

MEET BUYERS AT

GIFT+HOME
EXPO INCLUDING
TRADE FAIR SYDNEY GIFT FAIR



February
15 - 18, 2025



Up to \$5,000 in subsidies*
**Subsidy applicable to eligible California small businesses*



Sydney,
Australia

CALLING CALIFORNIA SMALL BUSINESS EXPORTERS!

The California Governor's Office of Business and Economic Development (GO-Biz) is supporting 3 California small businesses to participate in the U.S. Department of Commerce's Trade Mission to the Australia Gift and Homewares Association (AGHA) Gift + Home Expo on February, 15-18, 2025.

Participants will showcase the latest trends and products in the first ever USA Pavilion. The event serves as the industry's premier gathering for connecting brands with buyers and distributors in fashion, homeware, kitchen & dining, gifts, and much more. The USA Pavilion and the brands will benefit from 5 months of international promotion across multiple platforms in Australia and New Zealand to build awareness and drive interested buyers and distributors in advance of the show.

BEST PROSPECT INDUSTRIES:

- Fashion
- Personal Care
- Home Goods
- Indoor & Outdoor
- Gifts
- Gourmet Foods
- Home and Garden
- Gadgets
- Wellness
- Decorative
- Toys
- Games
- Pet Products
- More...

COST INCLUDES:

- Co-Exhibition space in the USA Pavilion at the Expo
- Access to a red carpet reception
- 5 months of social media/PR by the Australian Gift and Homewares Association
- Full support for hotel, travel logistics, hassle free handling/shipping of product and display material delivered to the exhibit, documentation support, etc.

APPLICATION PROCESS:

Please note, this is not a public event, the trade mission is reserved for vetted professions only.

- Interested companies must first contact Kristin.houston@trade.gov.
- Once accepted into the program, companies will need to submit a STEP Event application via step.business.ca.gov/. (Select "Australia Gift and Homeware Expo" from the list of activities).
- The California STEP team will review applications and notify eligible applicants if they have been selected.
- Selected companies will need to complete participation at the Expo and then return to GO-Biz for the \$5,000 reimbursement.

This event is funded in part through a Cooperative Agreement with the U.S. Small Business Administration

California Offer:

STEP Eligible California small businesses can receive \$5,000 post-show reimbursement (first-come-first-served)

STEP Application:

step.business.ca.gov

**select "Australia Gift and Homeware Expo" from event list*

STEP Application Deadline:

Apply by December 31, 2024

More Event Info:

<https://agha.com.au/sydney-gift-fair/>

STEP Application Questions:

Diana Dominguez
GO-Biz
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Trade Mission Questions:

Kristin Houston
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ORGANIZED BY:



SUPPORTED BY:

