

2026 CALIFORNIA HEALTHCARE

EXPORT TRAINING PROGRAM SOUTH KOREA

September–November 2026 | Virtual program

GO-Biz invites California-based healthcare companies to apply for an exclusive, comprehensive export training program. This program is designed to support 15 STEP-eligible California healthcare businesses that are new to exporting or looking to expand into the South Korean market.

PROGRAM HIGHLIGHT: TAILORED 1:1 EXPORT COACHING

Each company will receive two hours of dedicated 1:1 coaching with Korea market experts to refine its South Korea export strategy, including product positioning, pricing, market-entry approach, and pitch.

EXPORT-READY PARTNER INTRODUCTIONS

Following the training, the cohort will be evaluated, and selected export-ready companies may be invited to participate in 3–5 tailored virtual introductions to potential South Korean partners and customers, with interpretation support as needed.

FOUR LIVE CORE MODULES

Group sessions for the full cohort — the shared foundation for your 1:1 coaching.

1 **Market Opportunity
& Regulatory Roadmap**

2 **Export Strategy, IP &
Financial Readiness**

3 **Pricing, Channels,
Logistics & Customs**

4 **Business Culture,
Negotiation & Pitch Lab**

**Activities are subject to change*

Consider the Sister Program: 2027 Trade Mission to South Korea

Eligible companies are encouraged to also explore the 2027 California Healthcare Trade Mission to South Korea, an advanced in-person B2B matchmaking program featuring company-visit meetings, sample-based product discussions, attending the Korea International Medical & Hospital Equipment Show(KIMES) 2027 and join a California networking event during the week of March 15, 2027.

Separate STEP applications are required for each program. Companies interested in both the Export Training Program and the Trade Mission must apply for each program separately through the GO-Biz STEP Portal. Please reach out to GO-Biz to learn more.

PROGRAM AT A GLANCE

Cost	\$300 per company
Cohort	15 approved CA small businesses
Group Training	4 weekly sessions
1:1 B2B Coaching	2 hours per company

Tailored Partner Introductions

Selected export-ready companies may receive 3–5 tailored virtual introductions to South Korea distributors, importers, customers, and other potential partners seeking U.S. healthcare technologies.

Registration Deadline August 28, 2026

*Applications will be reviewed on a first-come, first-served basis and the application period may close earlier if all spaces are filled. Please do not wait until the deadline — apply at your earliest opportunity.

Business Registration Link

<https://step.business.ca.gov>

Start a new application for "STEP Export Training" and be sure to select "2026 South Korea Healthcare Training" from the list of activities on the training selection page.

Contact

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