

[View this email in your browser](#)



---

## International Affairs and Trade July 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



#### **GO-Biz releases \$8.2 million in support of local immigrant integration efforts!**

The Local Immigrant Integration and Inclusion Grant (LIIG) is an initiative by the Governor's Office of Business and Economic Development (GO-Biz) to provide \$8.2 million in one-time funding to support the development or expansion of immigrant integration efforts, increase community trust, and enhance the organizational capacity of local governments to support immigrant populations in California.

[Submit your application](#) by July 28, 2023.



#### **2024 SelectUSA Spinoff Application Open Now!**

If you're an Economic Development Organization (EDO) at the county, city, state, regional, or tribal level, check out this opportunity to work with SelectUSA! Submit your application today to host a SelectUSA Spinoff event, an FDI site selection promotion happening either before or after the main summit, taking place from June 23-26, 2024, in National Harbor, Maryland. EDOs who would like to leverage the convening power of the SelectUSA Investment Summit must submit an application to host a SelectUSA Spinoff event.

[Submit your application](#) by October 2, 2023.

---

## Upcoming Events Organized or Supported by GO-Biz



### Green Expo & Aquatech Mexico

*September 5–7, 2023  
Mexico City, Mexico*

Registration Contact: [diana.dominguez@gobiz.ca.gov](mailto:diana.dominguez@gobiz.ca.gov)

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](#).

---



### MEDICA CEO Program

*November 13–16, 2023  
Düsseldorf, Germany*

Registration Contact: [patricia.utterback@gobiz.ca.gov](mailto:patricia.utterback@gobiz.ca.gov)

MEDICA in Düsseldorf is one of the largest medical business-to-business trade fairs in the world for medical technology, diagnostic imaging, health IT, laboratory equipment, diagnostics, physiotherapy equipment and medical consumables. The trade fair includes an in-depth program of forums, conferences, and special events to provide opportunities for thought provoking presentations and discussions with global experts.

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

---



## Arab Health

January 29–February 1, 2024  
Dubai, United Arab Emirates

Registration Contact: [patricia.utterback@gobiz.ca.gov](mailto:patricia.utterback@gobiz.ca.gov)

Arab Health is a significant event for the healthcare industry that brings regional and international policy drivers, thought leaders, and healthcare professionals to address and outline global healthcare challenges. Additionally, attendees have the opportunity to network with these global industry leaders and enable companies to showcase their progress and achievements in the sector.

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

---



## Singapore Airshow

February 20–25, 2024  
Changi Exhibition Centre, Singapore

Registration Contact: [henan.li@gobiz.ca.gov](mailto:henan.li@gobiz.ca.gov)

Connect with high-level government and military delegations, as well as senior corporate executives around the world at one of the leading aerospace and defense trade shows. California aerospace and defense companies looking to expand to the Asia market are highly encouraged to apply to join the California Pavilion at the Singapore Airshow. Businesses qualified for CA STEP funding are eligible to participate at a significantly reduced cost. Space is limited and resources will be offered to STEP qualified companies on a first come first served basis.

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

---



## Hannover Messe

April 22–26, 2024  
Hannover, Germany

Registration Contact: [patricia.utterback@gobiz.ca.gov](mailto:patricia.utterback@gobiz.ca.gov)

Hannover Messe is the world's largest and most comprehensive industrial technology event. It covers core themes of the industrial value-adding chain – from individual components to the complete smart factory. Innovative California industrial companies looking to expand to the European market are highly encouraged to apply to join the California Pavilion at Hannover Messe. Businesses qualified for CA STEP funding are eligible to participate at a significantly reduced cost. Space is limited and resources will be offered to STEP qualified companies on a first come first served basis.

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

---

## 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.

---



### Strategies for Success in Asia: Six Part Webinar Series

*U.S. Commercial Service*

*June 1, 2023 – November 2, 2023*  
*Virtual*

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

Strategies for Success in Asia is a six-part virtual event series hosted by the U.S. Commercial Service that offers an educational opportunity for businesses to gain the skills and knowledge to successfully export to the diverse markets in the region. Each topic within the webinar series will be tailored to address specific opportunities and challenges that U.S. businesses face when exporting or doing business in Asia. Each webinar will also highlight best prospects and priority upcoming events in a key country in Asia. Through this series of events, participants will be introduced to key export resource partners and meet on-the-ground U.S. Department of Commerce/U.S. Commercial Service staff who can assist you in entering markets in Asia. Participants will also hear from private sector experts and receive first-hand accounts from other U.S. companies that have succeeded in the region and will have an opportunity to ask questions relevant to your own company goals.

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



## U.S. Cleantech Trade Mission to China Information Session

*U.S. Commercial Service*

*July 26, 2023 | 11:00 AM – 12:00 PM PST  
Virtual*

[Register](#) for this event by July 25, 2023.

Learn how to participate in the U.S. Cleantech Trade Mission (Oct/Nov 2023), organized by the U.S.–China Cleantech Center, in cooperation with ITA and the U.S. Commercial Service. Explore market opportunities as China transitions to a low carbon economy, estimated to require over \$20 trillion in green investments through 2060 to meet its decarbonization goals.

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

---



## U.S. Cybersecurity Trade Mission to East Asia

*U.S. Commercial Service*

*September 18–26, 2023  
Taiwan, South Korea, Japan*

[Apply](#) for this event by July 21, 2023

The United States Department of Commerce, International Trade Administration (ITA), is organizing an executive-led Cybersecurity Business Development Mission to Taiwan, South Korea, and Japan, September 18–26, 2023.

The purpose of the business development mission is to introduce U.S. firms to East Asia's information and communication technology (ICT) security and critical infrastructure protection markets, and to assist them in finding business partners and export their products and services to the region. This mission will also promote the tenets and adoption of the U.S. National Institute of Standards and Technology (NIST) Cybersecurity Framework globally. The business development mission is intended to include representatives from U.S. companies and U.S. trade associations with members that provide cybersecurity and critical infrastructure protection products and services.

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](#).

---

# 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

[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 \(CCGP\)](#) // The California Competes Tax Credit (CCTC) and California Competes Grant Program (CCGP) application periods, amounts available, and committee meeting dates for fiscal year 2023–2024 have been posted! The first application period will start on July 24, 2023, with \$164 million in tax credits and \$120 million in grants available. Businesses interested in learning more about the CCTC or CCGP may register for free application webinars on [July 26th](#), [August 3rd](#), or [August 8th](#).

[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.



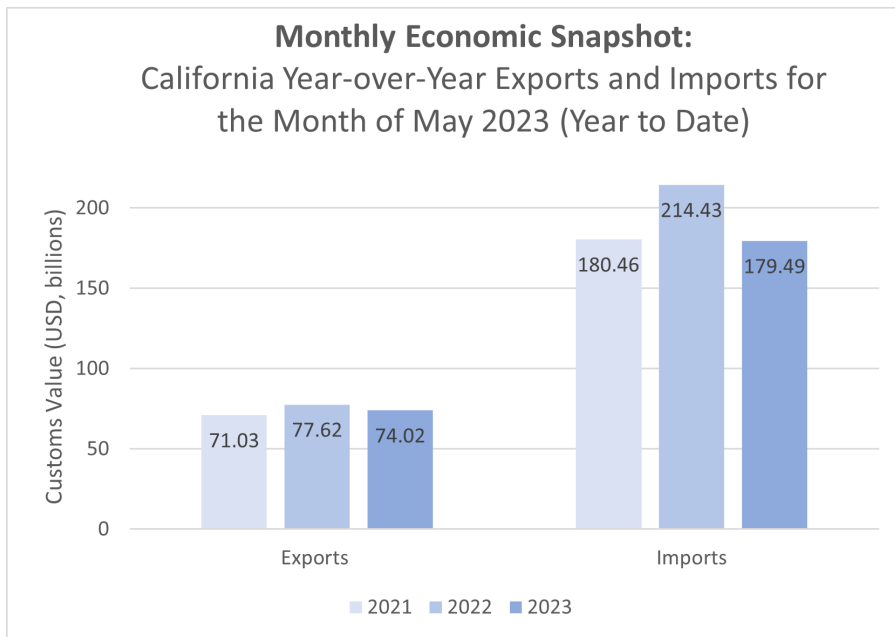
---

## 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: May 2023

- ~ California's top three export destinations were Mexico, Canada, China.
- ~ California's top three import markets were China, Mexico, and Taiwan.
- ~ "What we're seeing in this data are global supply chains finally catching up with demand and allowing prices to fall back towards more normal levels." said Christopher Thornberg, Founding Partner of Beacon Economics.



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 [international@gobiz.ca.gov](mailto:international@gobiz.ca.gov)

---

## Contact the GO-Biz Service Desk



---

*Copyright © 2023 California Governor's Office of Business and Economic Development, All rights reserved.*

Want to change how you receive these emails?



You can [update your preferences](#) or [unsubscribe from this list](#).

