initiative (USMTEI) is selecting 8 companies to receive fractional exhibit space in the trade show pavilion at a fraction of the cost.

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



National Association of District Export Councils (NADEC) Annual Export Conference

National Association of District Export Councils (NADEC)

*Washington, DC
May 9-10, 2023*

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

The 2023 NADEC Annual Export Conference will start 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 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

FLEXLAB®

The world's most advanced integrated building and grid technologies testbed

FLEXLAB® at Lawrence Berkeley National Laboratory

The Department of Energy's FLEXLAB® at Lawrence Berkeley National Laboratory is the most flexible, comprehensive, and advanced building and grid technologies test facility in the world and is unleashing the full potential of improved energy performance. FLEXLAB lets users test energy-efficient building systems individually or as an integrated system, under real-world conditions. FLEXLAB testbeds can monitor and assess heating, ventilation, air conditioning,

lighting, windows, building envelope, control systems, and plug loads — in any combination. This month, several GO-Biz units and the California Energy Commission toured the facility to learn about its operations and successes.

[See the FLEXLAB website](#) for more information.

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. agency 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 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 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 one of the upcoming webinars: [March 8, 2023](#) or [March 16, 2023](#).

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.

[Berkeley SkyDeck Batch 16](#) // Berkeley SkyDeck, one of the top global accelerators, is accepting applications for their Batch 16 cohort. Backed by an impressive list of Silicon Valley investors, Berkeley SkyDeck is open to startups from around the world. Startups selected for SkyDeck's Cohort program will receive a \$200,000 investment (for 7.5% equity), access to a network of 500+ advisors/mentors, and the opportunity to pitch to a U.S. based network of investors on Demo Day. [Visit the Berkeley SkyDeck website](#) to learn more and apply by February 17.

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.



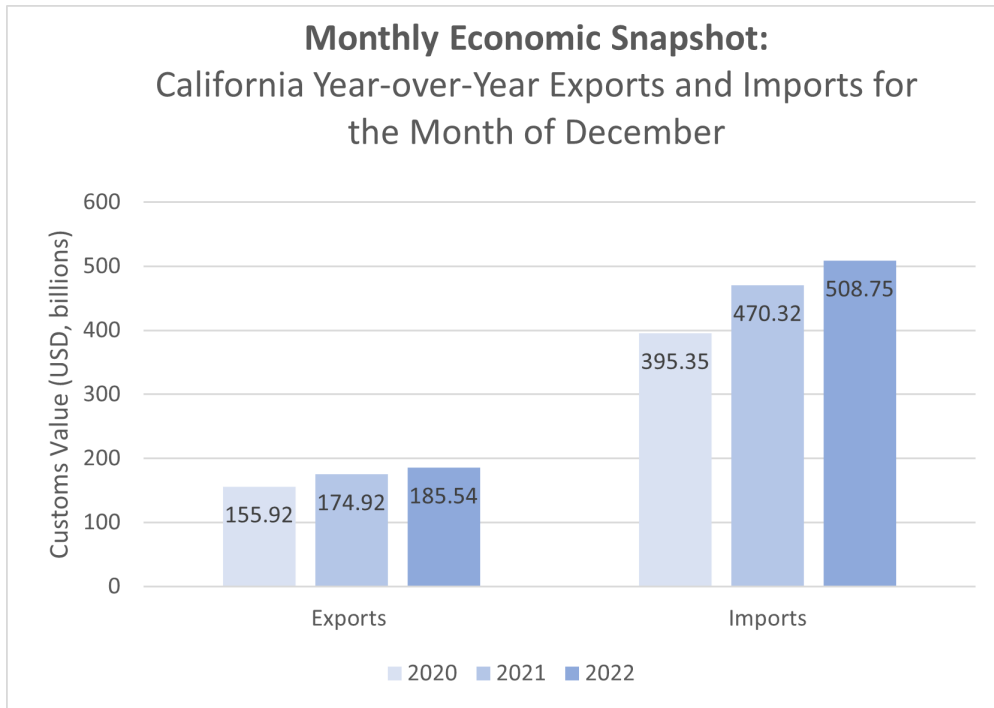
California's International Trade by the Numbers

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: December 2022

- ~ California's top three export destinations were Mexico, Canada, and China for the month of December.
- ~ California's top three import markets were China, Mexico, and Japan for the month of December.
- ~ "What was especially encouraging about December's export numbers is that California's 11.2%

year-over-year jump in shipments of manufactured goods was exactly twice the 5.6% nationwide increase,” said Jock O’Connell, Beacon Economics’ International Trade Adviser ~ Per Beacon Economics, for the entire year of 2022, California accounted for 9.0% of the nation’s \$2.065 trillion merchandise export trade, down from 10.0% in 2021 and 10.5% in 2019.



Featured Success Story



Veteran-Focused Australian Tech Company Announces Expansion to Temecula, CA

The Economic Development Coalition (EDC) recently [announced](#) that Deploi, an Australian tech company, is establishing its first U.S. location in Temecula, CA in collaboration with The Temecula Entrepreneurs Exchange (TVE2). Deploi’s mission is to revolutionize healthcare for

military veterans and their families. The platform uses technology to reduce complexity when navigating veteran services, whilst facilitating data sharing and wellbeing insights on a secure platform.

“We are excited to welcome Deploi to the region. This will be a great addition to our tech sector and for the many veterans who call Southern California home,” said Economic Development Coalition Executive Director, Connie Stopher. “The local and state-wide collaboration was key to the success of this project.”

[See the Deploi website](#) to learn more about their business.

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

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

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