



International Trade & Investment Strategy

November 2019



CALIFORNIA
Governor's Office of Business
and Economic Development

@CAGoBiz

California Leads the Nation in Trade

#1

Two-Way
Trade

#1

Ag
Exports



#1

Electronics
Exports



#1

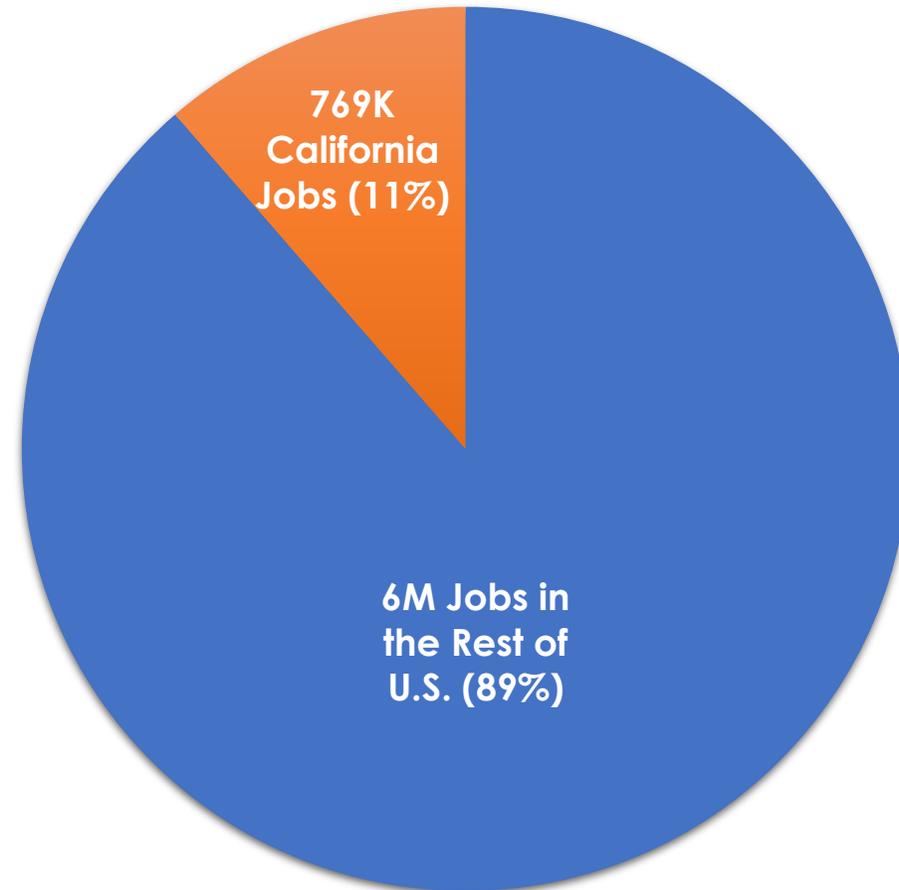
Machinery
Exports



Investment in California Supports Jobs

#1

Jobs Supported
by FDI



Trade and FDI Matter for ALL Californians

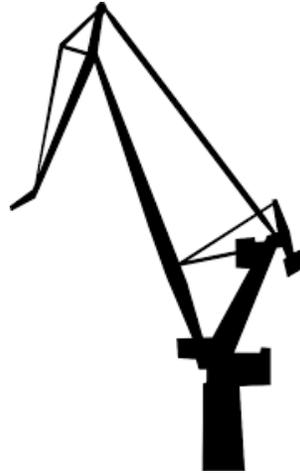


U.S. Census Bureau: Total California Exports (2018)
U.S. Census Bureau: Total U.S. Imports to California (2018)
Bureau of Economic Analysis: New Foreign Direct Investment in the United States: 2018

Trade Supports Middle-Class Jobs



Class A
Truck Driver
Hayward, CA
\$80K / Year

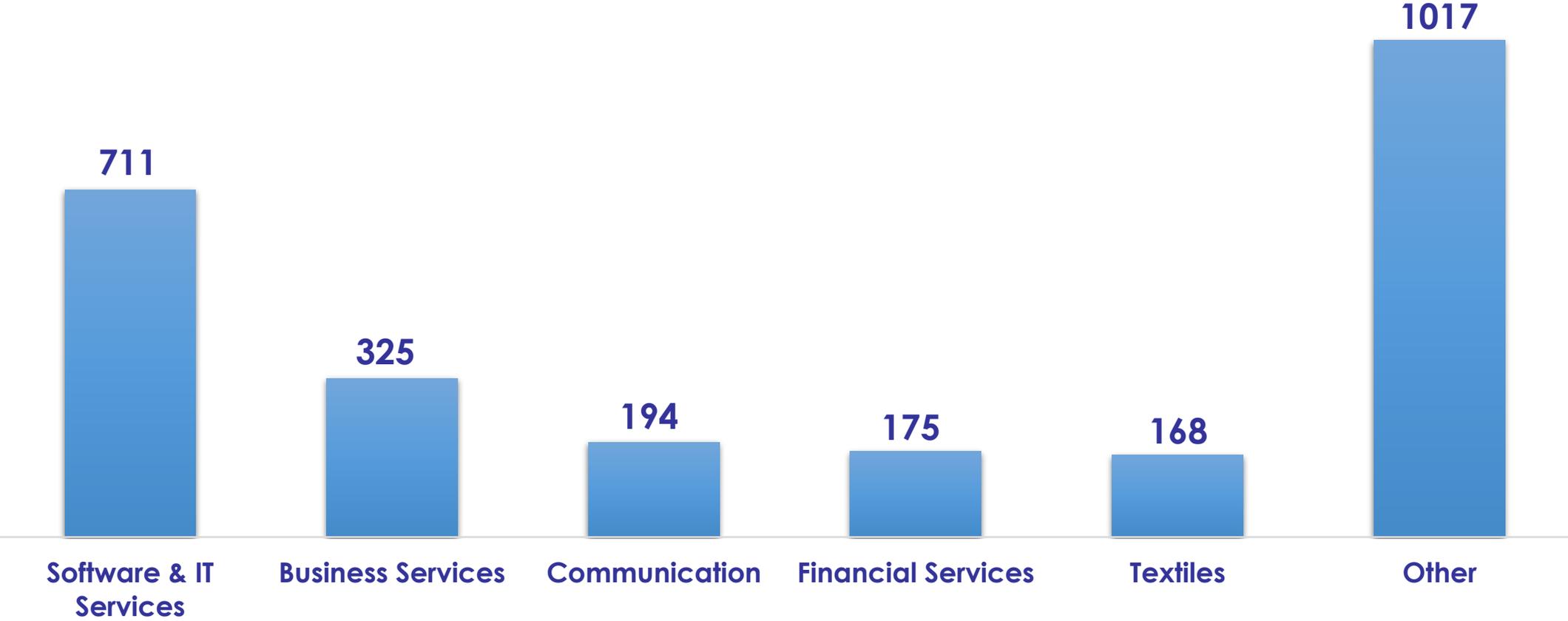


Longshoreman
Long Beach, CA
\$125K - \$185K / Year



Logistics
Manager
Fresno, CA
\$75K / Year

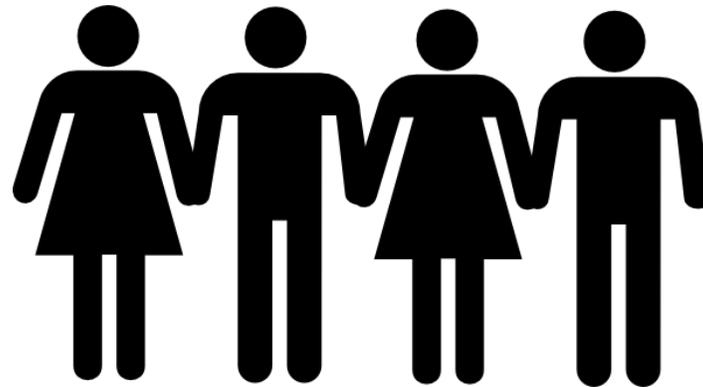
FDI Projects in CA Span Industries



Why Companies Choose California



Shared Values

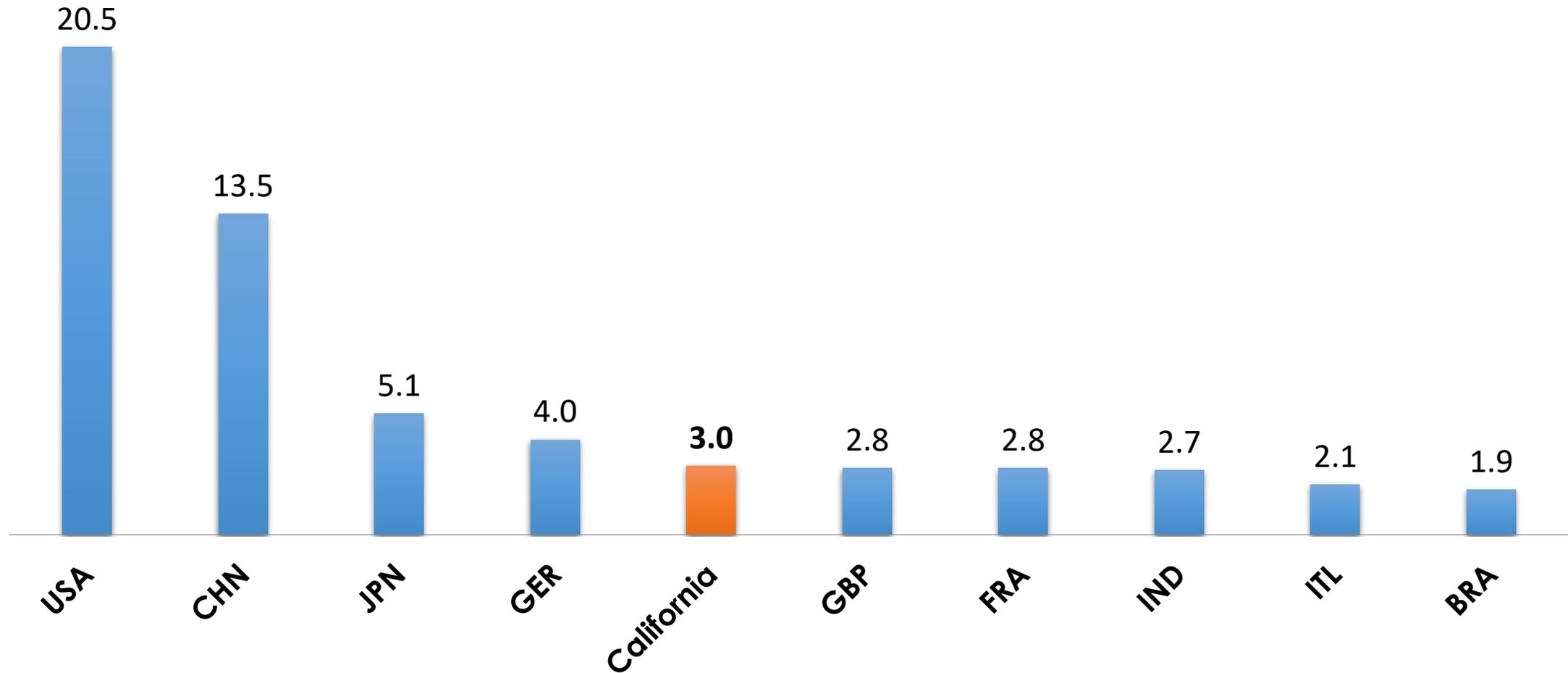


Unrivaled Diverse
Talent Pool

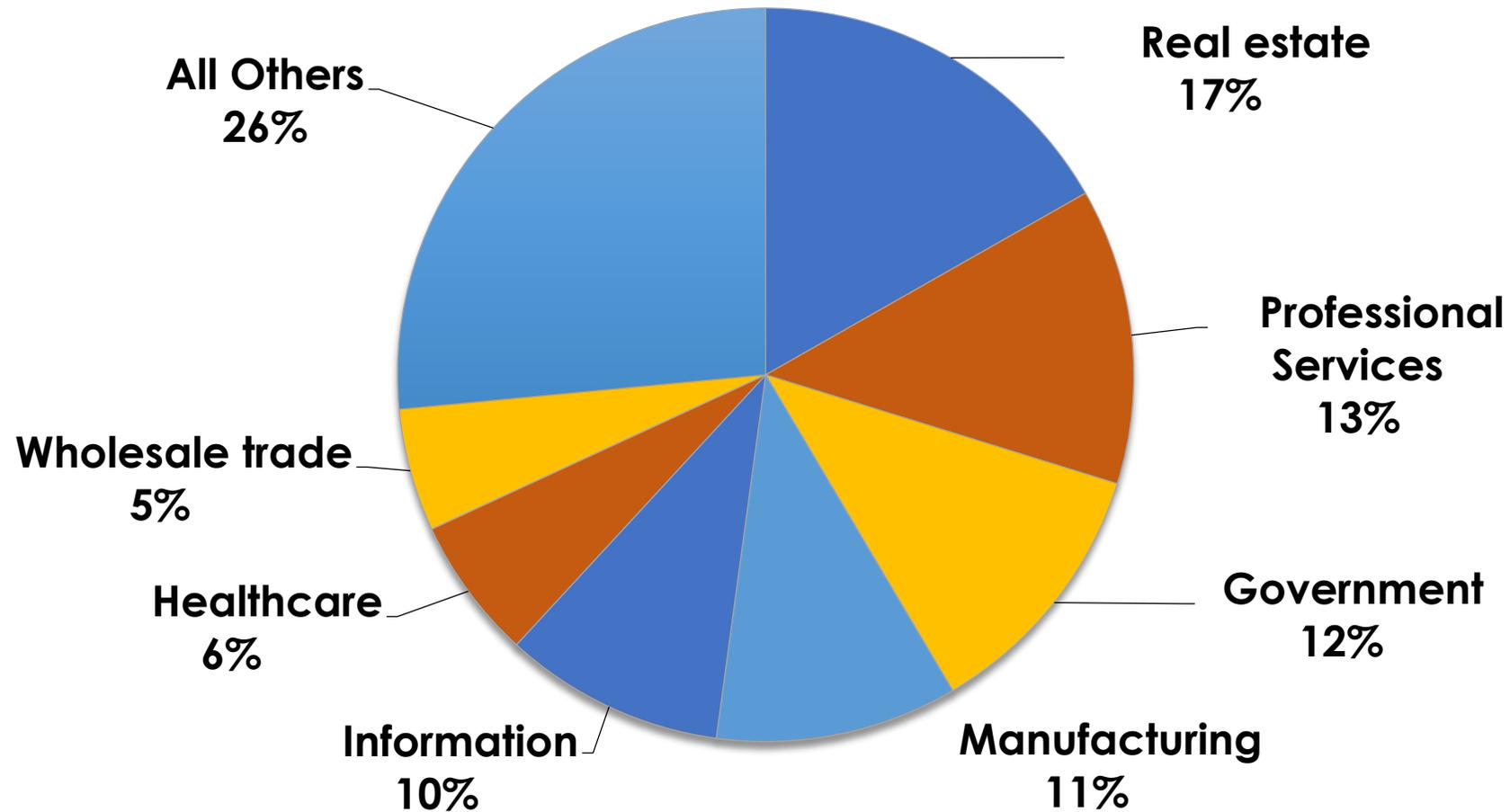


Innovation &
Leadership

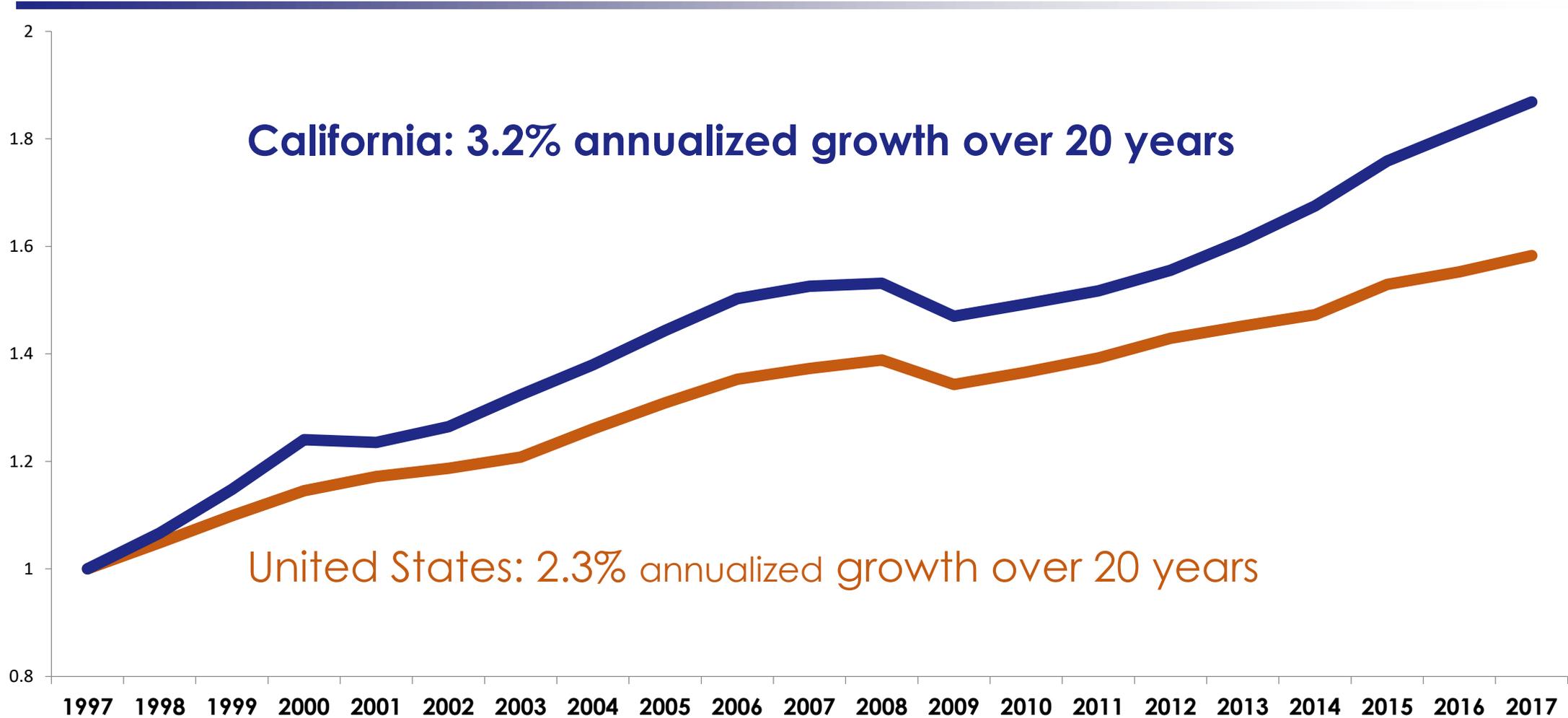
California – World's 5th Largest Economy



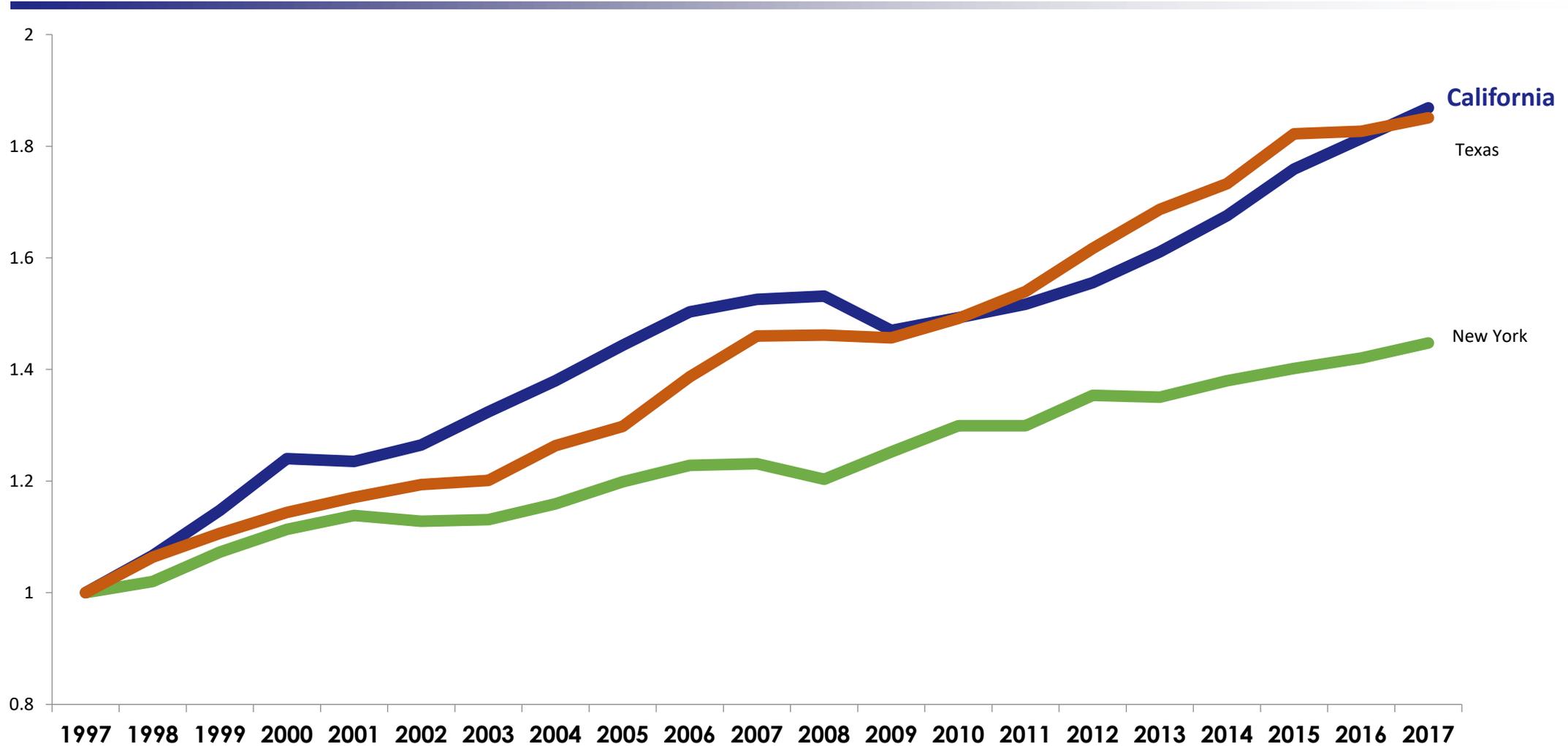
California – A Healthy, Diverse Economy



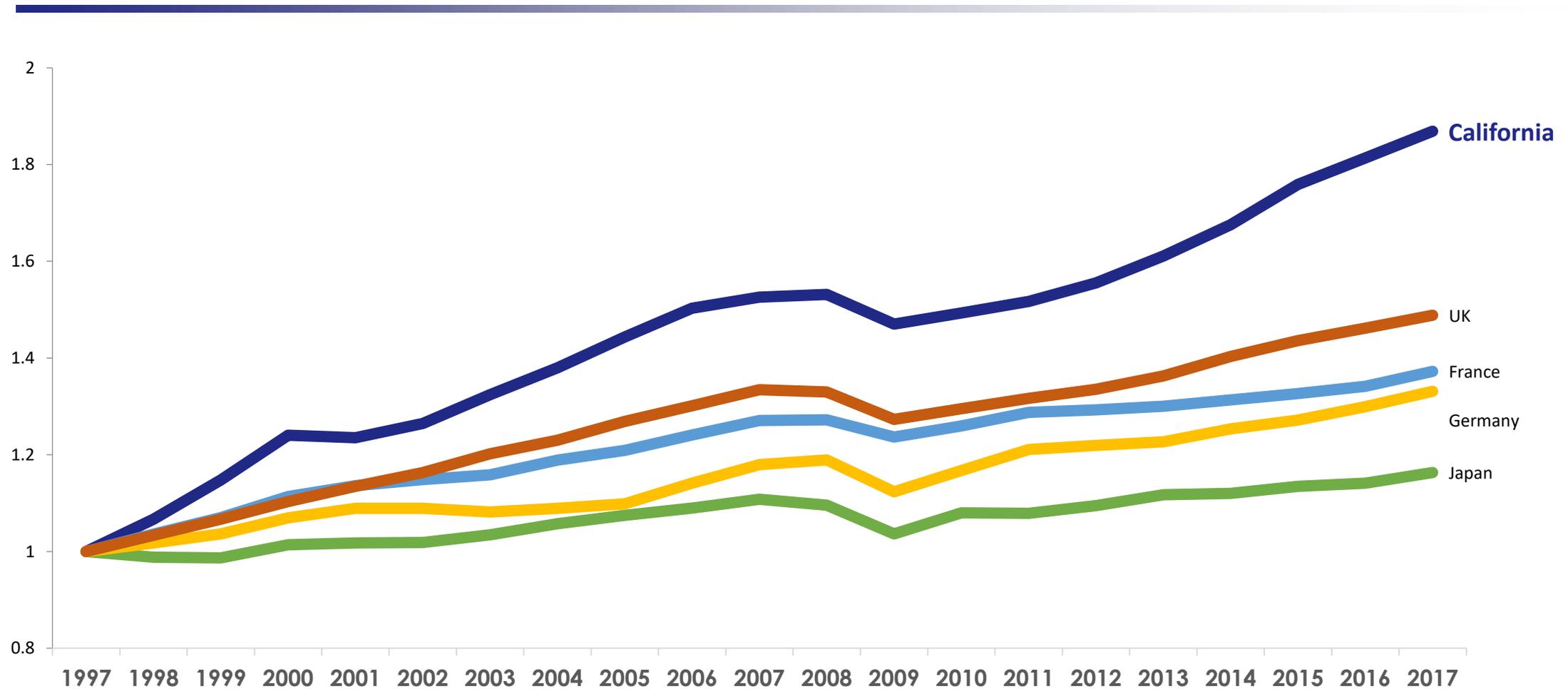
California – Growing Faster than U.S.



California – Growing Faster than States



California – Growing Faster than Countries



Leading Companies Choose California

Fortune 500



Consumer



Manufacturing



Next Gen Companies Choose California

Biosciences



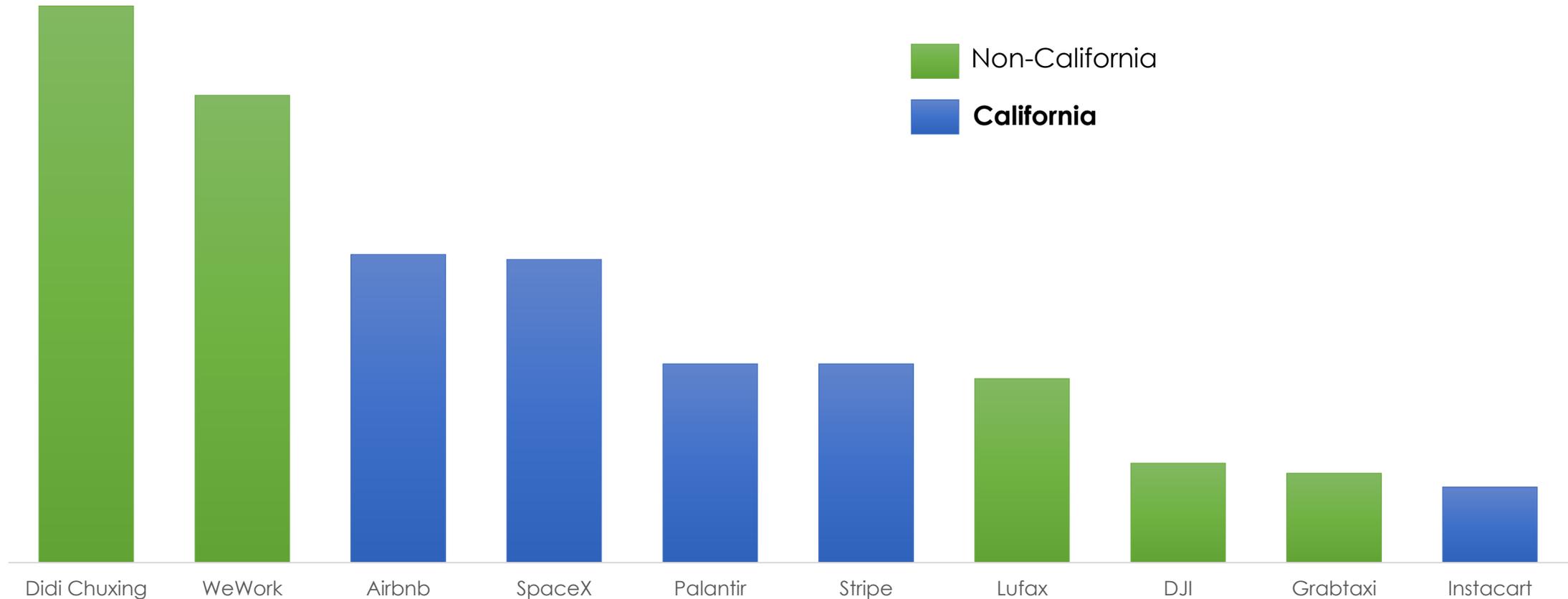
Technology



Media



Top VC-Backed Companies



Top 2019 IPOs Headquartered in California



BEYOND MEAT®

CORTEXIME



zoom

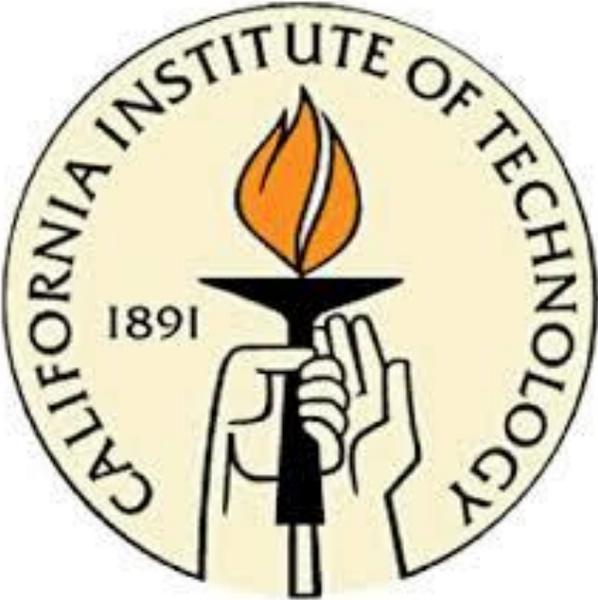
SILKROAD
MEDICAL®



California – World-Class Higher Education



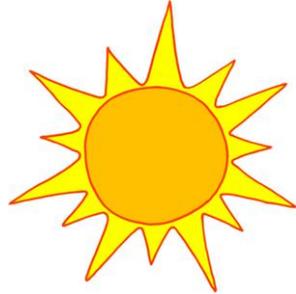
California – World Class Higher Education



Dream Big: Environmental Leadership Translates to Business Success

#1

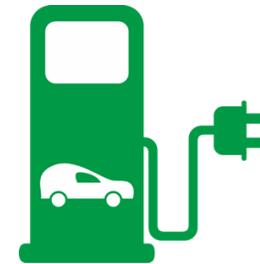
Renewable Energy



97k GW*h in 2017
14% of Nation's Total

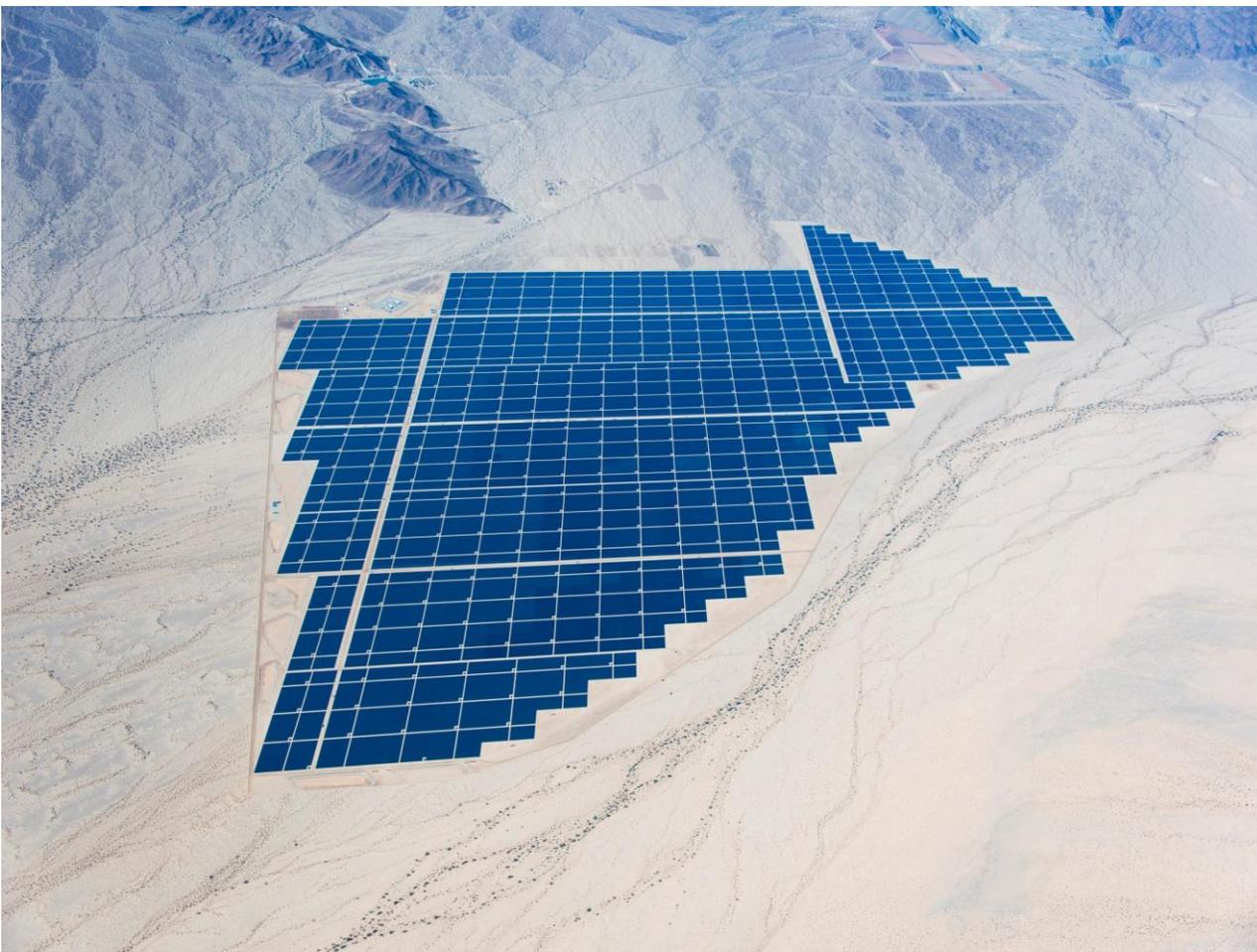
#1

ZEV Exports



\$3B of Exports in 2018
7x Rest of U.S.

World's Largest Thin Film Solar PV Project



Desert Sunlight Solar Project
550 MW
Riverside County, CA



World's Largest Solar Thermal Power Plant (Tower)



Ivanpah Solar Thermal Project
393 MW
San Bernardino County, CA



World's Largest Solar Thermal Power Plant (Trough)



Solar Energy Generating System (SEGS)
354 MW
San Bernardino County, CA



World's Largest Geothermal Power Plant



Geysers Geothermal Power Plant
955 MW
Lake County, CA



World's Largest Wind Project



**Alta Wind Energy Center
1550 MW
Kern County, CA**



World's Largest Solar Rooftop



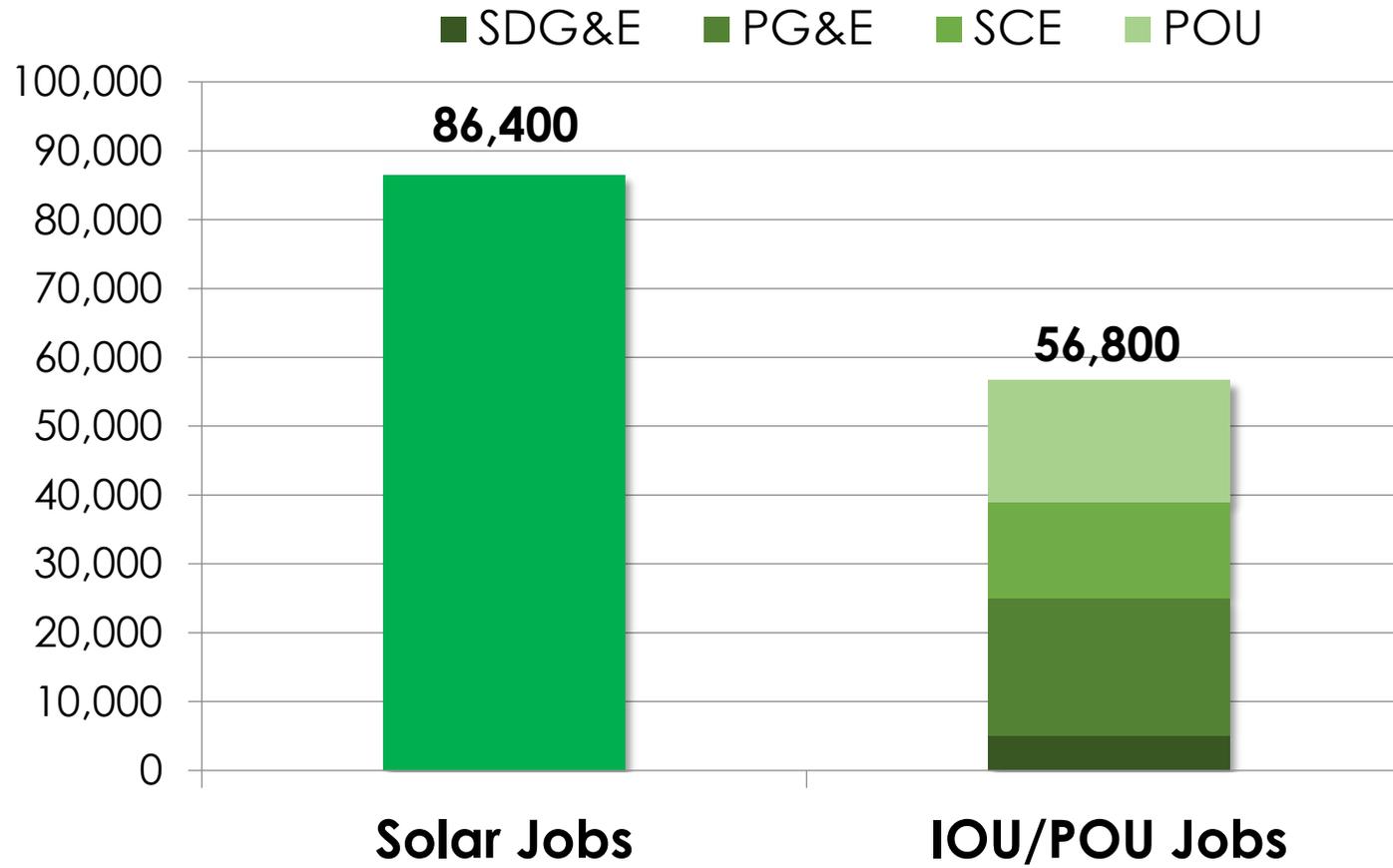
Apple HQ
Cupertino, CA
17MW

World's 2nd Largest Lithium-Ion Battery Storage Project



Escondido Storage Project
120 MWh
San Diego, CA

More Californians Work in Solar Industry Than All Utilities Combined



Some Challenges



California – Infrastructure Can Improve

American Society of Civil Engineers Report Card

Bridges

C-

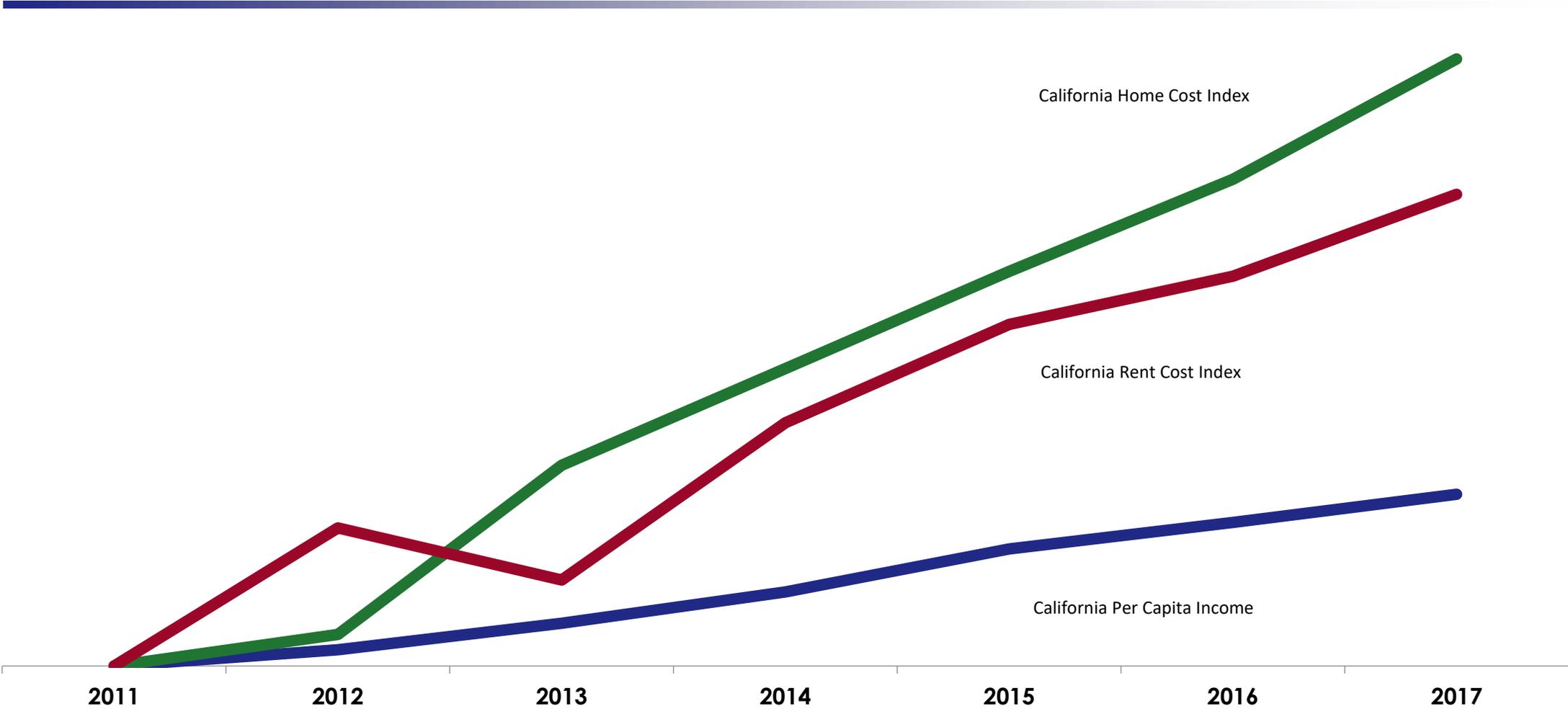
Roads

D

Transit

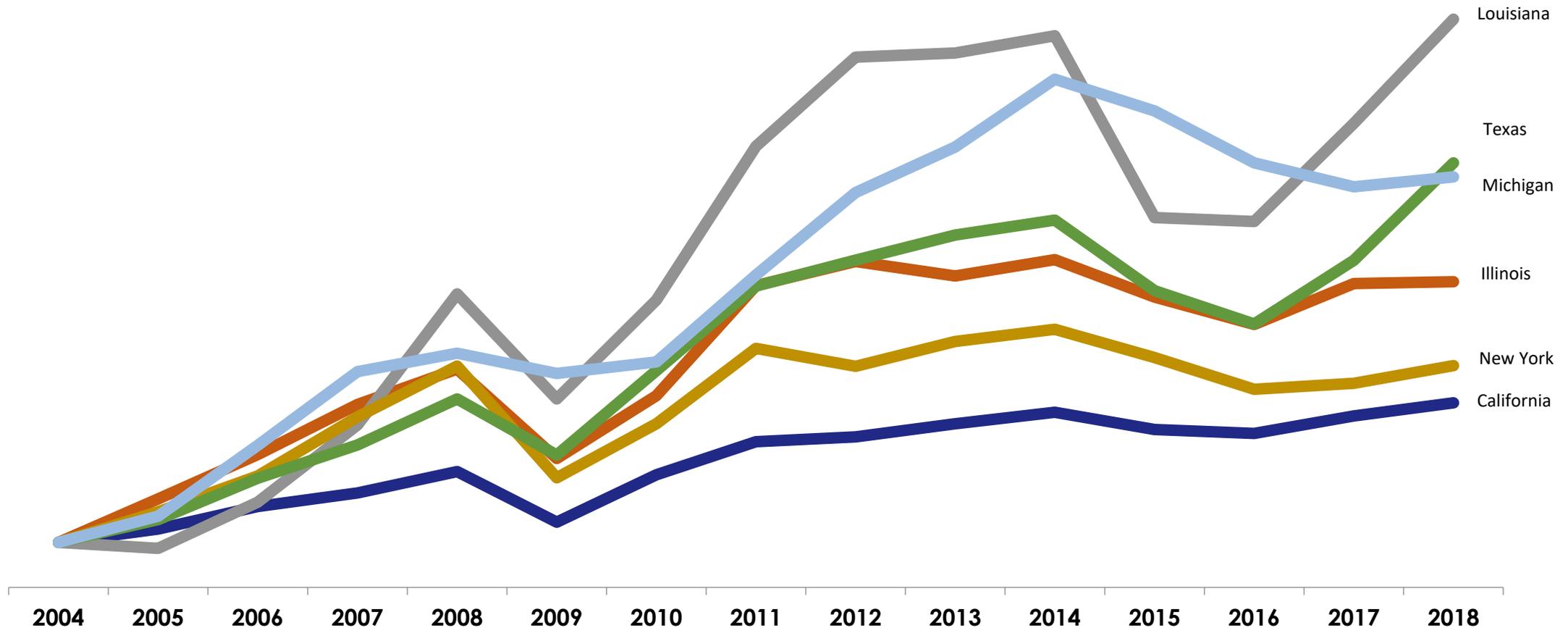
C-

California Has a Housing Affordability Issue

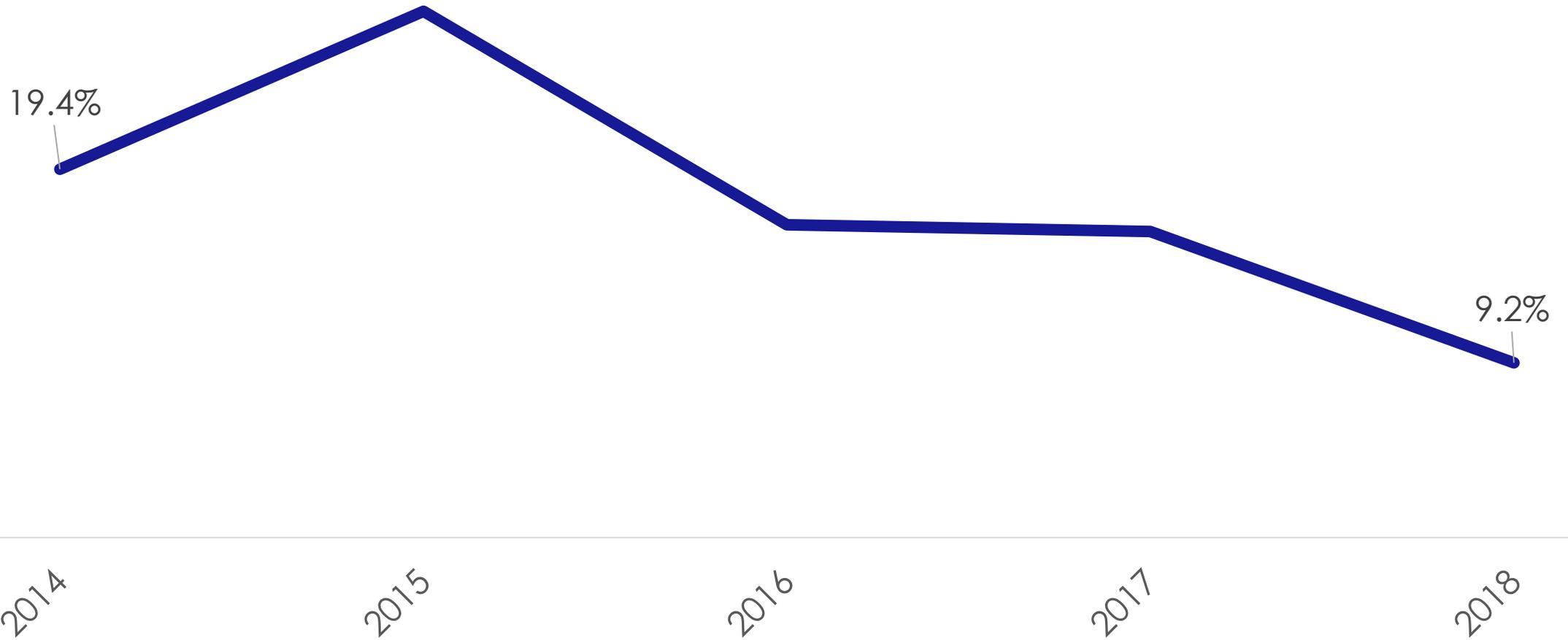


U.S. Bureau of Economic Analysis, retrieved from FRED, Federal Reserve Bank of St. Louis, March 29, 2019

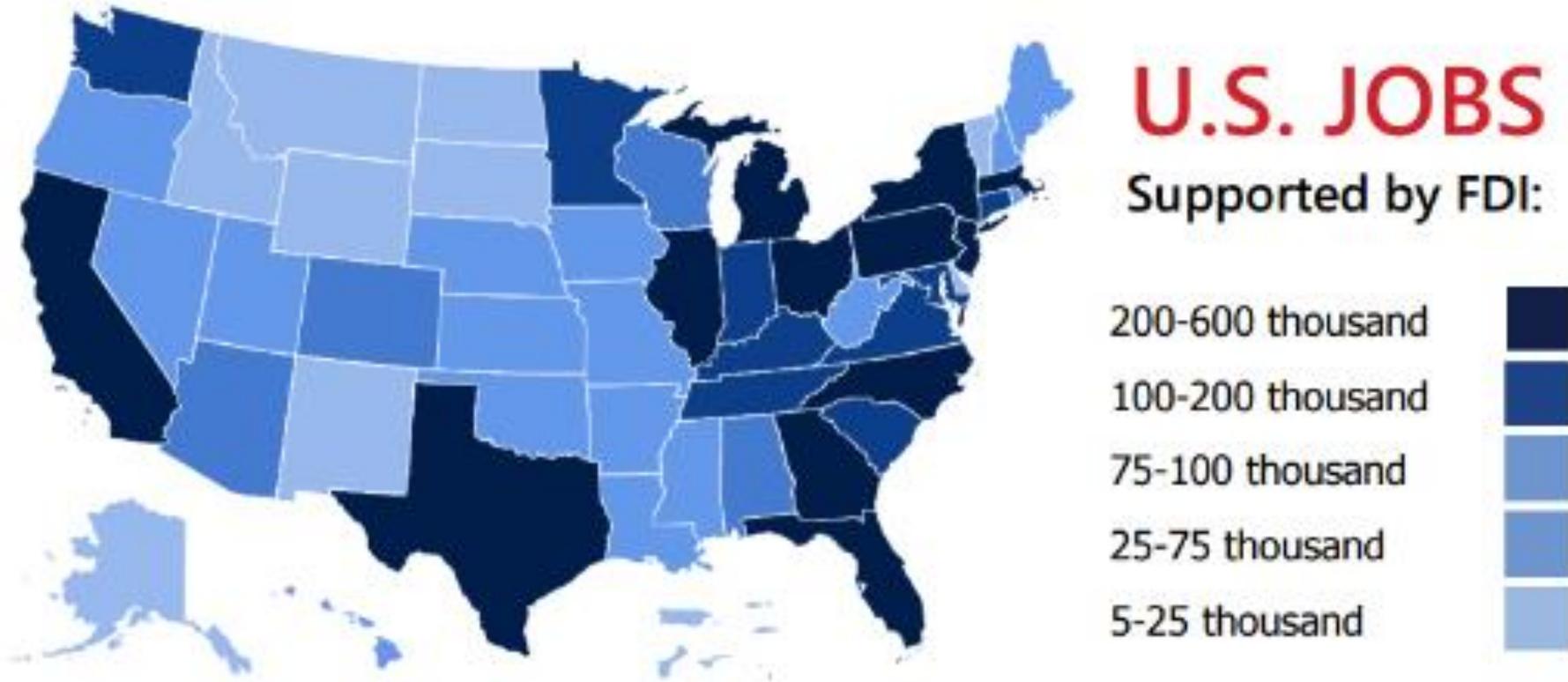
CA Has Lost Ground in Export Growth



California's FDI Share has Declined



Other States Have Upped Their Game



GO-Biz International Initiatives

**Powering Jobs...
Empowering
Communities**

GO-Biz Team – Increased Capacity



Current Staff

Senior Advisor – **Bud Colligan**

Deputy Director – **Max Oltersdorf**

CA Trade & Investment Rep – Americas – **Carlos Valderrama**

Special Advisor for Trade – **Diana Dominguez**

Special Advisor for Investment – **Emily Desai**

International Analyst – **Maria Onorato**

Coming Soon

CA Trade & Investment Rep - Asia – TBH 2019

CA Trade & Investment Rep - Europe – TBH 2019

International Dream Team



Lieutenant Governor's Office

Lieutenant Governor – **Ambassador Eleni Kounalakis**

Chief of Staff – **Panorea Avdis**

International Advisor – **Evan Reade**

Communications Advisor – **Michelle Reynolds**

Governor's Office

Deputy Cabinet Secretary – **Jamie Callahan**

Director of Protocol – **Becca Prowda**

Director of External Affairs – **Priscilla Cheng**

International Objectives

- 1. Grow CA exports and improve export development**
- 2. Ensure CA receives a greater share of FDI than its percent of GDP**
- 3. Improve national, state, local and private sector partnerships**
- 4. Support trade infrastructure partners to improve flow of goods**
- 5. Communicate more effectively with all constituencies**
- 6. Leverage state efforts to reach goals**

1. Grow CA Exports



Organize statewide export training and cohort development to build pipeline of exporters



Develop country export plans and work with partners to implement, leveraging **STEP program**



Staff region trade specialists to provide export assistance to EDOs and SMEs

2. Use California's Strengths to Grow FDI



Emphasize leadership
in cleantech and
renewable energy to
draw new investment



Utilize country plans
& USCS for FDI lead
generation



↑ Support of EB-5
and EB-2 programs

Energize CA/U.S. Programs to Grow FDI



SelectUSA & SelectCA
Summits in new cities

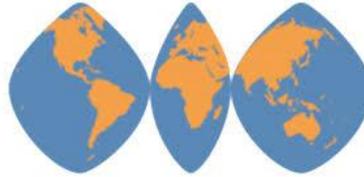


Attract investment in
underserved areas



Attract FDI using
CalCompetes
tax credits

3. Improve CA Partnerships at All Levels



CHAMBERS OF
COMMERCE



Local/County
Government

Local/Regional
EDOs

National Trade &
FDI Support

Private
Sector

4. Support Trade Infrastructure Partners



Advocate for direct international flights to/from CA airports



Support port infrastructure improvements

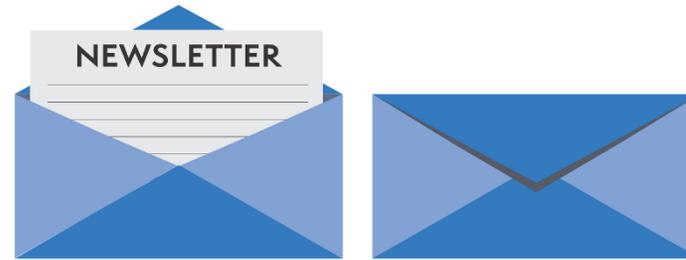


Connect rural areas to existing trade infrastructure

5. Improve Communications Across Channels



Upgraded international website; entire GO-Biz website to be upgraded at YE



Monthly International Newsletter on statewide international info and trade missions

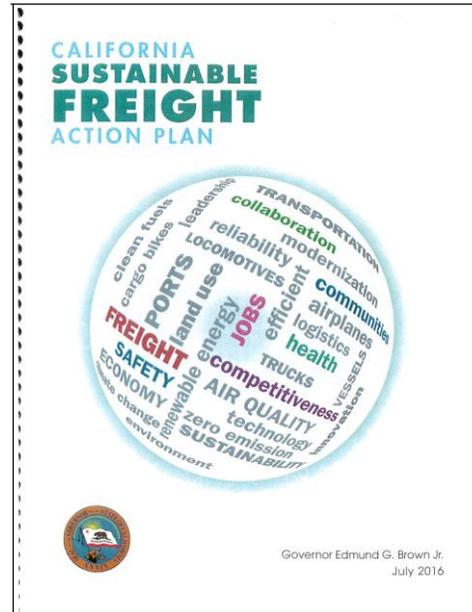


Monthly conference calls with EDO partners to increase collaboration and best practice sharing

6. Leverage State Efforts to Reach Goals



Utilize VISIT CA & CA GROWN branding & footprint



Support California's Sustainable Freight Action Plan



Maximize Interagency Council to coordinate all CA agencies

Open to the World



**Powering Jobs...
Empowering
Communities**