

U.S. Department of Commerce

# TRADE MISSION TO CANADA & MEXICO



September  
17 - 22, 2023



Up to \$2850 in subsidies\*

\*Subsidy applicable to eligible  
California small businesses



Washington DC  
Canada  
Mexico

## CALLING CALIFORNIA SMALL BUSINESS EXPORTERS!

The California Governor's Office of Business and Economic Development (GO-Biz) is supporting up to 10 California small businesses to participate in the U.S. Department of Commerce's Trade Mission to Canada and Mexico and Business Opportunities in the America's Conference September 17-22, 2023.

This is a multi-sector focused trade mission. The combination of the Trade Americas conference and customized business-to-business matchmaking appointments in ONE or TWO cities with pre-screened potential buyers, agents, distributors, or joint venture partners. To qualify for the discount, companies must participate in matchmaking meetings in at least one market.

### BEST PROSPECT INDUSTRIES:

- Aerospace and Defense
- Agribusiness
- Automotive
- Construction
- Cosmetics
- Defense Equipment
- Education and Training
- Electricity Sector
- Energy
- Environmental Technologies
- Financial Technologies (Fintech)
- Healthcare Products & Services
- Information and Communications Technology (ICT)
- Medical Devices
- Mining and Minerals
- Packaging
- Machinery Industry
- Plastics and Resins
- Renewable Energy
- Safety and Security
- Transportation Infrastructure Equipment and Services
- Travel and Tourism

### APPLICATION PROCESS:

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

- Interested companies must first register with the U.S. Department here at [emenuapps.ita.doc.gov/ePublic/TM/3R26](https://emenuapps.ita.doc.gov/ePublic/TM/3R26)
- Once accepted into the program, a CA company will need to submit a STEP Event application via [step.business.ca.gov/](https://step.business.ca.gov/). (Select "Trade Mission to Canada and Mexico" 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 pay the reduced participation fee directly to the U.S. Department of Commerce.

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

### California Offer:

STEP Eligible California small businesses can receive a \$2100 or \$2850 up front subsidy (first-come-first-served)

### STEP Application:

[step.business.ca.gov](https://step.business.ca.gov)

\*select "Trade Mission to Canada and Mexico" from list of events

### STEP Application Deadline:

Apply by August 11, 2023

### More Event Info:

[trade.gov/trade-mission-canada-and-mexico](https://trade.gov/trade-mission-canada-and-mexico)

### STEP Application Questions:

Diana Dominguez

GO-Biz

[diana.dominguez@gobiz.ca.gov](mailto:diana.dominguez@gobiz.ca.gov)

### Trade Mission Questions:

Delia Valdivia

US Department of Commerce

[delia.valdivia@trade.gov](mailto:delia.valdivia@trade.gov)

Jorge Arce

US Department of Commerce

[jorge.arce@trade.gov](mailto:jorge.arce@trade.gov)

### ORGANIZED BY:



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