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CALIFORNIA
GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT

International Affairs and Trade

May 2025

Special Announcements

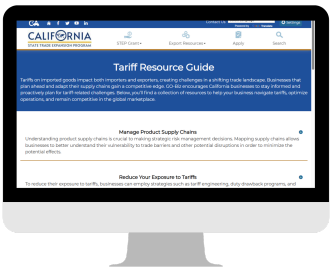


May is World Trade Month

This May, we celebrate World Trade Month — honoring the innovation, partnerships, and global connections that power growth across borders. International trade creates jobs, lowers prices, and expands access to goods and services.

Tariff Resource Guide

GO-Biz has launched a tariff resource guide that provides recommendations to businesses on how to navigate the impact of tariffs on their operations. GO-Biz encourages California businesses to stay informed and proactively plan for tariff-related challenges. On the webpage, you will find a collection of resources to help your business minimize tariff impacts, optimize operations, and remain competitive in the global marketplace.





Foreign Direct Investment in California 2025 Report

International trade and investment have never been more significant components of the economic landscape in California. This year, 18,484 foreign owned enterprises accounted for 800,084 jobs across the state, an increase of 45,894 jobs from 2023, paying an estimated $84.246 billion in wages to Californians. The annual 'Foreign Direct Investment in California' report, produced by World Trade Center Los Angeles in partnership with GO-Biz, serves as the premier source of insight into foreign direct investment coming into the state from around the globe. Read the full report here.

STEP Export Trainings are Here

GO-Biz is launching expert-led export trainings to help California small businesses enter high-potential global markets. Consider registering your interest for the upcoming trainings:

- Safety & Security in Australia
- Safety & Security in Canada
- Cleantech in the Nordics
- Agricultural Technology
- Health Tech in Southeast Asia
- Beauty in Saudi Arabia

Apply to Join Us at the Following Events



Aquatech Mexico

September 2-4, 2025
Mexico City, Mexico

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

GO-Biz will host four to six companies in its California Pavilion at Aquatech Mexico. GO-Biz invites California water technology professionals to join our pavilion to meet with industry experts and explore the future of water. Register your interest today!

Aquatech Mexico is the largest exhibition for process, drinking, and wastewater in Mexico and Latin America. Join three action-packed days that provide the ideal platform to make profitable business relationships, exchange ideas, and learn all about opportunities in this specific region for water technology.



Green Expo Mexico
September 2-4, 2025
Mexico City, Mexico

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

GO-Biz will host four to six companies in its California Pavilion at Green Expo Mexico. GO-Biz invites California companies in the clean technology sector to join our pavilion to showcase your technologies for a greener future. Register your interest today!

Green Expo Mexico is the leading event in circular economy dedicated to waste management, recycling, hydrogen, biomass, biogas, and driving a more sustainable and innovative future.



Medical Fair Thailand

September 9-12, 2025
Bangkok, Thailand

Event Contact: henan.li@gobiz.ca.gov

GO-Biz will host five companies in its California Pavilion at Medical Fair Thailand. GO-Biz invites California medical and healthcare technology exporters to join our pavilion to showcase their innovations for the future. Apply today!

Medical Fair Thailand alternates with Medical Fair Asia in Singapore, creating a dynamic event cycle serving the regional medical and healthcare industry. Over the years, these exhibitions have become Asia's leading international platforms for the sector. Medical Fair Thailand features a comprehensive showcase of equipment and supplies across the hospital, diagnostic, pharmaceutical, medical, and rehabilitation sectors.

Please see the event flyer for more information.

GO-Biz is active in a wide range of events! Visit our **events page** to see where you can find us next and follow our **LinkedIn page** for highlights.

Upcoming Events From our Partners

Select USA Upcoming Events
Various Dates
Various Locations
Please see the website for more information

Tariffs and Supply Chain Webinar
On Demand
Virtual
Please see the website for more information

World Trade Connect Accelerator Program
May 12-July 18, 2025
Virtual
Two spots left in the cohort. Please see the website for more information.

Export Essentials Workshop
May 14-15, 2025
Port of Hueneme, California
Please see the website for more information.

Estrategias Exitosas de Exportacion

May 15, 2025
Hybrid
Please see the website for more information.

Annual Export Conference
May 19-20, 2025
Washington, DC
Please see the website for more information.

How Tariffs Can Impact Your Business
May 20, 2025
Virtual
Please see the website for more information.

Export Essentials Workshop
May 20-21 2025
Bakersfield, California
Please see the website for more information.

Export Essentials Workshop
May 22-23, 2025
San Luis Obispo, California
Please see the website for more information.

Services Export Summit
June 17, 2025
Irvine, California
Please see the website for more information.

Are you hosting an event you'd like to feature?
Reach out using the below event form!

Event Form

California Success Story

Ventura County: Expanding Access and

Awareness for Immigrant Communities

Ventura County, a recipient of GO-Biz's Local Immigrant Integration and Inclusion Grant, continues to make significant strides in connecting immigrant residents with vital services. In the second quarter of their grant implementation, the County reported the following outcomes:

- Reached over 9,000 immigrant residents through 148 in-person events, social media outreach, and patient visits.
- Launched a bilingual (English/Spanish) Language Access Survey via QR code, with early data indicating a 50% increase in awareness of available services.
- Distributed information on healthcare, housing, financial literacy, and public benefits, with survey promotion efforts reaching more than 100 participants.

This success story highlights Ventura County's commitment to ensuring immigrant communities have the information and resources they need to thrive.

*Visit the **International Businesses in California page** to learn more about the success stories of foreign businesses that have expanded to California. If you have a success story you'd like to submit for consideration, please share in the form below.*

Submit Story

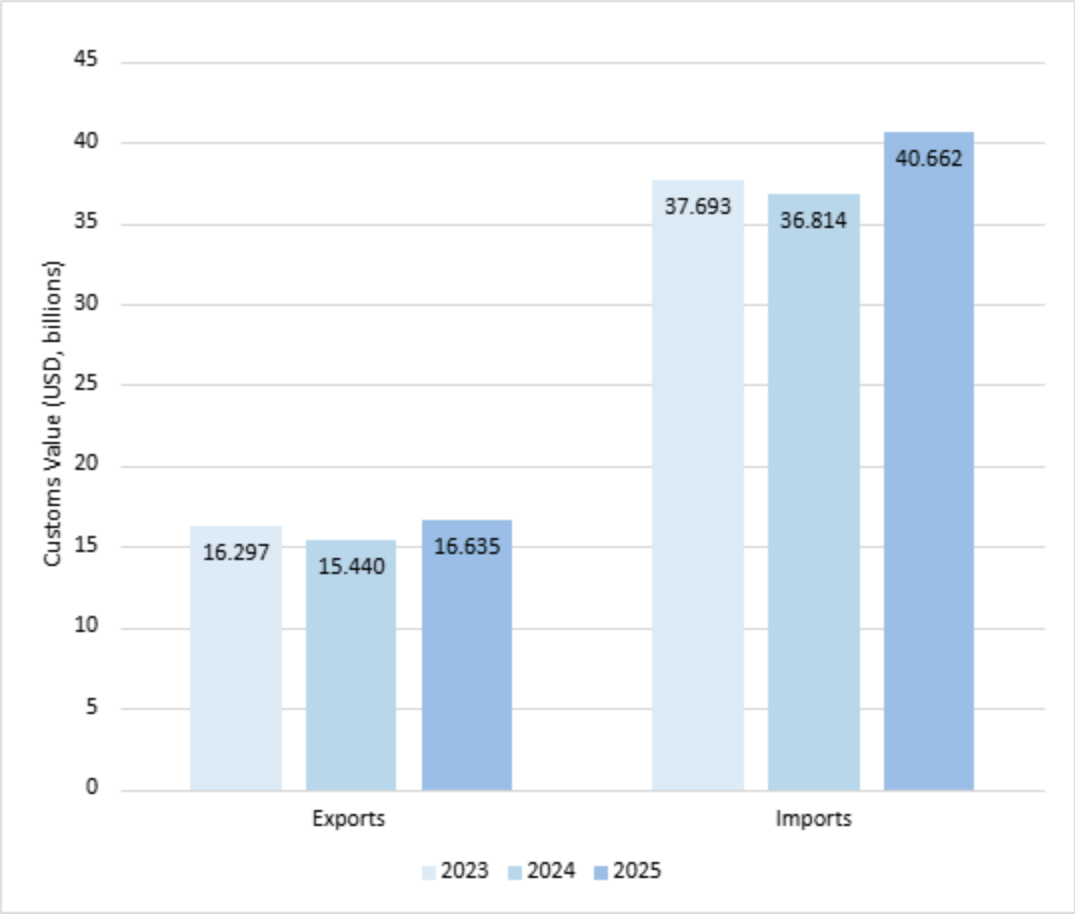
California's International Trade by the Numbers

This information reflects the most recent trade data from the U.S. Census Bureau.

Fast Facts: March 2025

- California's top three export destinations were Mexico, Canada, and Taiwan.
- California's top three import markets were China, Mexico, and Vietnam.

- California's monthly exports in March 2025 increased by 7.7 percent compared to 2024 and 2.1 percent compared to 2023.
- California's monthly imports in March 2025 increased by 10.4 percent compared to 2024 and 7.9 percent compared to 2023.



Latest Resources and Tools

Training Opportunities & Informational Resources - Trade



Export Training Program

GO-Biz has awarded over $1 million in funding to eight California organizations to develop and implement export training programs tailored to new-to-export businesses. The STEP website has information about awardees and their free-of-cost programs to help organizations discover which program is right for them.

California Exporting Guide by the Export-Import Bank of the United States



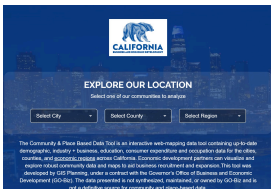
To provide support for California exporters, EXIM created a California Exporting Guide that outlines key export facts, tools, and opportunities.



U.S. Department of Commerce Country Commercial Guides

Reports on market conditions, opportunities, regulations, and business customs prepared at U.S. Embassies worldwide by the Commerce Department, State Department, and other U.S. agency professionals.

Training Opportunities & Informational Resources - Investment



GO-Biz Community and Place Based Data Tool

The Community & Place Based Data Tool is an interactive web-mapping data tool containing up-to-date demographic, industry + business, education, consumer expenditure and occupation data for the cities, counties, and economic regions across California. Partners can visualize and explore robust community data and maps to aid business recruitment and expansion.



Foreign Direct Investment in California, 2025 Report

World Trade Center LA (WTCLA), in partnership with GO-Biz and Loyola Marymount University, has released its tenth annual report on FDI in California. See the report to learn more about FDI trends by source country, sector, and California region.



California Business Investment Guide

Compiled by 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.

Grant & Funding Opportunities - Trade

State Trade Expansion Program (STEP)

GO-Biz administers the STEP grant program, which seeks to



expand 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 executing STEP Events, which include organizing state pavilions at international trade shows and trade missions. Visit the STEP website or contact STEP Director Mariana Guevara to learn more.



Western U.S. Agricultural Trade Association (WUSATA) Fund Match Program

California's membership in WUSATA allows eligible small businesses in the food and ag sector 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.

A variety of helpful resources, including **past newsletters**, forms for event promotion and delegation visits and business export assistance are available on the **GO-Biz website**

Stay connected to GO-Biz

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