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International Affairs and Trade September 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



California STEP Funding Opportunities

The Governor's Office of Business and Economic Development (GO-Biz) is thrilled to announce that the California STEP Program is back and is now fully overseen and administered exclusively by the GO-Biz International Affairs and Trade team.

Visit our new [California STEP website](#) today.

GO-Biz will provide free training to California small businesses alongside federal, state, private, and non-profit organizations by conducting practical webinars that guide eligible California small businesses through the STEP grant portal and instructional materials that help guide successful applications.

- *September 22, 2022, at 9:00 AM*
- *October 6, 2022, at 9:00 AM*
- *October 20, 2022, at 9:00 AM*

Please see the webinar [registration page](#) for further details

GO-Biz's Emily Desai appointed as a member of the U.S. Investment Advisory Council

On Monday, August 22, 2022, the U.S. Secretary of Commerce Gina Raimondo announced the names of 34 international business and economic leaders who will advise the Secretary of Commerce on how government policies and programs affect the



United States. One of the leaders selected was Emily Desai, Deputy Director for International Affairs and Trade, California Governor's Office of Business and Economic Development.

Read the [press release](#) for further details.

Upcoming Events Organized or Supported by GO-Biz



CEO Program at MEDICA 2022

MEDICAlliance

*November 14–17, 2022
Dusseldorf, Germany*

Medical and Health

[Register for this event](#) by October 7, 2022.

GO-Biz welcomes California businesses to pre-register for the Corporate Executive Office (CEO) Center Program at MEDICA 2022. This program offers a curated platform for participating companies seeking to promote their products and discover new opportunities for exports from a full-service office located on the show floor. GO-Biz is supporting a limited number of STEP-eligible California small businesses with up to \$4,000 in grant funds to attend this event in partnership with the U.S. Commercial Service. Companies that express interest in participation by filling out the pre-registration form will receive details on STEP eligibility and the next steps in the approval process for joining this program. Please note that funding will be awarded based on availability, so be sure to act quickly! Please [contact Emily Desai](#) for more information.

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

Upcoming Events from Our Partners



Discover Global Markets: The Blue Economy

U.S. Commercial Service

*September 20–22, 2022
Providence, Rhode Island*

Marine Renewables, Ocean Science and Research, Port Technology and Services, and Commercial Marine Various Markets (see below)

[Register for this event.](#)

Discover Global Markets business development forum is the U.S. Department of Commerce's flagship event series for U.S. exporters. The forum features a dynamic mix of plenary sessions,

topical round-tables, prescheduled one-on-one meetings with U.S. commercial diplomats, buyers, and ministry officials from key markets around the globe, and plenty of networking! Participants will have the opportunity to gain market insights from industry experts from U.S. Embassies around the world, including Australia, Brazil, Canada, France, India, Italy, Japan, Korea, Mexico, Singapore, Spain, the Netherlands, Norway, and the United Kingdom. Please [contact Maryanne Burke](#) or [Keith Yatsuhashi](#) with any questions regarding this event. The cost of registration is \$645, but DEC members can register for a discounted rate of \$545.

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



Institute of the Americas's 2022 La Jolla Energy Conference

*Debating the Future of Energy in Latin America and the Caribbean
September 28–29, 2022, at La Jolla, California*

[Register for this event.](#)

Join the Institute of the Americas for their in-person hallmark La Jolla Conference. The event is an essential platform and space to foster informed discourse on the energy sector and other issues that will shape the energy sector of tomorrow in Latin America.

Please [see the registration page](#) for further details.



Webinar: Showcasing the International Success of Latino-Owned and Led Businesses

*U.S. Commercial Service: Global Diversity Export Initiative (GDEI)
September 28, 2022, at 11 am*

[Register for this event.](#)

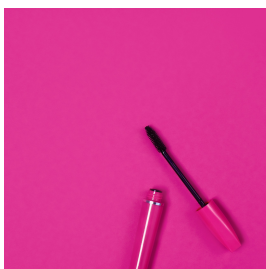
Join the U.S. Commercial Service for its 'From Local to Global: Celebrating Diversity' event series, which focuses on Latino-owned and led businesses. In this free webinar, participants will have the opportunity to participate in an interactive discussion on how Latino-owned and led Southern California-based companies have successfully grown their businesses internationally.

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

Webinar: Beauty and Personal Care Export Opportunities in the Middle East

*U.S. Commercial Service
September 29, 2022, at 8 am Pacific Time*

[Register for this event.](#)



With approximately 411 million consumers and a regional economy worth \$2.5 trillion, the Middle East is major market for U.S. beauty and personal care exports. Join this webinar to learn about opportunities in the UAE, Saudi Arabia, Qatar and Kuwait. The U.S. Commercial Service will also cover the assistance available to U.S. exporters.

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



WORLD TRADE CENTER
NORTHERN CALIFORNIA

Webinar: STEP Up Your Export Game

World Trade Center Northern California: Access Government Grants to Help Grow Your Sales Internationally

September 29, 2022, at 10 am

[Register for this event.](#)

Join the World Trade Center Northern California in hosting a unique workshop on how to apply for the California STEP Program with the Governor's Office of Business and Economic Development (GO-Biz). Host Kevin Mather will be joined by Mariana Guevara of GO-Biz, and Simona Racek of Getting to Global.

Please [see the registration page](#) for further details.



Automated Commercial Environment (ACE) Export Compliance Webinar

U.S. Census Bureau, BIS, and South Florida DEC

October 5-6, 2022

[Register for this event.](#)

This export compliance webinar is a two-day program bringing together experts from the U.S. Census Bureau, the Bureau of Industry and Security (BIS), and the South Florida District Export Council (DEC) to provide training on export filing requirements. All of those who are involved in the export process – including export compliance managers, exporting carriers, U.S. Customs brokers, and more – should plan to attend this invaluable event.

Please [contact the U.S. Commercial Service South Florida office](#) with any questions regarding this event. The cost of registration is \$95, with discounts available for groups of three to five individuals.

Please [see the registration page](#) for further details.



Singapore Week of Innovation and Technology (SWITCH)

Enterprise Singapore

*October 25–28, 2022
Resorts World Convention Centre, Singapore*

Technology

[Register for this event.](#)

SWITCH is Asia's leading deep tech festival connecting the Global-Asia innovation ecosystem, through premier thought leadership, vibrant networking, showcase events, and start-up pitching. In 2021, the hybrid edition of SWITCH drew over 36,000 views, from more than 15,000 attendees across 45 markets. The seventh edition of SWITCH is **returning physically in October**; this shift in dates is in order to match synergies with two other conferences happening in the same week: **Singapore International Agri-food Week (SIAW)** and **Singapore International Energy Week (SIEW)**. Through these connections, global partners and attendees will be able to have an optimal experience in innovation throughout the week. Please [contact Glen Lim](#) with any questions regarding this event.

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



Women in Tech Trade Mission to Europe

U.S. Commercial Service

*October 30–November 5, 2022
Amsterdam, Netherlands; Lisbon, Portugal; Paris, France*

Technology

[Register for this event.](#)

This executive-led trade mission to France, the Netherlands, and Portugal will provide opportunities for participants to access European regional markets and increase U.S. exports to the European Union by connecting them to pre-screened business prospects. The delegation will include representatives with decision-making authority from U.S. companies, trade associations, and national chambers of commerce representing industry sectors within the tech space. Consideration will be given to all export-ready companies that meet mission criteria, but the emphasis of the mission is to assist women-owned businesses and/or women executives of U.S. companies. Please [contact Susan Hettleman](#) with any questions regarding this event.

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



Indo Defense – Aerospace and Defense Trade Mission to Indonesia

U.S. Commercial Service

*October 31–November 4, 2022
Jakarta and Bandung, Indonesia*

Aerospace and Defense

[Register for this event](#) by September 19, 2022.

The goal of this trade mission is to create opportunities for U.S. businesses to showcase their aerospace and defense equipment to Indonesia's defense, security, and law enforcement authorities. Participants will have an opportunity to connect with senior-level Indonesian officials in a setting that facilitates progress on business development projects. For businesses new to this market, this will be an opportunity to make initial contacts, learn more about Southeast Asia's largest market, and gain perspective from the U.S. Commercial Service on specific challenges for U.S. businesses operating in Indonesia. By participating in an official U.S. industry delegation, rather than traveling to the region individually, businesses will enhance their ability to secure meetings and gain greater exposure to the region, as well as leverage the networks of prescreened industry buyers, distributors, and industry stakeholders developed by commercial specialists. Please contact [Andrey Piroozqar](#) or [Luke Yanos](#) with any questions regarding this event. The cost of registration will vary based on the size of the business and number of representatives attending.

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



ICT and Clean Technology Trade Mission to Serbia and Montenegro

U.S. Commercial Service

*October 31–November 4, 2022
Belgrade, Serbia and Podgorica, Montenegro*

ICT and Cleantech

[Register for this event](#) by September 15, 2022.

Businesses who join this mission will learn about key decision-makers, growing business opportunities, and strategies to navigate the Balkan markets. They will also be able to participate in a business event with public and private stakeholders. Please contact [Frantz Eyssallenne](#) or [Kenneth Haynes](#) with any questions regarding this event. The cost of registration will vary based on the size of the business and number of representatives attending.

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

FIHAV 2022: the Havana International Fair

San Francisco African American Chamber of Commerce



*November 14–18, 2022
Havana, CUBA*

The 38th Annual International Fair of Havana, or FIHAV, is being held in Havana, Cuba, November 14–18, 2022. Established in 1983, FIHAV is a business platform for new companies in the market, and for those already established. Products needed in the Cuban market include agriculture, food products, renewable energy, construction, health and life sciences, and ICT, among others. The **San Francisco African American Chamber of Commerce** is organizing a business delegation to join. To learn more about the delegation, contact Esther Vicente, Founder, Caribbean Basin Institute for Education and Culture / cbiec.org@gmail.com.



U.S. Pavilion at Formnext 2022

U.S. Commercial Service

*November 15–18, 2022
Frankfurt, Germany*

Additive Manufacturing

[Register for this event.](#)

Focusing on smart manufacturing or "Industry 4.0", the U.S. Pavilion at Europe's leading Additive Manufacturing show offers excellent opportunities for exporters of innovative U.S. products and services. U.S. Pavilion exhibitors can select from a variety of ready-to-go packages with stand construction, graphics, and meeting areas. Please [contact Kirsten Hentschel](#) for more information. The cost of registration will vary based on the size of the business and number of representatives attending.

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



EXIM Annual Conference 2022

Export–Import Bank of the United States (EXIM)

*December 13, 2022
Omni Shoreham Hotel, Washington, D.C. and Virtual*

[Register for this event](#) by November 16, 2022 for an early bird registration discount.

This year's EXIM Annual Conference will be held in a hybrid format with the theme of "A Brighter Future Through Exporting." It will feature speeches and panel discussions with leaders in business, finance, government, policy, and media as well as one-on-one consultation opportunities for small business owners, with a special focus on minority- and women-owned businesses. The conference will also highlight the importance of U.S. manufacturing, supply chains, the global energy transition, and economic security through exports, and it will emphasize how public-private partnerships can fuel economic growth and commercial trade. The cost of registration will vary based on the size of the business and whether they plan to

attend in person or virtually.

Please [see the event page](#) 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

[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 who are initiating or expanding their export activities.

[Western Trade Adjustment Assistance Center \(WTAAC\) at USC](#) // The WTAAC, located in LA, recently received a grant of \$1.4 million from the U.S. Economic Development Administration to support its ongoing efforts on a wide range of technical, planning, and business recovery projects that help businesses adapt to international competition. [Visit its website](#) to learn more about the support it can offer to California businesses.

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 Comeback Guide](#) // This comprehensive guide to incentive programs, grants, and funding resources for businesses operating in California was compiled by the Business Investment Services team (CalBIS).

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 on 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.

Investment

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.



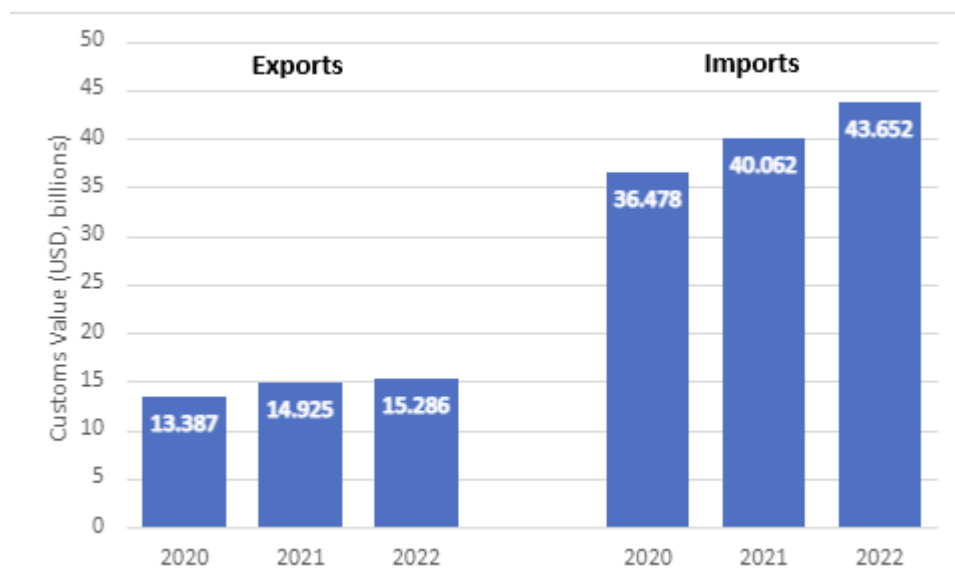
California's International Trade by the Numbers

This information was compiled using the most recent trade data from the [U.S. Census Bureau](#).

Fast Facts: July 2022

- ~ California's top five export destinations were Mexico, Canada, China, Japan, and Korea.
- ~ California's share of U.S. exports decreased 5.74 percent from June to July.
- ~ Year-over-year export and import volumes continued to increase, with exports increasing by 2.42 percent and imports by 8.96 percent compared to July 2021.

**Monthly Economic Snapshot:
 California Year-over-Year Exports and Imports for the Month of July**



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 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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