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## International Affairs and Trade November 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).

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### Special Announcements



[Join the California delegation to SelectUSA, June 23–26, 2024!](#)

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GO-Biz is leading a delegation of California local economic developers to Washington, DC in June 2024 to represent the state at the [SelectUSA Investment Summit](#). Participating in the California delegation will give your organization the unique opportunity to engage with pre-vetted foreign investors, access the California booth, and admission to invite-only events. The delegate fee is \$~2,500 per person.

Please [see the flyer](#) for details and contact [international@gobiz.ca.gov](mailto:international@gobiz.ca.gov) with any questions.

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**Upcoming Events Organized or Supported by GO-Biz**



## 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 companies are able to showcase their progress and achievements in the sector.

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

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## Green Building & Green Tech Opportunities in Mexico

February 26–29, 2024  
Mexico City

Registration Contact: [diana.dominguez@gobiz.ca.gov](mailto: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 [see the event flyer](#) for further details.

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## 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](mailto: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.

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**FIDAE  2024** **FIDAE Airshow**

*April 9–14, 2024  
Santiago, Chile*

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

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**Hannover Messe**

*April 22–26, 2024  
Hannover, Germany*

Event 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. This year GO-Biz will be hosting a California Pavilion in the Energy 4.0 Hall, which covers sectors like renewables, sustainability, digital energy management and AI, energy efficiency, process and heat waste, mobility, and more. Innovative California companies within these sectors that are looking to expand to the European market are invited to apply to join the pavilion. 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.



## Trade Winds 2024

*May 13–15, 2024  
Istanbul, Türkiye*

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

GO-Biz is excited to announce that it will support up to five California small businesses attending Trade Winds, 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, Kazakhstan, Poland, and Italy. California small businesses must first apply with the US Commercial Service. Once a company applies and is accepted into the conference by Commercial Service, they will be invited to apply for STEP support. Apply for Trade Winds with the Commercial Service [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](mailto: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 flyer](#) for further details.

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## Upcoming Events from Our Partners



## Grow Your Exports in Canada

November 16, 2023 | 10:00 AM PST

[Register for this event](#)

Canada's proximity to the U.S. and overall eagerness to do business with America make it ideal for market entry, but this does not mean that you should treat Canada as an extension of your U.S. marketing efforts. You need dedicated resources to ensure you will be found and understood by customers across the northern border. A localized website is a perfect way to start, and it will make it easier for your target market to do business with you and buy your products. Join this live conversation to discuss how companies can leverage online business development tools, international ecommerce techniques, digital marketing strategies and grant programs to grow their exports, sales, brand, and business globally.

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

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**U.S.  
COMMERCIAL  
SERVICE**

United States of America  
Department of Commerce

## Resources and Financing for Women-Led Businesses Looking to Increase Export Sales

November 28, 2023 | 10:00 AM PST

[Register for this event](#)

Would additional working capital allow you to satisfy large international orders? Could a grant-funded international sales trip connect you with foreign customers? Don't leave financial resources on the table. Join the U.S. Commercial Service for conversations with EXIM, SBA, and others to learn what financial resources are available to U.S. women-led businesses who export. You'll hear directly from the export experts, as well as real clients who have used these financial services to grow their business internationally.

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

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## Explore Opportunities for Green Building and Green Technologies in Mexico

*November 29, 2023 | 11:00 AM PST*

[Register for this event](#)

Mexico is moving rapidly towards green construction activities and is learning best practices from Europe, Canada, and the United States. In an effort to continue supporting sustainable construction expertise from the United States, the U.S. Commercial Service proudly invites U.S. green builders and green technologies suppliers to learn more about the Mexican market and actions taken to take advantage of the LEED Version 5 Certification for the Mexican market provided by Sustainability for Mexico (SUMe), counterpart of the U.S. Green Building Council, Inc. This webinar will also include information on the “Building the Future: Climate Action Executive Forum” that will take place on February 27–29, 2024, in Mexico City.

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

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## Pre-Event Informational Webinar: Global Energy Show (GES) USA Pavilion

*December 6, 2023 | 8:00 AM PST*

[Register for this event](#)

Join us in cooperation with the U.S. Commercial Service in Calgary, Alberta for an educational webinar that will help you learn about energy sectors and energy opportunities in Canada and about the upcoming Global Energy Show (GES) Canada. Hosted on June 11–13, 2024, GES is the largest B2B exhibition and conference engaging with industry buyers and sellers, stakeholders and partners, CEOs, and young professionals together to share knowledge and fuel innovation in the ever-changing energy landscape.

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

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## WUSATA Virtual Export Readiness Training

*December 8 & 15, 2023 | 1:00–5:00 PM PST*

[Register for this event](#) by December 6, 2023

WUSATA's Export Readiness Training provides agribusinesses with the tools to create a successful international marketing strategy and export effectively. During this two-part training, you will assess your capacity for exporting, identify key foreign markets, and learn practical fundamentals so you can confidently export your products abroad. A brief homework assignment will be given at the end of each session, when all assignments are complete, the participant will have a viable international marketing strategy in hand. Participants that complete the sessions will also receive a WUSATA Export Readiness Certificate.

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

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## Export Skills Training, Legal, Compliance, and IPR Considerations for Women-Owned Businesses

*December 19, 2023 | 10:00 AM PST*

[Register for this event](#)

The U.S. Commercial Service has organized a webinar series focused on business opportunities in Latin America (Panama, Colombia, and Costa Rica) for women-owned businesses. Join this session to learn more about key resources to help grow your export sales.

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

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## Expo Manufactura 2024

*January 30–February 1, 2024*

USA Pavilion Contact: [mario.vidana@trade.gov](mailto:mario.vidana@trade.gov)

Join the USA Pavilion at Expo Manufactura, the premier event for advanced manufacturing in Latin America. The 2024 edition will feature 11 specialized pavilions showcasing the latest technologies and innovations in machine tools, automation, wire, and connectivity. Visitors in the automotive/auto parts, aerospace/aeronautics, energy, medical devices, home appliances, or electronics industry will find solutions to enhance their productivity and competitiveness. U.S. Commercial Service Mexico invites U.S. companies to participate in the USA Pavilion and benefit from the 13,000 buyer visitors and valuable government services; they will also provide fee-based matchmaking services to eligible U.S. exporters during the event.

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

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## WUSATA Pavilion at ANTAD Trade Show

*March 12–15, 2024  
Guadalajara, Mexico*

[Register for this event](#) by February 15, 2024

Expo ANTAD Alimentaria is Mexico's leading and largest retail trade show, which attracts more than 37,000 visitors and 1,700 exhibitors. Expo ANTAD has become the largest food industry exhibition in Mexico and is the ideal forum for international exhibitors to showcase their premium products to quality buyers, importers, and industry experts. Businesses that join the WUSATA pavilion will be provided with a kiosk, kiosk signage, an interpreter, and a chair. Register by December 31, 2023 to receive a discount on early bird registration.

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

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## 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](#).

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## Spotlight on Innovation



The Cedars–Sinai Accelerator is transforming healthcare quality, efficiency, and care delivery by helping entrepreneurs bring their innovative technology products to market. This three-month program based in Los Angeles, California provides companies with \$100,000 in funding, mentorship from more than 300 leading clinicians and executives, access to Cedars–Sinai Medical Center, and exposure to a broad network of healthcare experts, including health system executives from a wide range of organizations, experienced healthcare entrepreneurs, other industry advisers, and healthcare investors. Since 2016, the accelerator has helped dozens of companies transform healthcare delivery and patient care.

Applications for Class 10 of the Cedars–Sinai Accelerator are now open! Use [this link](#) to apply to participate in the Cedars–Sinai Accelerator Program. Applications close March 31, 2024.

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## 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

[Foreign Direct Investment in California, 2023 Report](#) // World Trade Center LA (WTCLA), in partnership with GO-Biz and Loyola Marymount University has released its eighth 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.

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## Grant & Funding Opportunities

### Trade

[State Trade Expansion Program \(STEP\)](#) // The Governor's Office of Business and Economic Development (GO-Biz) administers this grant program, which seeks to increase the number of small business exporters and increase the volume of goods and services they export. STEP helps small businesses to begin exporting or grow their existing export sales by providing reimbursable [Export Vouchers](#) and implementing [STEP Events](#), which includes organizing state pavilions at international trade shows and trade missions. [Visit the STEP website](#) or [contact Mariana Guevara](#) to learn more.

[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.

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## 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.



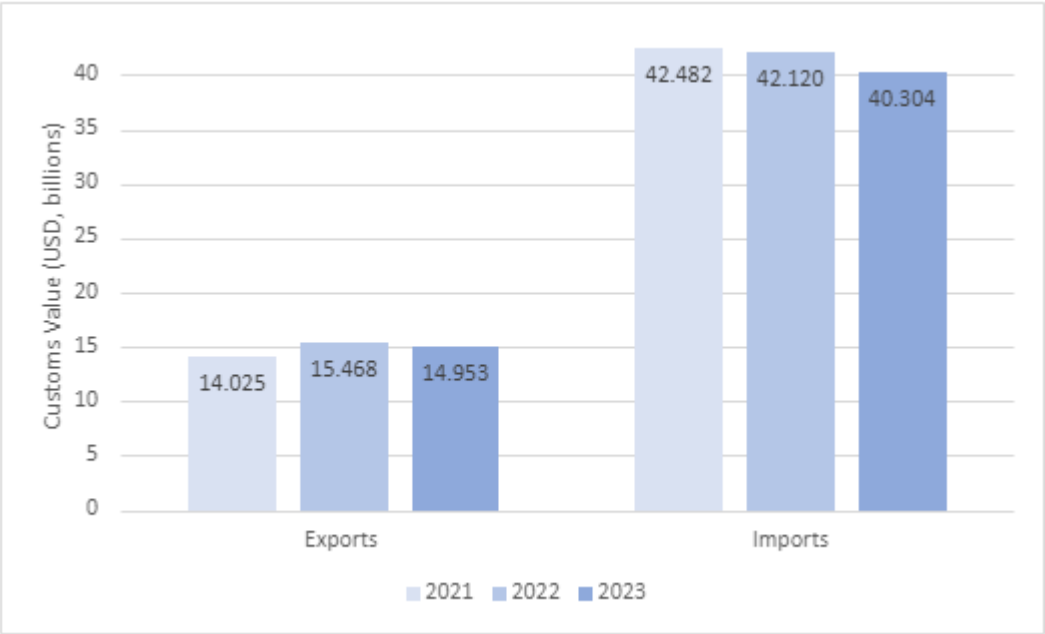
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# California's International Trade by the Numbers

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

### Fast Facts: September 2023

- ~ California's top three export destinations were Mexico, Canada, and China.
- ~ California's top three import markets were China, Mexico, and Taiwan.
- ~ California trade experienced minor year-over-year declines of 3.3 percent in exports and 4.3 percent in imports, compared to September 2022. However, export volumes remained 10.3 percent higher than September 2021 levels.



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## International Business Success Story



[Redflow](#) is an energy storage solutions provider from Australia that is advancing the renewable energy transition by producing batteries that are fully recyclable and manufactured from widely available, low-toxicity materials. Their energy storage technology is scalable, from tens of kilowatt hours to hundreds of megawatt hours, and can operate without additional cooling or heating and with no degradation from 59 degrees Fahrenheit to 113 degrees Fahrenheit.

Redflow expanded into California following receipt of a California Energy Commission grant in 2021, which enabled them to complete their first large scale energy storage project and provided critical customer visibility within California. They have been able to leverage that to gain significant commercial traction in key markets and are rapidly growing their footprint as a result.

Redflow has found California to be a place of immense opportunity, both due to the state's focus on the clean energy transition, as well as the unmatched talent pool specialized in clean energy. Furthermore, California has some of the most innovative programs to support new clean energy technology.

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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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

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

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### Contact the GO-Biz Service Desk



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