



Program Guidelines: Export Assistance Training for California Business- Serving Organizations

2026

Background

GO-Biz is offering export training through MindEdge's [Certified Global Business Professional \(CGBP\)](#) program to increase the number of technical assistance providers serving small businesses with the skills to support export assistance and to strengthen California's export ecosystem. This initiative builds capacity among business-serving organizations (BSOs), particularly nonprofit and community-serving organizations, by deepening their export knowledge, strengthening partnerships with GO-Biz, and expanding their ability to identify and support California small businesses looking to start exporting or expand their export activities.

BSOs will be able to access the CGBP training (\$819 value) at a significantly reduced rate. The cost per trainee is \$100, and eligible organizations can apply to receive training for up to 3 staff members. Participating staff will access the training through MindEdge's self-paced portal. Access to the on-demand training is available for up to 360 days once the training is initiated. The training provides an overview of core global business competencies, including market entry, international marketing, supply chain fundamentals, and trade finance. It is designed for BSOs seeking to strengthen their capacity to support California exporters and deliver high-quality export assistance.

The curriculum of this program aligns with the knowledge areas required for the NASBITE Certified Global Business Professional (CGBP) exam and can assist participants in their exam preparation. However, taking the certification exam is not mandatory for participation in this program, and GO-Biz will not cover the cost of the CGBP examination.

Quick Links

- Export Assistance Training for California Business-Serving Organizations Application:
<https://forms.office.com/g/w80ak5W2Yj>
- MindEdge CGBP Catalog Page:
<https://catalog.mindedge.com/courses/suites/d35e2d5a-cc93-467b-a952-588b7c9ec842/certified-global-business-professional-cgbp-exam-prep>
- Program Contact:
Jonathan Gasca · Jonathan.gasca@gobiz.ca.gov · 916-233-9899

Eligibility Criteria

BSOs must meet all eligibility requirements to be considered for the training program. Applications will be submitted on behalf of the organization, with each selected organization able to receive training for up to 3 staff members at \$100 per staff member.

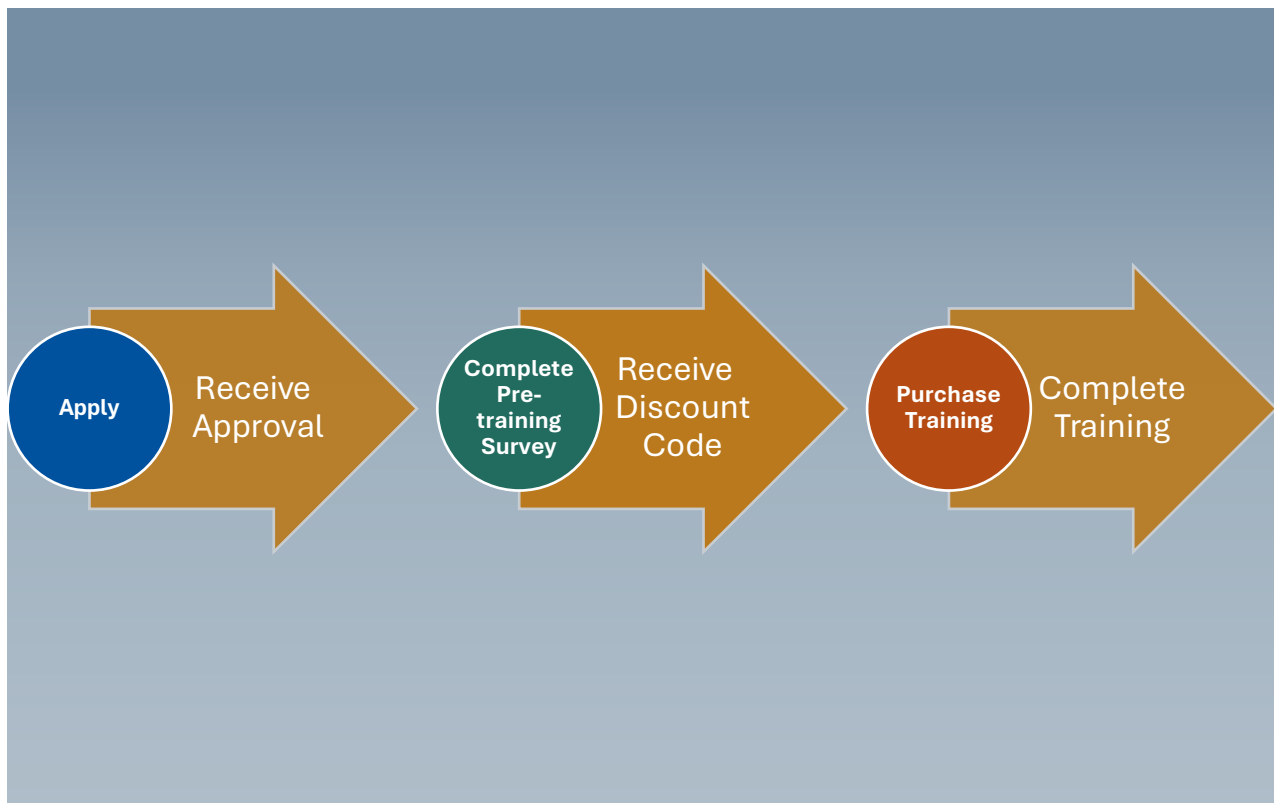
1. The applicant organization must be an authorized representative or employee of a federally designated technical assistance center or a registered 501(c)(3) or 501(c)(6) nonprofit organization whose primary mission is to promote underserved microbusinesses, small businesses, and entrepreneurs.
2. The applicant organization must be an established technical assistance provider that currently delivers services to small businesses and entrepreneurs in the State of California and has a demonstrated track record of effective program delivery.
3. The applicant organization must be able to demonstrate, through its programs or governing authority, how it provides technical assistance to small businesses in California.
4. The applicant organization must attest that the organization has the capacity and commits to receiving and responding to referrals from GO-Biz for export-related technical assistance and to actively engage with GO-Biz as a partner in strengthening California's statewide export ecosystem.

Application Process

After reviewing the eligibility criteria and confirming that all requirements are met, please apply here: <https://forms.office.com/g/w80ak5W2Yj>

Reminder: Only one application is needed per organization.

GO-Biz will review applications to confirm eligibility and program fit. Applicants who are selected will receive an email notification confirming acceptance into the program, along with a pre-training survey that must be completed by each trainee before receiving access to the on-demand training portal. After GO-Biz receives the completed survey, trainees will receive a separate notification with a unique discount code and instructions to purchase the training on MindEdge's platform. Trainees will have 360 days from the purchase date to complete the training.



Selection Criteria

Participation in the Export Assistance Training for California Business-Serving Organizations is subject to the following selection criteria:

- **Eligibility:** Applicants must meet all eligibility requirements as outlined in the program guidelines and application materials.
- **Availability of Training Licenses:** Selection is contingent upon the availability of training licenses. Due to limited capacity, not all eligible applicants may be selected.
- **Pre- and Post-Training Survey Requirement:** Selected applicants agree to complete both a pre-training survey and a post-training follow-up survey upon successful completion of the training. Completion of both surveys is a condition of participation.

Meeting the eligibility requirements does not guarantee selection. GO-Biz reserves the right to limit participation based on available training licenses.

Contact Information

For program or technical questions, please contact Jonathan Gasca · Jonathan.gasca@gobiz.ca.gov · 916-233-9899