

Beauty and Wellness Brand Building: Middle East

The California Governor's Office of Business and Economic Development (GO-Biz) is offering export training to up to 20 [eligible](#) California small businesses focused on the Middle Eastern markets with renowned beauty consultancy Bespoke Advantage.

Training Program

Learn what it takes to export your products to the Middle East!

Training includes:

- Overview of Middle Eastern markets, culture, and trends
- Routes to market
- Marketing and PR
- Operational considerations
- 1:1 market entry consult with Bespoke Advantage

Learn More

Vist: [Beauty Brand Building: Middle East](#)

Cost: \$250
Apply [HERE](#)



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