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International Affairs and Trade March 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).

Upcoming Events Organized or Supported by GO-Biz



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.



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're considering the Mexican safety and security market for the export of your products and solutions, register your interest today!

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



**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.



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!

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



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](#) 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.



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

Virtual
February 8, 2023 – September 13, 2023

[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.



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 more than 50+ years of experience helping small businesses export.

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



Women in International Trade: A Timely Discussion of Opportunities & Challenges

National Association of District Export Councils (NADEC)

Virtual
March 15, 2023 | 1:00 PM – 2:00 PM PST

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

Women-owned businesses and women entrepreneurs often face barriers to growth based on gender discrimination. Encouraging more women-owned businesses to trade contributes to the potential to grow the U.S. economy. In honor of Women's History Month, NADEC will be hosting a webinar with a panelist of women in international trade. They will discuss their background and experiences and provide advice to other women in the industry or looking to be in the industry.

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.



Selling to Canada: Insights & Resources for Women-Owned Small Businesses

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

Virtual
March 23, 2023 | 10:00 AM – 11:00 AM PST

[Register for this event](#) by March 23, 2023

Come celebrate Women's History Month with the SBA's Office of International Trade in partnership with the International Trade Administration's Office of Western Hemisphere and the

Foreign Commercial Service in Canada! Join a discussion for woman-owned U.S. small business looking to grow exports to Canada. Whether you are preparing your market entry strategy or looking to expand, register to hear insights on opportunities in the Canadian market, considerations for U.S. women-owned businesses on doing business in Canada, and information on programs and services available from both SBA and Commerce to support you.

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



Opportunities in Canada's Cosmetic Sector

U.S. Commercial Service in Canada

*Virtual
March 27-30, 2023 | 7:00 - 8:30 AM*

[Register for this event](#) by March 27, 2023

The U.S. Commercial Service at the United States Consulate General in Montreal invites you to participate in a seminar on "Opportunities in Canada's Cosmetic Sector". This seminar is targeted towards U.S. companies who are interested in selling cosmetic products in Canada. The hosts are pleased to highlight Health Canada as the keynote speaker who will discuss how to facilitate the registration process of cosmetic products. An industry speaker will provide an overview on the Canadian cosmetic industry, retail environment, and market entry strategies.

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



2023 Ocean Business

U.S. Maritime Technology Export Initiative (USMTEI)

*Southampton, UK
April 18-20, 2023*

[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

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

[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.



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.



SIAL Canada

SIAL Canada

*Toronto, Canada
May 9–11, 2023*

[Register for this event](#) by April 10, 2023

SIAL Canada is the largest food innovation trade show in North America. SIAL Canada is the meeting point of the Canadian agri-food industry and the gateway to both American and international markets. The show brings together more than 1,000 national and international exhibitors from 50 countries and welcomes more than 20,000 professional visitors from

Canada, the U.S., and 60 other countries.

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



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



The BlueTechValley Initiative

In 2011, the BlueTechValley Initiative was established in Fresno – the heart of Central California’s San Joaquin Valley – home to a number of rural and urban communities, boasting a unique ecosystem that sustains a robust culture of water innovation. The San Joaquin Valley is the BlueTechValley. Its water-scarce climate fuels the need for extreme water efficiency, making it the ideal place to test, develop, and commercialize new technology. The purpose of the

BlueTechValley Initiative is to spur growth and help turn entrepreneurial visions into real-world solutions for managing our finite resources: water and energy. The BlueTechValley: Central Valley Regional Innovation Cluster represents an expansion and interconnection of multiple incubators and/or entrepreneurship programs with services located at each of seven designated BlueTechValley Cluster Hubs, collectively serving 39 counties covering two-thirds of California's geographic area. Funding for the new cluster is provided by a \$5 million grant from the California Energy Commission.

[See BlueTechValley Institute's 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. 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](#).

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.

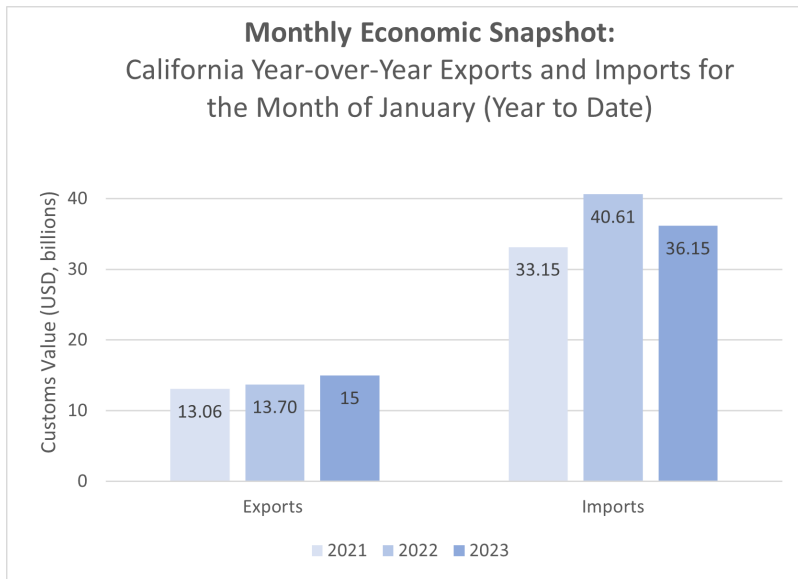


California's International Trade by the Numbers

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: January 2023

- ~ California's top three export destinations were Mexico, the United Kingdom, and Canada.
- ~ California's top three import markets were China, Mexico, and Japan.
- ~ California's merchandise export trade in January increased significantly from one year earlier, even though the state's share of the nation's merchandise export trade remained below pre-pandemic levels, according to a Beacon Economics
- ~ "What's especially encouraging is that, after stripping away the impact of price inflation, the real value of California's merchandise export trade this January was up an estimated 7.4% year-over-year," said Jock O'Connell, Beacon Economics' International Trade Adviser.



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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