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International Affairs and Trade October 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



Report: California Remains the #1 U.S. State for Jobs Supported by Foreign Direct Investment (FDI)

With 816,400 jobs – over 150,000 more than the next ranked state – California continues to lead the nation in jobs supported by foreign direct investment. Foreign-owned businesses are key drivers of economic growth, diversity, and innovation in the Golden State, which is why we are proud that they value the world-class talent California has to offer.

[See the SelectUSA factsheet](#) for additional information.



California Selected to Join World Education Services' Skilled Immigrant Integration Program (SIIP) Cohort for 2023–2024

The California Governor's Office of Business and Economic Development has been selected to join the World Education Services' (WES) Skilled Immigrant Integration Program (SIIP) for the 2023–2024 cohort. The program's focus areas for the 2023–2024 cohort include strategies to engage employers, initiatives to enhance immigrant and refugee economic inclusion, and an SIIP alumni network. California and other selected communities will receive tailored technical assistance from WES and its national partners. This will facilitate access to a collaborative network of SIIP alums with invaluable tools and strategies for building inclusive economies.

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



SIDO New to Export Training

State International Development Organizations (SIDO)

October 31 – November 21, 2023

Virtual

[Register for this event](#) by October 17, 2023

[Apply for reimbursement](#) by October 13, 2023 (*see below*)

GO–Biz is offering 100% reimbursement for a select number of California small businesses to participate. Learn more about qualifying for the reimbursement [here](#) and submit the form by October 13, 2023.

SIDO's New to Export Training Fall Session is scheduled to commence with instructor–led sessions on October 31, 2023. The program takes a practical approach to export training that will provide you with expert advice, guidance, and resources to develop a strategy and plan to begin exporting. SIDO's program is flexible in addressing your needs and intentional in maximizing your time commitment.

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

Upcoming Events Organized or Supported by GO-Biz



World Korean Business Convention 2023

*October 11-14, 2023
Anaheim Convention Center*

Visit the California Pavilion and meet with the GO-Biz International Team to learn about state resources that support California business exporters and services to help international businesses invest in the state.

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



Arab Health

*January 29-February 1, 2024
Dubai, United Arab Emirates*

Registration Contact: 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 companies are able to showcase their progress and achievements in the sector.

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



Singapore Airshow

February 20–25, 2024

Changi Exhibition Centre, Singapore

Registration Contact: 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 California 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 flyer](#) for further details.



Green Building & Green Tech Opportunities in Mexico

February 26–29, 2024

Mexico City

Registration Contact: diana.dominguez@gobiz.ca.gov

The California Governor's Office of Business and Economic Development (GO-Biz) will support up to six California small businesses to participate in this business matchmaking and green construction forum organized by the U.S. Department of Commerce and the Sustainability for Mexico and Green Building Council Inc. in Mexico City. GO-Biz will cover 75% of participation costs up front, bringing eligible California company cost down to \$250–\$500.

Mexico is moving rapidly towards green construction activities! This is a great opportunity for California/U.S. green builders and green technologies suppliers to present and showcase their latest green technologies and services with up to five Mexican companies interested in doing business with sustainable construction suppliers. Participating California/U.S. companies will

have pre-arranged business matchmaking meetings and an opportunity to participate in a briefing session to learn about opportunities in the Mexican market prior to the start of the service.

Please [visit our event page and flyer](#) for further details.



GDEI Trade Mission to Panama, Costa Rica, and Colombia

March 10-15, 2024

Panama, Costa Rica, and Colombia

Registration Contact: diana.dominguez@gobiz.ca.gov

The California Governor's Office of Business and Economic Development Trade Americas Team is supporting up to six California women-owned small businesses to participate in the U.S. Department of Commerce's Trade Mission and Conference to Panama, Costa Rica, and Colombia March 10-15, 2024.

The U.S. Department of Commerce is organizing this multi-sector focused trade mission to Latin America as part of its Global Diversity Export Initiative (GDEI). This trade mission is comprised of a business conference and customized business matchmaking appointments. Selected companies will have the opportunity to participate in business-to-business (B2B) matchmaking meetings with pre-screened potential buyers, agents, distributors, and joint venture partners. California STEP funding is 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 flyer](#) for further details.

FIDAE  2024 FIDAE Airshow

April 9-14, 2024

Santiago, Chile

Registration Contact: diana.dominguez@gobiz.ca.gov

The 2024 FIDAE Airshow will cover civil and commercial aviation, defense, airport equipment and services, homeland security, aircraft maintenance, space technology, RPAS/UAV, and cybersecurity. FIDAE provides significant sales opportunities for California businesses seeking to enter the Chilean aerospace and defense market.

The California Governor's Office of Business and Economic Development Trade Americas Team invites interested California small businesses to exhibit under the California Pavilion within the USA Pavilion at the Airshow. California small businesses that qualify for 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 flyer](#) for further details.



Hannover Messe

*April 22-26, 2024
Hannover, Germany*

Event Contact: 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-added 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 California 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.



Trade Winds 2024

May 13–15, 2024

Istanbul, Türkiye

Event Contact: patricia.utterback@gobiz.ca.gov

GO–Biz invites California small businesses to register their interest in attending the U.S. Commercial Service’s premier business development conference and business matchmaking sessions. The 2024 conference will be held in Türkiye with matchmaking in Denmark, Romania, Poland, and Italy. California small businesses that qualify for STEP funding are eligible to participate at a significantly reduced cost. Interested businesses are encouraged to register their interest [here](#).

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



Farnborough International Airshow

July 18–22, 2024

Farnborough, England

Event Contact: patricia.utterback@gobiz.ca.gov

Businesses in the aerospace, aviation, and defense industries are invited to Farnborough for one of the world’s premier airshows. Farnborough International Airshow aims to provide participants with opportunities to pioneer change, build new connections, engage with thought leaders, and access unparalleled business development opportunities. The California Governor’s Office of Business and Economic Development (GO–Biz) is organizing a state–led delegation of California companies to exhibit under a California Pavilion at the show. Aerospace and defense companies interested in expanding their international footprint are encouraged to register their interest [here](#).

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

Upcoming Events from Our Partners



Selling Online Globally: E-Commerce Best Practices for Exporters

National Association of District Export Councils (NADEC)

October 11, 2023 | 9:00 – 10:00 am PDT

Virtual

[Register for this event](#)

The National Association of District Export Councils (NADEC) has partnered with IBT Online to bring you this webinar that will share best e-commerce practices for exporters. Participants will learn about the global e-commerce environment, how to develop sales-centric localized business development websites, and how other companies are using digital tools to sell their products online.

Please [see the event page](#) 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 in entering Asian markets. 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 their own company goals.

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



Essentials You Need to Know for U.S. Expansion

SelectUSA

October 24, 2023 | 5:00 – 6:00 AM PDT

Virtual

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

SelectUSA is excited to offer this webinar on the steps needed to successfully set up a business in the U.S. The webinar will cover important topics including creating a U.S. entity, accounting, banking, insurance, taxes, and hiring employees. SelectUSA will also have legal experts on hand to answer questions. This webinar is open to the public! Interested economic development organizations are welcome to attend and to share this opportunity with foreign companies that may benefit from the content.

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



Complying with U.S. Export Controls Seminar

U.S. Commercial Service Bureau of Industry and Security (BIS)

October 25–26, 2023 | 8:30 AM – 4:30 PM PDT each day

Avenue of the Arts Hotel, Costa Mesa

[Register for this event](#)

In partnership with Women in International Trade Orange County (WITOC), the Bureau of Industry and Security (BIS) is offering its popular program "Complying with U.S. Export Controls." This two-day program is led by BIS's professional counseling staff and provides an in-depth examination of the Export Administration Regulations (EAR). The program will cover the information exporters need to know to comply with U.S. export control requirements. Presenters will conduct a number of hands-on exercises that will prepare you to apply the regulations to your own company's export activities. This one-of-a-kind program is well suited for those who need a comprehensive understanding of their obligations under the EAR.

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



Unveiling Trade Finance: Empowering SMEs to Expand Exports

LA Regional Export Council (LARExC)

October 26, 2023 | 9:30-11:00 AM PDT

Los Angeles Area Chamber of Commerce or Virtual

[Register for this event](#)

This hybrid, in-person seminar & webinar is tailor-made for owners of Small and Medium Enterprises (SMEs) in underserved communities eager to boost their exports. This presentation will kickstart a series of sessions focusing on essential topics such as optimal payment terms and fostering trust within the supply chain. Attendees will join in on unraveling the tapestry of Trade Finance, where expertise meets interaction, and where SMEs from underserved communities find themselves at the vanguard of prosperous global expansion.

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



Africa Technology Festival

November 12–17, 2023

Capetown, South Africa

[Register for this event](#)

Africa Tech Festival is a jam-packed, energy-filled week that celebrates Africa's vibrant tech scene. The festival brings a passionate community of 12,000+ movers and shakers and showcase the most inspiring examples of tech as a force for good. The festival has a supercharged program where thrilling new features, content, and experiences run alongside the main stars of the show, namely the anchor events AfricaCom, AfricaTech and Africalgnite. AfricaCom is dedicated to telecoms, connectivity, and digital infrastructure; AfricaTech explores innovative, disruptive technologies; and Africalgnite is an exclusive track dedicated to empowering entrepreneurs.

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



ACE Exports Compliance Webinar

U.S. Commercial Service

November 13–14, 2023

Virtual

[Register for this event](#)

The U.S. Commercial Service invite you to attend the ACE Export Compliance Webinar. This two-day virtual program brings together experts from the U.S. Census Bureau, The Bureau of Industry & Security, OFAC and U.S. Customs & Border Protection to provide training on export filing requirements. All of those who are involved in the export process should plan to attend this invaluable event, including manufacturers and suppliers, export compliance managers, freight forwarders, exporting carriers, consolidators, U.S. customs brokers, and compliance software providers.

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



BlueTech Week

*November 13–16, 2023
San Diego, CA*

[Register for this event](#)

BlueTech Week is all about the companies and people driving the sustainable Blue Economy. It's the annual event where hundreds of senior international participants – including representatives of academia, industry, and policymakers – collaborate and innovate on our toughest water and ocean challenges. There will be a breakout session titled "Water Technologies: International Needs/Opportunities" on the morning of November 17th.

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



2023 Trade Mission to Mexico

*December 3–8, 2023
Mexico City and Monterrey, Mexico*

[Register for this event](#) by October 20, 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. Mexico and surrounding Central American countries represent an opportune market for new-to-export companies. Mexico is the largest trade partner of the U.S. and shares a land border, making export logistics much simpler. Participants will enjoy industry-compatible and vetted buyers in direct B2B meetings in two cities in Mexico (Mexico City and Monterrey), with additional buyers flown in from Colombia, Costa Rica, Panama, Guatemala, Chile, and El Salvador.

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



VIETNAM EXPO 2024

*April 3-6, 2024
Hanoi, Vietnam*

[Register for this event](#)

With the aim of fostering investment and trade collaboration between Vietnam and other nations, the VIETNAM EXPO stands as Vietnam's largest trade fair in terms of both attendance and business turnover. The event encompasses a diverse array of industries, including agricultural products, food and beverage, machinery and supporting industries, digital technology and e-commerce, and more! Each year, VIETNAM EXPO garners attention and active participation from trade and investment promotion organizations, as well as domestic and foreign business communities hailing from 40 countries and territories worldwide.

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



Spotlight on Innovation: NeuroReality Joins the Murrieta Innovation Center

"We are thrilled to have this opportunity to be a part of Murrieta Innovation Center's dynamic ecosystem allowing us to collaborate beyond borders and begin on our journey of growth and progress in the USA. Being part of an environment that encourages disruptive ideas and rewards ambition is inspiring."

~ Sandy Rathod, PhD, CEO of NeuroReality

The [Murrieta Innovation Center \(MIC\)](#) recently announced the addition of [NeuroReality](#), a groundbreaking Dutch company, as a new international tenant. NeuroReality established a connection with the MIC at the 2023 SelectUSA Investment Summit, which representatives from MIC attended as members of the California delegation. Founded in 2017, NeuroReality has been at the forefront of democratizing access to cognitive rehabilitation and positively impacting the lives of millions of people worldwide who suffer from cognitive impairments relating to brain injury after a stroke. The company's mission to reduce the global economic burden on society by lowering healthcare costs and indirect costs of disability and lost productivity aligns with the values of the Murrieta Innovation Center and the State of 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 resources and funding opportunities available to help businesses 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. These include 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 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.

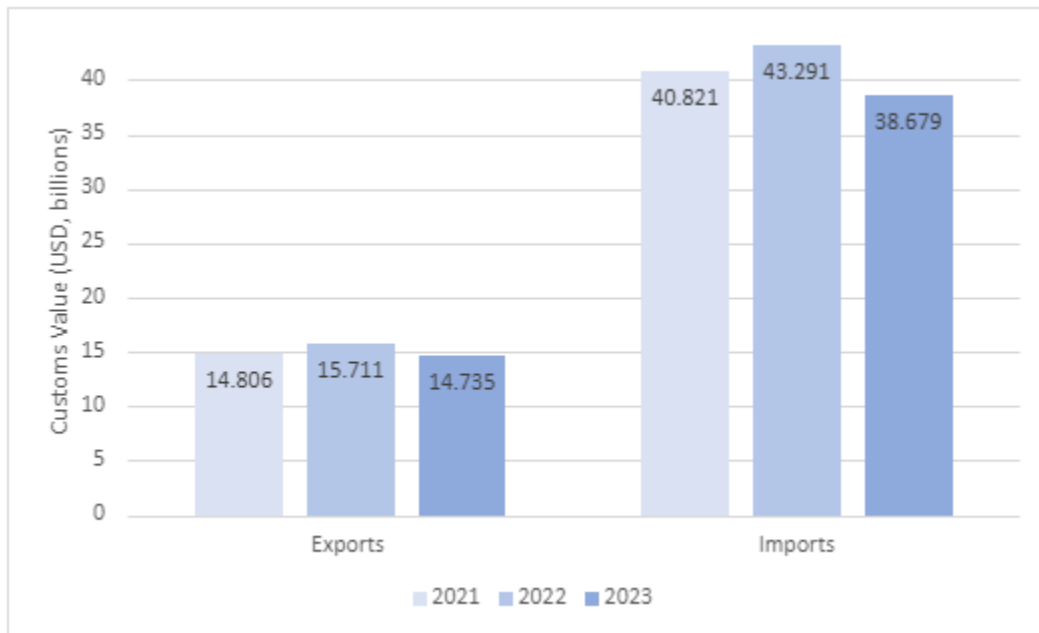


California's International Trade by the Numbers

This information was compiled using the most recent trade data from the U.S. Census Bureau.

Fast Facts: August 2023

- ~ California's top three export destinations were Mexico, Canada, and China.
- ~ California's top three import markets China, Mexico, and Taiwan.
- ~ California trade experienced a decline in both import and export volumes compared to the same month in 2021 and 2022; year-over-year exports decreased by 6.2 percent while imports decreased by 10.7 percent.



California Small Business Export Success Story



Combustion Associates, Inc. Receives 2023 National Minority Export Firm of the Year Award

Combustion Associates, Inc. (CAI) of Corona, California has been awarded the 2023 Minority Export Firm of the Year Award. By presenting them with this award, the U.S. Department of Commerce's Minority Business Development Agency recognizes CAI's outstanding success in domestic and global markets as a small business exporter. CAI is a minority woman-owned business that specializes in the engineering and manufacturing of power generators and diverse industrial process systems. During their 34 years of operations they have supplied their "Made in California" products and services to 10 international markets, including Cameroon, Canada, and Japan. CAI has previously won numerous regional, state, and national awards, including the E Award and the E Start Award from the U.S. Department of Commerce.

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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