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Welcome to our Webinar Series

Exporting and Foreign Direct Investment

We will be starting soon









Business Resources for Economic Developers

How to help businesses expand their markets globally through exports and Foreign Direct Investment opportunities

July 11, 2023













The U.S. Commercial Service & District Export Council: Partners in Trade

Every year, the U.S. Commercial Service helps thousands of U.S. companies export goods and services worth billions of dollars. The U.S. Commercial Service's global network of trade professionals provides them with the trade counseling, market research, business matchmaking, and U.S. government advocacy they need to tap into lucrative opportunities and succeed.

District Export Councils (DECs) strengthen U.S. Commercial Service efforts through their members' extensive international trade experience and expertise. DECs are organizations of leaders from local business communities, appointed by the Secretary of Commerce, whose knowledge of international business provides a source of experience and advice for local firms. Each DEC contains up to 30 appointed members, who volunteer their time to sponsor and participate in numerous trade promotion activities.

For more information: <u>cc-dec.org</u>
California State University Bakersfield: www.csub.edu







Welcome Remarks:



Colleen Simons

Regional Director, Pacific South Network
U.S. Commercial Service
U.S. Department of Commerce | International Trade Administration







CALIFORNIA

The Innovation Economy

INTERNATIONAL AFFAIRS & TRADE STRATEGY



Global Collaboration & Engagement

Promote California globally under the leadership of Lt. Governor Kounalakis



Export Development & Promotion

Administer the STEP program and lead inbound and outbound trade missions



Investment Attraction

Help international companies land in California and support local foreign investment attraction



Sustainability & Inclusive Growth

Grow international partnerships with the aim of building a more resilient California for All



The International Affairs & Trade Team





Part 2: Export Expansion

U.S. Commercial Service

Central Valley and Coastal Export Team

CA State Trade Expansion Program

Western U.S. Agriculture Trade Association

Overview Overview Overview About Getting to Know WUSATA Exports Matter Member States Global Diversity Export Initiative Eligibility Criteria Participants Mission STEP Funding Opportunities How to Join Global Presence STEP Events Services Results Benefits WUSATA Global Connect Principles for Beginning Exporters Testimonials International Trade Shows Ready to Export? Video Grant Application Process Inbound/Outbound Missions Assess Export Readiness Export Voucher Basic Guide to Exporting WUSATA FundMatch **Allowable Expenses** Website Globalization Review Gap Analysis **Benefits** Allowable Expenses (cont.) **Target Markets Eligibility Ineligible Expenses Find Foreign Buyers Process Grant Application Process U.S. Commercial Service Events Reimbursable Expenses Application and FAQs Domestic Trade Show Expenses Access Europe and Eurasia STEP Application Portal Program Timeline Trade Events STEP Application Portal (cont.) Application and Guide Resources and Contacts Technical Assistance Claims and Videos Funding Announcements** Federal and State Partnerships **WUSATA Contact Info. Other Programs U.S. Commercial Service Offices Contact Information**



Exports Matter

More than 70% of the world's purchasing power is **outside** of the United States. Competitors are **increasing** their global market share while the U.S. is underperforming.



The U.S. Commercial Service's Global Diversity Export Initiative



Women-Owned Export Successes



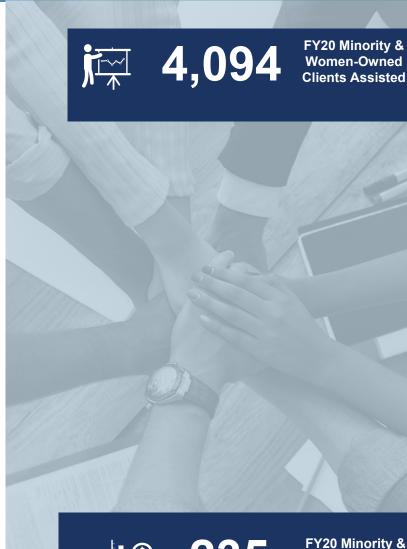
To support the U.S. economic recovery from the pandemic, the Biden Administration issued Executive Order 13985: Advancing Racial Equity and Support for Underserved Communities Through the Federal Government, underscoring that rural, Native American and minority-owned businesses have been impacted disproportionally by the pandemic and require dedicated resources to help them survive and grow.



Small and medium-sized (SMEs) in underserved communities face steep challenges to thrive and add jobs through export sales.



These challenges include a lack of awareness about export opportunities and risk-reduction strategies, an inability to access financing, difficulty identifying and vetting legitimate international buyers, and a lack of a service-provider network to facilitate export transactions.





Our Mission: Grow U.S. exports to increase U.S. jobs.

How we are different



Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.



Global Network

Our unmatched global network with trade experts in more than 76 markets can provide you with on-the-ground knowledge and connections.



Results Driven

Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.

U.S. COMMERCIAL SERVICE Overview trade.gov/export-solutions

Our Global Presence

The U.S. Commercial Service, creates jobs in the United States and strengthens U.S. economic and national security by promoting U.S. exports, and ensuring market access and a level playing field in international trade for U.S. companies.

Strategically located in 106 U.S. and 127 foreign locations in 80 countries, our global network of trade and investment professionals are well-positioned to help U.S. companies succeed internationally and ensure that U.S. businesses and commercial interests have a robust advocate and first line of defense against unfair foreign trade practices and market access barriers.

U.S. Commercial Service Offices Worldwide





Let our global network work for you.

Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.

Global Network

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Results Driven

Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.



The world is open for your business.

Our global network of experienced trade professionals is located throughout the United States and in U.S. Embassies and Consulates worldwide. Whether you're looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with opportunities and increase your bottom line.

Our Services



Export Counseling

- Learn about the export process and develop effective market entry and sales strategies.
- Find out about export documentation requirements and import regulations of foreign markets.
- Learn about U.S. government export controls, compliance and trade financing options.



Market Intelligence

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.



Business Matchmaking

- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets.



Commercial Diplomacy

- Address trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests.

U.S. COMMERCIAL SERVICE Overview



https://www.trade.gov/sites/default/f iles/2021-12/Exporting Basics Ep02 Are You Export Ready OC.mp4

U.S. COMMERCIAL SERVICE Overview





#5 Assess Export Readiness

Ready to enter their first international market, expand into additional markets, or take on more challenging, high-growth export markets?

Here's where to start:

- * Assessment for New Exporters
- * Assessment for Expanding Exporters
- Assessment for Experienced Exporters







#6 Basic Guide To Exporting

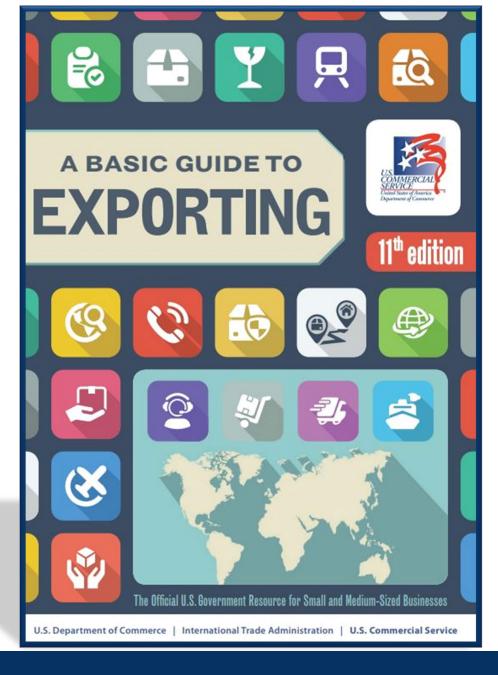
This is the book you need!

Whether you're new to exporting or just want to learn the latest ideas and techniques, and whether your product is a good or a service, this new 11th Edition will give you the nuts-and-bolts information you need.

Here are just some of the topics:

- ✓ How to identify markets for your company's products (Chapters 3 and 6)
- ✓ How to create an export plan (Chapter 2)
- ✓ How to finance your export transactions (Chapter 15)
- ✓ The best methods of handling orders and shipments (Chapters 12 and 13)
- ✓ Sources of free or low-cost export counseling (Chapter 4)

https://legacy.trade.gov/Guide To Exporting.pdf





#7 Website Globalization Review (WGR) Gap Analysis



WGR Gap Analysis Report

identifies areas for technical and "business process" improvement, and the

eCommerce BSP provides the service providers that can fix those areas identified as needing improvement.



https://www.trade.gov/website-globalization-review-gap-analysis

https://www.trade.gov/ecommerce-bsp-directory





#8 Target Markets

RAISE intel can help companies with the following needs:

Target Markets: Determining if there is export opportunity, and where, including prioritized country rankings

Plan: Building a strategic export plan based on data and on-the-ground realities

Execution Channels: Determining if a Trade Show, Trade Mission or overseas trip is a worthwhile investment

Contacts: Developing a prospective partner list, to see who is currently on the ground active in your industry segment

Competitive Advantage: Amplifying your presence at a trade show by developing a contact list to do promotions prior to the trade show.

Prep for Success: Preparing for a meeting with a prospective buyer by researching opportunities in advance of the meeting

https://www.trade.gov/rural-export-center



#9 Find Foreign Buyers

Single Company Promotion

Provides U.S. companies with promotional services to help increase the awareness of their product or service in a specific market. The promotional event may consist of a technical seminar, press conference, luncheon, dinner, or reception with targeted direct mail or email campaigns.

International Partner Search

Provides U.S. firms with a list of up to five prospective agents, distributors and partners that have expressed an interest in your product or service. Virtual introduction via teleconference to the identified contacts also available.

Featured U.S. Exporter Listing

A listing in the directory of an overseas U.S. Commercial Service's website gives U.S. exporters targeted exposure to more effectively help them find foreign business partners in specific local markets. It allows local importers to find U.S. exporters interested in exporting to a specific local foreign market.

Business Service Provider Listing

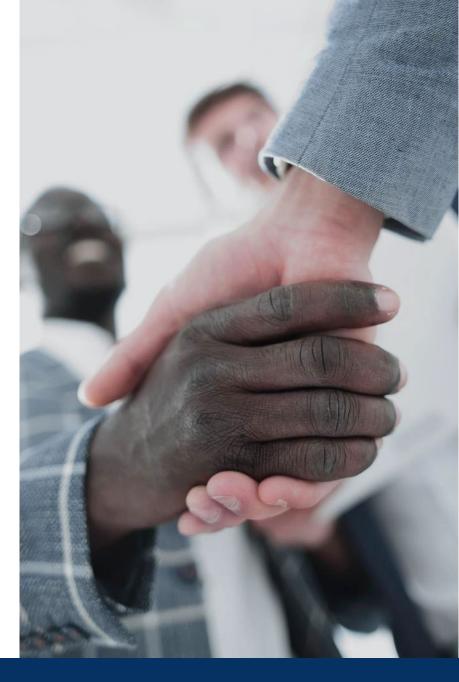
An online program to help U.S. exporters identify a professional export service provider to support them in the assessment, financing, or completion of an export transaction.

www.trade.gov/find-buyers-and-partners



Gold Key Service

Provides U.S. firms traveling to a foreign market with up to five pre-screened appointments to establish relationships with potential overseas agents, distributors, sales representatives, business partners and other local, in-country entities.





Commercial Service Presented Event

TRADEWINDS



Trade Winds

Trade Winds is the largest U.S. government-led trade mission and business development forum. We are pleased to announce the next forum, Trade Winds Europe/Eurasia, will be hosted in Istanbul, Türkiye in May 2024.



Access Europe and Eurasia: Explore Business Opportunities in Türkiye and Beyond!

Istanbul, Türkiye | May 13-15, 2024

Join us in **Istanbul**. Organized by the U.S. Commercial Service, Trade Winds will feature meetings with U.S. commercial diplomats from over 25 countries in Europe and Eurasia, exciting conference programming, and plenty of networking. The registration fee for the forum is \$750 per attendee.

Qualified U.S. businesses may customize their experience with optional business-to-business matchmaking meetings with pre-screened buyers, agents, distributors, or joint-venture partners in **Türkiye** (May 15) as well as **Denmark or Romania**, (May 9-10) and **Poland or Italy** (May 16-17). The registration fee for this option, which includes the business development forum and one mission stop, is \$2,200 for the first company representative (\$4,200 for companies with over 500 employees) and \$500 for each additional company representative. The registration fee for each additional mission stop is \$1,200.

Money details coming soon



Commercial Service Presented Events

DISC@VER GLOBAL MARKETS

Organized by the U.S. Commercial Service, these annual business development forums focus on an industry and/or world region. The conferences feature one-on-one meetings with U.S. Commercial Service diplomats visiting from abroad; panel discussions on the latest industry trends; export education; and extensive networking with U.S. trade officials and leading private sector experts.



Certified Trade Missions

Organized with select trade organizations, missions are customized to meet the needs of groups of U.S. companies participating. Missions may include activities such as market briefings, Gold Key Service, receptions, site visits, and technical seminars.

Trade Show Representation

The Trade Show Representation Service provides U.S. companies and economic development organizations with the ability to increase their marketing exposure at an overseas trade show when they are unable to attend in-person. Multiple clients' products and services may be showcased by the Commercial Service at the event.

International Buyer Program

At major domestic industry trade shows, the U.S. Commercial Service provides services including on-site introductions to foreign buyers; networking; export counseling; market analysis; and business matchmaking.

International Trade Fairs

Certified trade fairs feature a U.S. Pavilion and represent a U.S. Department of Commerce endorsement that the fair offers a high-quality, multifaceted opportunity for American companies to successfully market their product/services overseas. Participating companies receive U.S. Commercial Service assistance with access to prospective foreign buyers, agents, and industry representatives. Other services include pre-show industry/country market briefings, one-on-one export counseling, onsite promotion, and more.





Federal & State Partnerships

U.S. Small Business Administration

Export Financing, Loan Guarantees https://www.sba.gov/

Export Import Bank of the United States

Export Financing, Protection of Foreign Receivables https://www.exim.gov

State of California GO-Biz

International Trade & Investment https://business.ca.gov

USDA Foreign Agricultural Service

Export Resources https://www.fas.usda.gov/

Quick Reference Resources

Assessments

https://www.trade.gov/exporter-assessments

Basic Guide To Exporting

https://legacy.trade.gov/Guide_To_Exporting.pdf

Find Foreign Buyers

https://www.trade.gov/find-buyers-and-partners

Website Globalization Review (WGR) Gap Analysis

https://www.trade.gov/website-globalization-review-gap-analysis

Rural Export Center RAISE (Market Research)

https://www.trade.gov/rural-export-center

Trade Events

https://www.trade.gov/trade-events-search



How to Find a U.S. CS office near you

www.trade.gov/contact-us

U.S. COMMERCIAL



U.S. COMMERCIAL SERVICE Overview trade.gov/export-solutions



Your Local Office

Companies can find assistance locally in more than 100 Commercial Service offices nationwide.

https://trade.gov/contact-us

Your Central Valley and Coastal Export Team



Richard Swanson, Interim Director Ventura Ventura, Santa Barbara, San Luis Obispo 949-283-1024 (Direct) Richard.Swanson@trade.gov



Alicia Rios, Director Bakersfield Kern, Inyo, Mono, Kings, Tulare 661-888-8718 (Direct) Alicia.Rios@trade.gov



Andy Seeto, Director Fresno
Fresno, Madera, Mariposa, Merced, Tuolumne, Stanislaus, Calaveras
559-214-2923 (Direct)
Andy.Seeto@trade.gov



Bernadette Rojas, Central Valley and Coastal California Director 559-341-1737 (Direct)
Bernadette.Rojas@trade.gov









CALIFORNIA STEP

State Trade Expansion Program

Administered by the Governor's Office of Business and Economic Development (GO-Biz)







CALIFORNIA STEP

State Trade Expansion Program

Administered by the Governor's Office of Business and Economic Development (GO-Biz)





ABOUT CALIFORNIA STEP

- Funded in part through a Cooperative Agreement with the U.S. Small Business Administration
- Administered by the California Governor's Office of Business and Economic Development (GO-Biz)
- Seeks to increase the number of small business exporters, as well as increase the volume of goods and services they export





ELIGIBILITY CRITERIA

- For-profit business
- Organized or incorporated in the U.S.
- Majority operations in California
- Exporting goods or services of U.S. origin or that have at least 51% U.S. content
- Meets SBA small business size standards (which vary by NAICS code)
- Registered and in good standing with the State of California Secretary of State and other regulatory agencies
- In business for at least one year at the time that the funded activity takes place
- Has sufficient resources to bear the costs associated with trade, including the costs of packing, shipping, freight forwarding, and customs brokers
- Agree to provide information on export sales data resulting from participation in the STEP Event or Export Voucher Program and respond to all subsequent STEP surveys on a timely basis



FUNDING OPPORTUNITIES

STEP EVENTS

- Pre-selected export promotion activities led by partners and/or GO-Biz
- Pre-determined funding amount
- Awarded based on space availability
- Events managed by GO-Biz regional Trade Representatives

EXPORT VOUCHER

- Companies propose their own activities
- Reimbursement for up to 75% of preapproved expenses, with a maximum limit of \$10,000
- Funding is very competitive
- May be awarded a lesser amount than requested based on the strength of the application, the number of applications, and the availability of funding



STEP EVENTS

- Foreign Trade Missions
- International Trade Shows
- Product Showcases & Seminars
- Matchmaking Programs



businesses with \$750 each in funding to STEP Grant funding Product Showcase and Seminar. PROGRAM FEATURES INCLUDE:

- Marketing campaign featuring well-known Chinese social media Deadline: Nov. 16, 2022 influencers
- Digital brochure sent to distributors and buyers across mainland China and Hong Kong Seminar to learn about how to build your brand in China
- CALIFORNIA STEP QUALIFICATIONS
- For-profit business
- Organized or incorporated in the majority operations in California

 Exporting goods or services of U.S. origin or that

supporting up to 10 eligible California small

participate in the Greater China Clean Beauty

- have at least 51% U.S. content

 Meet SBA small business size standards (vary In good standing with the State of California
- In business for at least one year at the time that the funded activity takes place

STEP Registration:

Event Contact:



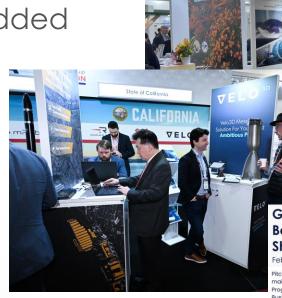
STEP EVENTS BENEFITS

Leverage the California brand for added marketing and visibility

Leverage global networking opportunities that come with exhibiting within California Pavilions

Network and connect with other like-minded CA company to share best practices, collaborate, and/or share tricks of the trade

- Access to Turnkey booth exhibitions, minimize logistics planning, and let us plan booth build and layouts for you
- Reduce costs to participate in trade shows and events



Greater China Clean Beauty Product Showcase & Seminar

CALIFORNIA (

nainland China and Hong Kong! The STEP Grant Cindy.Ma@trade.gov ogram administered by the Governor's Office of up to 10 eligible California small

PROGRAM FEATURES INCLUDE:

- Marketing campaign featuring
- Digital brochure sent to distributors and buyers across mainland China and Hona Kona Seminar to learn about how to

- Exporting goods or services of U.S. origin or that
- good standing with the State of California





STEP EVENTS FEEDBACK

• 2022 Asia Advance Manufacturing Mission: "I consider the event very successful. The teams in Indonesia, Singapore, and Japan all did a great job finding companies that are a good fit for our offering.

2022 Indo Defense Trade Mission: "We were able to achieve our primary objective of recruiting more local partners was a feat and credit goes to everyone who had (no doubt tirelessly) made the trade mission ran like a clockwork"

 2023 Asia Trade Winds: "Trade mission made me aware of opportunities and the importance of the Singapore market. We opened our e-commerce to Singapore and made [an] immediate sale."

• 2023 World Smart Energy Week: "It helped us to expand our brand visibility in the market through participation in a pitch session and a project announcement with our partners [redacted] witnessed by Lt. Gov. Kounalakis, Director Myers, and Chair Hochschild. It was fantastic to have access to the California delegation, who are hugely important for us as partners in building a domestic market for floating offshore wind.



CALIFORNIA (

Program administered by the Governor's Office of Business and Economic Development (GO-Biz) is Deadline: Nov.2, 2022 supporting up to 10 eligible California small Cost: \$1,000 (\$250 with ousinesses with \$750 each in funding to STEP Grant funding participate in the <u>Greater China Clean Beauty</u> STEP Registration:

roduct Showcase and Seminar. PROGRAM FEATURES INCLUDE: STEP Registration:



- Marketing campaign featuring well-known Chinese social media | Deadline: Nov. 16, 2022
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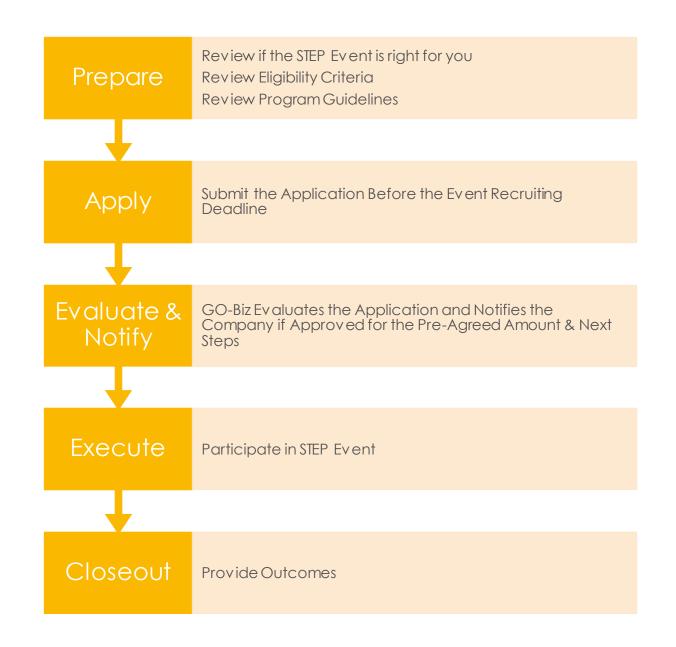
CALIFORNIA STEP QUALIFICATIONS

- · For-profit business
- majority operations in California
- . Exporting goods or services of U.S. origin or that
- nave at least 51% U.S. content Meet SBA small business size standards (vary
- In good standing with the State of California n business for at least one year at the time that the funded activity takes place

Event Contact:



GRANT APPLICATION PROCESS STEP EVENT





EXPORT VOUCHER

- Maximum reimbursement of up to \$10,000 USD to offset 75% of approved expenses
- Application rounds by activity timeframe:

Rouna	Application Period	For Activities implemented
1	CLOSED: Aug. 14, 2022 - Nov. 19, 2022	Oct. 1, 2022 - Dec. 31, 2022
2	CLOSED: Nov. 21, 2022 - Feb. 2, 2023	Jan. 1, 2023 – Mar. 31, 2023
3	CLOSED: Feb. 6, 2023 – May 12, 2023*	Apr. 1, 2023 – June 30, 2023

- Maximum of one application per round
- Funding considerations: availability of funds, number of submitted applications, and merits of the application



EXPORT VOUCHER ALLOWABLE EXPENSES



International Trade Shows & Trade Missions

- Exhibition/ Participation Fees
- Booth Space
- Temporary Booth Furnishings
- Catalog Listing Fees



U.S. Commercial Service Products

- Gold Key Service
- Initial Market Check
- Featured U.S.
 Exporter Listing
- International Company Profile



Sample Shipping

shipping product samples and materials to eligible promotional activities (trade shows, trade missions, and business meetings)



Compliance Testing & Product Registration

- Testing of existing products for entry into a foreign market
- Product registration in a foreign market



EXPORT VOUCHER ALLOWABLE EXPENSES



International Marketing Material

- Design of international marketing media
- Translation of packaging, brochures, etc.

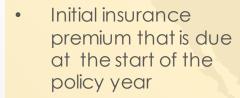


Website
Globalization &
E-Commerce

- International Website
 Design
- Translation into foreign languages
- Localization services
- E-commerce platform fees



EXIM Credit Insurance Premiums





Export Research Tools

 Subscriptions to assist with international market search

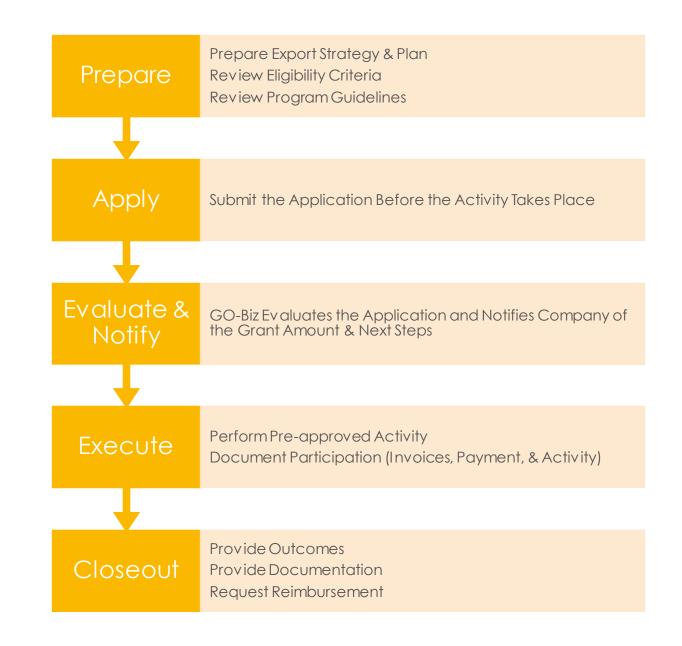


EXPORT VOUCHER INELIGIBLE EXPENSES

- Meals, lodging, transportation, or other expenses associated with travel
- Costs of printing materials
- Fees for shipping products to be sold in the market
- Membership or association fees
- General business operation expenses (rent, equipment, inventory costs, domestic marketing, payroll, etc.)
- Activities completed by staff on payroll
- Activities solely focused on domestic market



GRANT APPLICATION PROCESS EXPORT VOUCHER







California State Trade Expansion Program (STEP) Application Portal

The California STEP program is de markets. Eligible companies can for a STEP Export Voucher (previo Expansion Program (STEP) is fund

To be eligible fo

- For-profit Business
- Organized or incorporated i
- Majority operations in Califo
- · Exporting goods or services
- Meet SBA small business six
- Registered and in good star
 - Corporation or LC/LLC
 - Sole Proprietors must
- In business for at least one y
- Have sufficient resources to customs brokers.
- See the <u>Program Guidelines</u>

Round

1

Welcome to the California State Trade Expansion Program (STEP) Application Portal

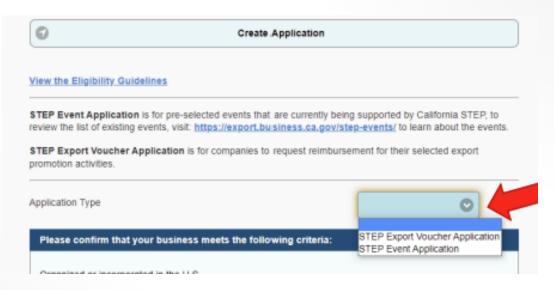


Log in		
To log in, enter your email address and request an email key to receive the login code from noreply@gobiz.ca.gov. New to the STEP Portal? Click "Create an Account" to get started.		
Email		
Email Key		
I already have a key	Create an account	



APPLY







FAQ

Frequently Asked Questions

When will additional funds become available/be announced?

- All updates related to funding availability will be posted in real-time on the <u>STEP Program Details</u> webpage. We invite you to visit the site frequently to stay up-to-date.
- You may also sign up to receive our <u>International Affairs and Trade Monthly</u> <u>Newsletter</u> to receive email updates.

Scan the QR code to sign up for the newsletter today!





FAQ

Frequently Asked Questions

I have not exported, is STEP right for me?

 STEP can help support businesses that are new to exporting AND those that are looking to expand their export activities.

Are there other funding programs?

 Yes, we encourage you to visit the <u>GO-Biz Incentives, Grants &</u> <u>Financing page</u>



 Or the <u>California Office of the Small</u> <u>Business Advocate (CalOSBA) Page</u>





FAQ

Frequently Asked Questions

Can GO-Biz provide export strategy and planning assistance?

 We highly encourage companies to reach out to the members & partners of the Export Training Network.

Export Training Network

The California Export Training Network was launched on January 10, 2020. It is a multi-organizational partnership focused on expanding the state's exports and export training efforts. Our goal is to promote, support, and increase the number of California exporters in all regions of California by providing export training in conjunction with stakeholder partners. Network partners will work collaboratively to support California businesses and regional economies with their international aspirations.

Export Training Network Members:

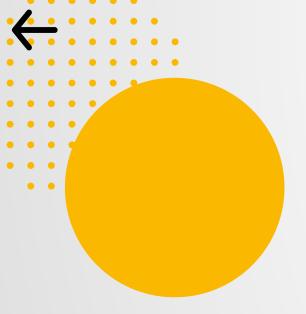
- California Manufacturing Technology Consulting (CMTC)
- Economic Development Collaborative (EDC), Ventura County
- Fresno Center for International Trade Development
- GlobalSF
- Inland Empire Center for Entrepreneurship, CSU San Bernardino
- Northern California World Trade Center

Supporting Partners:

- U.S. Commercial Service, U.S. Department of Commerce
- U.S. Small Business Administration Office of International
 Trade

 Trade
- Export Import Bank of the United States
- California Department of Food and Agriculture
- California Office of the Small Business Advocate
- California Small Business Development Centers





THANK YOU FOR YOUR TIME

Mariana Guevara | International Trade Program Specialist <u>STEP@gobiz.ca.gov</u> (916)397-8085







Western United States
Agriculture Trade Association
Overview



Getting to Know WUSATA

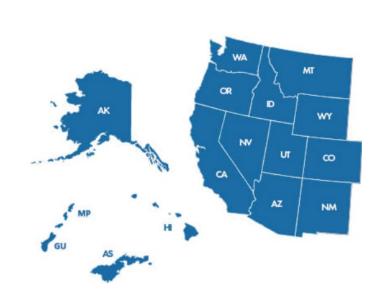
We are...

- Independent non-profit trade association
- 40+ years of exporting focus
- Global network of resources





Our Member States



- Alaska
- AmericanSamoa
- Arizona
- California
- Colorado
- Guam
- Hawaii
- Idaho

- Montana
- N. Mariana Islands
- Nevada
- New Mexico
- Oregon
- Utah
- Washington
- Wyoming



Our Participants

If you can answer "yes" to the following points, you qualify to participate in our **Export Readiness** and **Global Connect** programs.



- Small to medium sized agribusinesses
- Headquartered in the Western United
 States Region
- Products are at least 50% U.S grown by weight, excluding water and packaging







My WUSATA

Free, easy, and confidential!

Start by answering questions about the origin of your products.

Next, enter details about your U.S. products and choose your regional trade

Finish up by submitting contact information for you and your company.

 ${}^* After your company account it created, additional individual profiles may be added to your company record\\$

focus.





WUSATA Results

2021 Results:

WUSATA Facilitated
Trade Activities

38

Buyer to Seller Introductions

4,964

Participating U.S Companies

525

Western U.S Export Sales

\$303M

Top Markets in 2021

- Canada
- China
- Europe
- Taiwan
- Japan

*Top markets measured by total reported export sales by participating companies in each market









International Trade Shows

International Trade Shows

- Gulfood (UAE)
- ANUGA (Germany)
- Foodex (Japan)
- Food Taipei (Taiwan)
- Food & Hotel Asia
- SIAL Paris
- SIAL China
- HOFEX
- More...









Inbound & Outbound Missions















FundMatch

FundMatch provides a 50% cost reimbursement on eligible international marketing expenses

2021 Return on Investment

94:1

How much can I request for reimbursement?

1 st Year Applicant	After the 1 st Year
First time exporters can receive up to \$25,000 in reimbursement	Starting your 2 nd year in the program, you can receive up to \$300,000 in reimbursement
Experienced exporters can receive up to \$50,000 in reimbursement	



*Minimum allocation of \$2,500



Eligibility

• Small company in accordance with SBA guidelines

U.S Business entity, legally licensed and operating for at least one year

- Meet all product and packaging requirements
 - Products are at least **50% U.S. grown** by weight
 - Farmed, fished or forested
 - Brand ownership
 - Clearly labeled as a product of the USA







The Process





Reimbursable Expenses International

Include:

- Freight/Shipping: To potential international customers and/or eligible domestic/international trade shows
- Pre-Approved International Trade Missions
- Label/Packaging Modifications: Making changes to your packaging and labels to meet a foreign country's requirements
- Advertising
- Demos and Temporary Displays
- Website/Webpage Production
- International Trade Shows: Airfare, Lodging, and Meals/Incidentals
- & More!





Eligible Domestic Trade Show Expenses

Includes:

- Exhibition Fees/Booth Space Rental/Product Showcase
- Rented Temporary Booth Displays
 - Constructed of temporary materials
- Exhibitor's Guide Advertisement
- GES or Freeman expenses
- Uniforms
 - Promotes the brand name. Aprons, shirts, caps, etc.
- Temporary Labor Wages
 - Must be 3rd party not company employee
 - Chefs/Demonstrators
 - Brand Ambassadors
 - Host/hostess staffing of the booth
 - Booth design
 - Booth construction/set up







Annual Program Timeline

August 1, 2022	FundMatch Application opens for upcoming program year
Jan 1 – Dec 31, 2023	Participants conducts eligible activities & submit claims with 60 days of activity
February 20, 2024	Last day to submit year-end claims for the 2023 program year
April 1, 2024	2023 FundMatch Survey Due





Application & FundMatch Guide







FundMatch Example Claims & Videos











Thank you!

If you have any questions, please feel free to contact us at:

export@wusata.org (360) 693-3373

www.wusata.org









Part 3: Financing Exports

Export Credit Insurance

Export-Import Bank (EXIM)

Overview

Services

Services (cont.)

Services (cont.)

Export Credit Insurance

Benefits

Eligibility

Eligibility (cont.)

Eligibility (cont.)

EXIM Contact Info.

Export Finance Programs

STEP Grant

Export Express Program

International Trade Loan Program

Export Working Capital Program

Eligibility

SBA Export Finance Contact Info.











Who We Are

EXIMis a U.S. federal government agency



Established in 1934



Headquartered in Washington, D.C.



12 Regional Offices nationwide

Our Mission: Facilitate U.S. jobs by supporting the growth of U.S. exports

- > Fills gaps and complements private-sector financing
- Levels the playing field for U.S. companies competing for global sales









How Can EXIM Products Assist You?

You Need:

Funds to fulfill orders

Extension of credit Risk protection Access to capital Our Solution:



Working Capital Loan Guarantee



Export Receivables Insurance





How Can EXIM Products Assist You?

You Need:

Foreign Buyer Financing

On/Reshoring or Expanding Manufacturing Capacity in the US Our Solution:

Medium and Long Term Insurance and Loan Guarantee







WHAT IS

Export Credit Insurance?

Export Credit
Insurance is...



An insurance policy covering receivables generated from export sales that protects against nonpayment by international buyers

Export Credit Insurance enables you to...



Be competitive with open account credit terms

Use insured receivables from export sales as collateral to obtain working capital





Export Credit Insurance

Benefits:

> Risk Protection

Protects against buyer nonpayment due to commercial and political risks

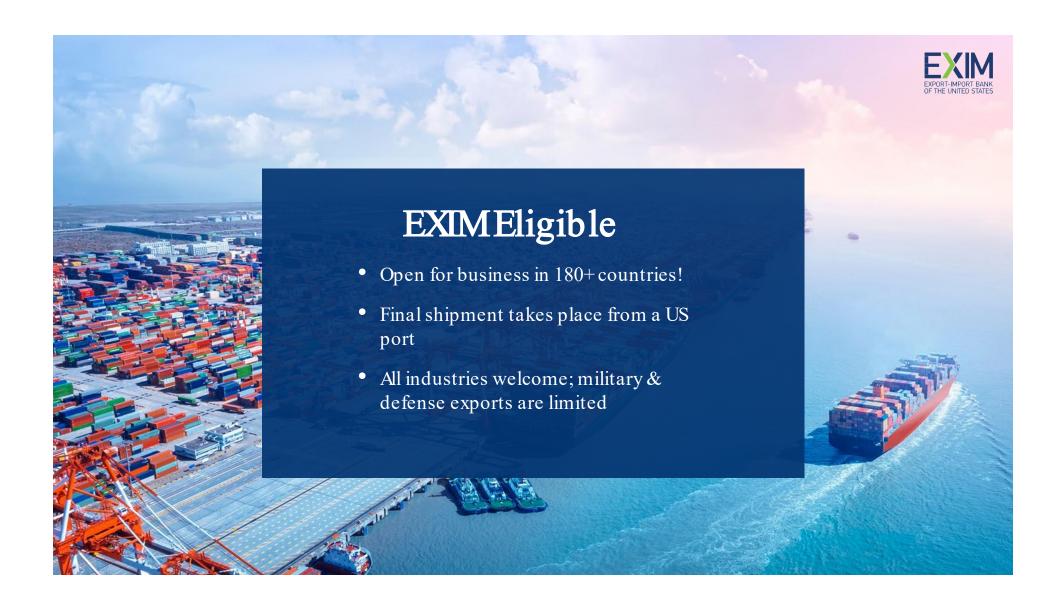
> Sales Tool

Allows exporter to offer competitive credit terms to foreign buyers, generally up to 180 days, some products may qualify for 360-day terms

> Financing Aid

Obtain additional financing – insured foreign receivables may be added to your borrowing base by assignment of policy proceeds (claim payments) to a lender







TOOLS FOR EXPORTERS

Country Limitation Schedule

- EXIMBank conducts business in most countries throughout the world.
- Restrictions may apply based on political or economic conditions and are highlighted on the Country Limitation Schedule.
- Open in over 180 countries













Greg Moore

Regional Director, Western Region

(562) 213-2529 gregory.moore@exim.gov

SCHEDULE A CONSULTATION

https://grow.exim.gov/greg-moore





Export Programs

- STEP Grant for Client Acquisition
- Export Express for Export Development
- <u>International Trade Loan</u> for Expanding Exporter Capacity
- Export Working Capital to Fulfill Export Orders



State Trade Expansion Program (STEP) Grant

You can enter and grow in the international marketplace using STEP to:

- Learn how to export
- Participate in foreign trade missions and trade shows
- Obtain services to support foreign market entry
- Translate websites to attract foreign buyers
- Design international marketing products or campaigns



Export Express Program

Capital for Export Development

- Up to \$500,000 in Financing
- Your business can use Export Express for:
 - Export development: participate in foreign trade shows, translation services, secure patents and trademarks
 - <u>Financing export orders:</u> buy inventory, pay staff wages, offer credit terms to foreign buyers
 - <u>Freeing-up cash:</u> issue standby letters of credit that serve as bid bonds, performance bonds, and advance payment guarantees
 - <u>Purchasing fixed assets:</u> acquire equipment or real estate to support international sales



International Trade Loan Program

Capital for Expanding Exporter Capacity

- Up to \$5 Million in Financing
- Your business can use the International Trade Loan for:
 - <u>Purchasing fixed assets:</u> acquire machinery or equipment to expand production in order to meet foreign demand
 - Retooling: fund expenses necessary to meet foreign product standards or licensing
 - Permanent working capital
 - Acquiring a bigger facility: for real estate needed as a result of expanding export sales



Export Working Capital Program (EWCP)

Capital to Fulfill Export Orders

- Up to \$5 Million in Financing
- Support a single transaction, multiple contracts, or revolving sales over the year
- Your business can use EWCP for:

Financing export orders:

- Inventory, materials, labor, other production costs
- Foreign accounts receivable and offering sales terms
- Insurance and freight costs
- Bank fees related to the transactions

Freeing-up cash:

• Issue standby letters of credit for bid, performance, or advance payment bonds or guarantees

Export Finance Programs

Eligibility Requirements

Borrower must document the following items for the lender:

- Description of the business product/service to be exported
- How the loan will enable entry/expansion in export markets
- Projected export sales for 12 months from application date
- Specific countries to which the Borrower plans to export

If the loan finances specific export transactions:

- Lender must check EXIM
 Bank's CLS to determine if
 any country listed as an
 export destination is a
 "prohibited country"
- www.exim.gov/tools-forexporters/countrylimitation-schedule





Office of International Trade

Mike Fazio

Export Finance Manager San Francisco USEAC michael.fazio@sba.gov (415) 601-9708

www.sba.gov/international



Part 4: Foreign Direct Investment

Federal Support for FDI Attraction

Select USA

About

Services

Market Research

Events and Missions

Navigating the Federal System

Investment Project Advocacy

Resources and Tools

Value Proposition Toolkit

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Greater Phoenix Economic Council

Contact Information

State Support for FDI Attraction

GO-BIZ

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FDI in CA

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Data Resources

Select USA Summit and Ancillary Events

Examples of Business Resources

Examples of Business Incentives

Contact Information



SelectUSA for EDOs



About SelectUSA

Our Mission

SelectUSA's mission is to promote and facilitate job-creating business investment in the United States.

SelectUSA operates as a geographically neutral "single window" at the national level for companies to invest in the United States.

Our Clients

SelectUSA serves investors and companies with existing operations in the U.S. or planning to enter the U.S. market, and economic development organizations (EDO) at the state, regional, and local levels.

SelectUSA supports green field investment.



SelectUSA EDO Services

SelectUSA services EDOs seeking to attract investment to their locations.

Services	Description
Market Research	Actionable information on industry and market trends to support investment attraction strategies
Events and Missions	Platform for connections that will provide EDOs with platforms to market their locations, reach out to firms, and develop investment leads.
Navigating the Federal System	Help EDOs navigate the federal system to provide clarity, offering one-stop assistance with federal agencies.
Investment Project Advocacy	EDOs can request high-level advocacy from the federal government, via SelectUSA, to support their pitch when faced with competition from a non-U.S. jurisdiction for a firm's investment.



EDO Services: Market Research

- SelectUSA Investment Specialists may provide detailed information, guidance, and resources to an EDO to help the EDO devise its investment promotion strategy.
- Examples:
 - Data and analysis on investment trends
 - Insights on the types of strategic partners an EDO may consider partnering with, including local chambers, government organizations, and industry associations.
 - Examples of recently announced FDI projects
 - Information about SelectUSA fee-based services



EDO Services: Events and Missions

- SelectUSA teams up with domestic and overseas offices to craft events that extend an EDO's global marketing reach and generate new business leads. Largely fee based.
 - Single Location Promotion (SLP)
 - Facilitated Investment Missions ('Road Shows')
 - SelectUSA Investment Summit
 - Other services

EDO Services: Navigating the Federal System

- Provide "one-stop" assistance to connect investors and EDOs with officials at federal agencies to address questions and concerns.
- Interagency Investment Working Group (IIWG)
 - Coordinates activities to promote business investment and respond to specific issues that affect business investment decisions.
 - Led by SelectUSA
 - 20+ participating bureaus and agencies, including State, DOE, DOD, DHS, EPA, SBA, and others
 - https://www.selectusa.gov/iiwg



EDO Services: Investment Project Advocacy

- SelectUSA advocates for high-level U.S. government investment when one U.S. location is competing with a foreign location for an FDI project.
- If two U.S. locations are competing for the same investment project, SelectUSA advocates for the United States as a country to remain geographically neutral.



Resources and Tools

- SelectUSA Data Tools & Resources: Always up to date FDI Data PPTs, Research and Locations Report Flyers, Client Intake Forms, the Investment Promotion WIN Guidance, and "off-menu" industry snapshots for investors
 - https://itaisinternationaltrade.sharepoint.com/sites/Select-USA/Resources/Forms/AllItems.aspx
- SelectUSA Fact Sheets: Easy to print and distribute 1-page summaries of FDI in 52 U.S. states and territories and from 40+ countries.
 - <u>https://www.trade.gov/selectusa-fact-sheets</u>
- SelectUSA Stats: Dynamic data visualization tools that gives you the latest FDI-related data from BEA. All you need is the country, industry or state of interest.
 - www.selectusa.gov/selectusa-stats
- Investor Guide: Single document that provides an overview of what investors need to know in order to successfully bring their company to the United States.
 - https://www.trade.gov/selectusa-investor-guide



EDO Value Proposition Toolkit

- The Toolkit highlights how EDOs can best develop and deliver their value proposition.
- The report synthesizes best practices for
 - Targeting and clarifying an EDO the value proposition to attract FDI
 - Identifying and engaging with partners to amplify the value proposition
 - Delivering an effective value proposition pitch

https://www.trade.gov/sites/default/files/2023-04/ValuePropositionToolkitEDOs.pdf



SelectUSA for EDOs Success Stories



Greater Phoenix Economic Council: Data Driving Investment Retention

- When Rogers Corp considered expanding its existing operations in Arizona, Greater Phoenix Economic Partnership approached SelectUSA for assistance.
- SelectUSA provided data and evidence to help the Arizona EDO make the business case to Rogers Corp to expand in the United States rather than considering other locations abroad.
- Rogers Corporation announced it expand its manufacturing footprint in Chandler, Arizona, where the company employs roughly 500 area residents.



Questions?

SelectUSA General Inbox: <u>SelectUSA@trade.gov</u>

Find your portfolio manager: selectusa.gov/contact-us



GO-Biz International Affairs & Trade Team

State Support for Local FDI Attraction Efforts

July 11, 2023



GO-Biz Support for Communities



Direct Business Support
Incentive navigation, site selection,
permit assistance, and more



Delegation AssistanceSupport planning for inbound delegations



GO-Biz International Newsletter
Share events, trainings, and other
announcements



Export Promotion Programs

STEP, inbound/outbound trade missions,
export training, and more



Global Connections
Introductions to international partners in
CA and beyond



Interagency Coordination
Regular coordination with other state
agencies



Foreign Investment in California



Number of Foreign-Owned Businesses

18,237

Estimated Wages

\$69.5 billion

Number of Jobs Supported

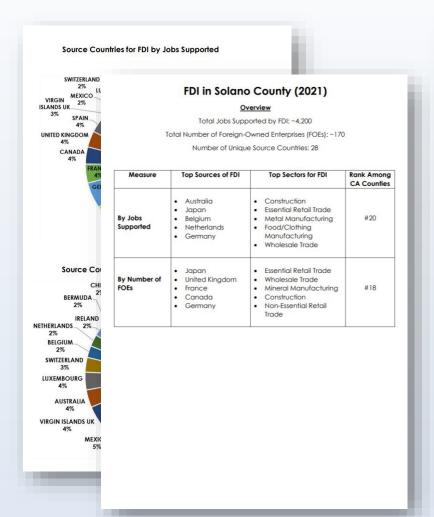
635,532

Top Sectors for Foreign Investment

Manufacturing, trade, and professional services

Foreign Direct Investment Data Resources









SelectUSA Summit and Ancillary Events















Examples of Resources for Business



FOR PROJECTS DEPLOYING UNDER \$20M IN CAPITAL EXPENDITURES

EQUIPMENT SAVINGS:

PARTIAL SALES & USE TAX EXEMPTION

This program, administered by the California Department of Tax and Fee Administration (CDTFA), provides a sales tax exemption of 3.9375% for basic manufacturing equipment. In addition, equipment for food processing, research and development, and biotechnology to see if your business qualifies. are also eligible for the exemption. Tenant RESEARCH & DEVELOPMENT TAX CREDIT improvements for manufacturing or research

and development may also be eligible. CALIFORNIA ALTERNATIVE ENERGY & ADVANCED TRANSPORTATION FINANCING

The California Alternative Energy and Advanced

TAX CREDITS:

CALIFORNIA COMPETES TAX CREDIT

The California Competes Tax Credit (CCTC) is an income tax credit available to businesses that want to relocate, stay and grow in California, creating new, quality full-time jobs in California as well. Our team provides no-cost consultations

A business may qualify for an income tax credit if it paid for or incurred, qualified research expenses while conducting qualified research. activity in California. Qualified research expenses include wages, supplies, and contract



CALIFORNIA BUSINESS INVESTMENT GUIDE

FEBRUARY, 2023

GOVERNOR'S OFFICE OF BUSINESS & ECONOMIC DEVELOPMENT (GO-BIZ)

GAVIN NEWSOM, GOVERNOR DEE DEE MYERS, DIRECTOR

OVERVIEW

California's economy has remained resilient despite recent global challenges, fortified by a diversified economy that cultivates innovation and invests in the people that drive it. With continued growth and opportunity ahead, GO-Biz and its state partners are ready to serve the business and economic development community to accelerate innovation investment, and job growth in the Golden State.

This guide is intended to help businesses and forprofit entities identify relevant new and existing state funding resources for recovery and success

ABOUT GO-BIZ

The Governor's Office of Business and Economic Development ("GO-Biz") serves as California's single point of contact for business, economic development, and job creation efforts.

GO-Biz offers a range of services to business owners including: attraction, retention and expansion services, site selection, permit streamlining, small business assistance, international trade development, and







Investment Source Factsheets







GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT

STATE OF CALIFORNIA • OFFICE OF GOVERNOR GAVIN NEWSOM

FDI Starter Packet

Every business is different, so the required steps for you to get started in California will vary based on your unique circumstances. This list is not comprehensive! It provides an overview of unique steps for international firms growing in California. Please contact Foreign Direct Investment Program Manager Maria Onorato at maria.onorato@gobiz.ca.gov with any questions.



· Zoomo

📬 If you would like to share your business investment success story and to be considered to be posted on the website, please complete this form.

Search for Success Stories:

By Industry

GO-Biz

@CAGoBiz

The Governor's Office of Business and Economic Development (GO-Biz) serves as the State of California's leader for job growth and economic development efforts.

2,584 Following 9,376 Followers



· Sajari Inc. AoGrand International USA, Inc.

· American Quartz Group



· Agiloc International, Inc.





Examples of Business Incentives



Promoting Employment



Supporting R&D



Helping Manufacturers



Developing Talent



Contact Us

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Mariana Guevara | International Trade Program Specialist mariana.guevara@gobiz.ca.gov | (916) 397-8085

Stay in Touch

International Newsletter | GO-Biz Newsletter

Online Resources

<u>business.ca.gov</u> | <u>export.business.ca.gov</u>















Questions?

Thank You!











