

Greater China Clean Beauty Product Showcase & Seminar

February 21-22, 2023

Pitch your products virtually to distributors in mainland China and Hong Kong! The STEP Grant Program administered by the Governor's Office of Business and Economic Development (GO-Biz) is supporting up to **10** eligible California small businesses with **\$750** each in funding to participate in the Greater China Clean Beauty Product Showcase and Seminar.

PROGRAM FEATURES INCLUDE:

- Marketing campaign featuring well-known Chinese social media influencers
- Digital brochure sent to distributors and buyers across mainland China and Hong Kong
- Seminar to learn about how to build your brand in China



CALIFORNIA STEP QUALIFICATIONS:

- For-profit business
- Organized or incorporated in the U.S. with majority operations in California
- Exporting goods or services of U.S. origin or that have at least 51% U.S. content
- Meet SBA small business size standards (vary by NAICS code)
- In good standing with the State of California
- In business for at least one year at the time that the funded activity takes place

See the Program Guidelines for additional details



Event Registration:
Cindy.Ma@trade.gov

Event Registration:
Deadline: Nov.2, 2022

Cost: \$1,000 (\$250 with STEP Grant funding)

STEP Registration:
step.business.ca.gov

STEP Registration:
Deadline: Nov. 16, 2022

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