

# ICT BUSINESS DEVELOPMENT MISSION TO SINGAPORE

Participate in Asia Techx Singapore 24

May 27-30, 2024 | Singapore

The California Governor's Office of Business and Economic Development (GO-Biz) is supporting 2-3 California small businesses (depending on funding availability) to participate in the ICT Business Development Mission to Singapore. The event is organized by the U.S. Department of Commerce International Trade Administration. STEP-eligible businesses will receive a **\$2,400** discount in the participation cost. Companies seeking STEP funding support must submit a **STEP Event Application and Trade Mission Application** before the deadline for approval.

## WHY SHOULD YOU JOIN?

- Take part in Asia Tech x Singapore 2024 – Asia's flagship tech event (May 29-31, 2024).
- Gain market insights, make industry and government contacts, solidify business strategies, and advance specific projects.
- Learn about Singaporean market priorities, policy and regulatory changes, projects, and business opportunities, as well as strategies to navigate the business climate in Singapore.
- Participate in one-on-one business appointments with pre-screened potential buyers, agents, distributors, or joint venture partners in Singapore.

## TARGETED SECTORS

- Telecommunications
- Cybersecurity
- Artificial Intelligence
- Digital Economy
- Smart Cities Technology

## PARTICIPANT ELIGIBILITY

- Meet the California STEP grant qualifications ([Details here](#))
- Pass U.S. Commercial Service pre-screening and receive invitation to participate in the trade mission by the U.S. Commercial Service.
- Confirm participation and pay the participation fee to the U.S. Commercial Service.

## Cost:

\$800 per STEP-eligible business  
*Cost is \$3,200 without STEP support*

## Registration Deadline:

Jan. 31, 2024

## STEP Event Application Link:

<https://step.business.ca.gov>

- Create a new application for "STEP Event"
- Select "2024 Singapore ICT Mission" from the list of activities on Event Selection section page drop down menu.

## Trade Mission Application Link:

<https://www.trade.gov/ict-business-development-mission-singapore>

## CA STEP Contact:

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## Trade Mission Registration Contact:

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## Funding Supported by California STEP:

