



# GDEI Trade Mission to Panama, Costa Rica and Colombia



March 10-15  
2024



**\$2100 subsidy\***  
*\*Subsidy applicable to eligible California small businesses*



**Panama  
Costa Rica  
Colombia**

## CALLING CALIFORNIA WOMEN-OWNED SMALL BUSINESS EXPORTERS!

The California Governor's Office of Business and Economic Development (GO-Biz) is supporting up to six California women-owned small businesses to participate in the U.S. Department of Commerce's Trade Mission and Conference to Panama, Costa Rica, and Colombia March 10-15, 2024.

This is a multi-sector focused trade mission. The trade mission is a combination of a business 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 STEP offer, companies must participate in matchmaking meetings in at least one market.*

### BEST PROSPECT INDUSTRIES:

- Agricultural Products
- Automotive Parts, Accessories & Service Equipment
- Construction Equipment
- Cosmetics
- Cybersecurity
- Defense & Security
- Disposable Medical Supplies
- eCommerce
- Education
- Information and Communication Technology (ICT)
- Infrastructure
- Medical Devices and Equipment
- Oil and Gas Exploration and Production Equipment
- Processed Food and Beverages
- Solar Energy Products
- Electric Power and Renewable Energy Systems

### 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 of Commerce here at [rb.gy/yaxsr](https://rb.gy/yaxsr)
- 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 "GDEI Trade Mission to LATAM" 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 up front subsidy (first-come-first-served)

### STEP Application:

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

*\*select " GDEI Trade Mission to LATAM" from list of events*

### STEP Application Deadline:

Apply by December 28, 2023

### More Event Info:

<https://events.trade.gov/TradeMissiontoPanamaCostaRicaColombia/>

### STEP Application Questions:

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### Trade Mission Questions:

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