

# 2023 CALIFORNIA JAPAN CLEAN ENERGY TRADE MISSION

Dates: March 11-18, 2023  
Location: Tokyo and Osaka (optional)

**Join the California Delegation  
to Japan – led by Lt. Governor  
Eleni Kounalakis and GO-Biz  
Director Dee Dee Myers**



The 2023 Japan Clean Energy Trade Mission will build on the Memorandum of Cooperation signed between California Governor Gavin Newsom and Japanese Ambassador Koji Tomita in March 2022 to tackle climate change and strengthen trade relations. This trade mission presents a unique opportunity for California participants to explore business opportunities, showcase products and services, and build new partnerships in Japan. Targeted businesses are those representing the clean energy sectors, including but not limited to: Renewable Energy, Zero Emission Vehicles and Infrastructure, Fuel Cell, Energy Efficiency and Storage, Decarbonization, Smart Grid, Climate Smart Agriculture Technologies, etc.

Participating state government officials and agencies are likely to include:

- Ambassador Eleni Kounalakis, Lt. Governor of California
- Dee Dee Myers, Director of California Governor's Office of Business and Economic Development (GO-Biz)
- Official, California Energy Commission (CEC)
- Official, California Air Resources Board (CARB)
- Official, California State Transportation Agency (CalSTA)
- Official, California Department of Food and Agriculture (CDFA)

## Participation Fee

**\$7,500 per person**, including the additional Osaka site visit, networking, and tour.

**For STEP-eligible small businesses only:** limited to eight businesses, first come-first serve basis \$5,500 per person, including the Tokyo trip option and exhibition at World Smart Energy Week.

The fee includes in-country delegation group activities such as conferences/seminars, business forums and exchanges, business-to-business matchmaking, networking, site visits, tours, and participation at the Smart Energy Week trade show. STEP-eligible small businesses will also be able to exhibit their products at the trade show under the California booth. Also included will be at least 1 group breakfast, 3 luncheons, 3 evening receptions, ground transportation listed in the group activity itinerary, limited interpretation and translation services. Cost, fees, and activities are subject to change due to availability, exchange rates, cost fluctuation, and schedule changes. The fee does not include international flights, hotels in Japan, visa applications, travel/health/trip cancellation insurance, or reimbursement for any expenses due to Covid-19. However, the trade mission organizer will provide delegates with a designated hotel reservation link and visa application guide upon registration. Participation fee is non-refundable.

**\$7,500**  
Participation Fee

**Nov 30, 2022**  
Registration  
Waitlist

# TRADE MISSION ITINERARY

Space is limited. Submitting an application does not guarantee a spot in the delegation. The mission organizers will review and vet your application according to the trade mission goals and will confirm your participation after that process concludes. Once you receive confirmation from the mission organizers, you will have up to 15 business days to complete payment to the California Diplomacy Foundation. Spots will not be reserved to accommodate late payments.

For questions and sponsorship opportunities, please contact the mission organizers:

**Ms. Henan Li** Email: [Henan.Li@gobiz.ca.gov](mailto:Henan.Li@gobiz.ca.gov)  
**Ms. Nikki Ellis** Email: [Nicole.Ellis@californiadiplomacyfoundation.org](mailto:Nicole.Ellis@californiadiplomacyfoundation.org)

**Online  
Registration**

## ITINERARY

### Saturday, March 11

International flight to Japan

### Sunday, March 12

Arrive in Tokyo | Hotel check-in

### Monday, March 13

Welcome breakfast | Meeting and briefing |  
Networking lunch | California Japan Climate  
Summit | Welcome Reception at U.S  
Ambassador's residence

### Tuesday, March 14

California Trade and Investment Spotlight  
Event | Networking lunch | Site visit and  
business tour | Hosted reception

### Wednesday, March 15

World Smart Energy Week Trade show and  
Conference | Site visit | Hosted Japanese  
culture and cuisine event

### Thursday, March 16

Osaka Option: Take Shinkansen to Osaka |  
Business meetings | Business site visit |  
Reception

Tokyo Option: World Smart Energy Week B2B  
activity.

### Friday, March 17

Osaka Option: Business site visit and tours |  
farewell reception

Tokyo Option: World Smart Energy Week B2B  
activity | Tokyo cultural site visit

### Saturday, March 18

International flight back to U.S

*\*The itinerary activities are subject to change due to availability, cost fluctuation, and schedule changes.*



## WORLD SMART ENERGY WEEK TOKYO

**Date:** March 15-17, 2023 (Wednesday-Friday)

**Website:** [www.wsew.jp/spring/en-gb.html](http://www.wsew.jp/spring/en-gb.html)

**Venue:** Tokyo Big Sight

**Details:** The World Smart Energy Week trade show will feature nine subsector shows, including: Fuel Cell Expo, Zero Emission Thermal Power Generation Expo, Battery Expo, Wind Expo, Smart Grid Expo, Photovoltaics(PV) Expo, Biomass Expo, Decarbonization Expo and Circular Economy Expo.

The trade show exhibition cost will be subsidized by the California STEP program, which required co-exhibitor must be eligible for the CA STEP program. Please check the Program eligibility requirement via: <https://export.business.ca.gov/program-details/>

Trade mission participants who are eligible for STEP program will have the opportunity to exhibit at World Smart Energy Week at the California Pavilion booth, promote products and services to the Japanese market, and potentially attend B2B matchmaking meetings and conference events during the trade show.

During March 15-17, other trade mission activities might be happening simultaneously in Osaka. If you choose to participate in this trade show in Tokyo, you may not be able to join the other activities outside Tokyo, unless your company sends multiple representatives to cover both participation options.

**Registration Deadline:** Nov.30, 2022(Waitlist)



visit  
California