

CALIFORNIA GLOBAL CONNECT INDIA VIRTUAL TRADE MISSION

The California Governor's Office of Business and Economic Development (GO-Biz) has teamed up with the U.S. Commercial Service to offer California businesses a virtual trade mission designed to link California suppliers directly with international buyers, potential partners, and buying authorities.

Opportunity Sectors:

- **Healthcare Technology** - medical devices, dental/lab equipment, diagnostic instruments, health related IT, and software
- **Clean Technology** - water management systems, smart grid ICT (metering, communication, GIS/mobile technologies), energy management systems, and energy storage technologies
- **ICT** - telecommunications, data centers, cyber security, 5G supply chain, and broadband infrastructure



Event Format: This B2B matchmaking event will help California companies create dynamic business relationships from their desktop, explore new markets, and identify potential export sales leads immediately! California exporters will also virtually connect with the U.S. Embassy industry experts to gain strategic intelligence and learn first-hand about market developments in India.

Approved California companies will meet with prescreened procurement officials, distributors, buyers, importers, partners, and industry multipliers recruited by U.S. Embassy and Consulate officials in India.

California companies will be pre-assessed to ensure products and services align with the participating foreign firms' objectives.

California STEP eligible small business can apply to participate free of charge. Small business eligibility requirements are listed at www.californiaexport.org. This opportunity is funded in part through a grant with the U.S. Small Business Administration.

Date: March 7-11, 2022

B2B meetings to be arranged during the hours of:

6:30 PM - 9:30 PM (PST)

8:00 AM - 11:00 AM (IST)

Location: Online

Cost:

Free to STEP eligible companies

Space is limited!

Registration Deadline:

January 21, 2022

Registration Link:

<https://californiaexport.org/register/>

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U.S. Small Business Administration

Organized by GO-Biz and the U.S. Commercial Service with support from the California STEP program