

Trade Mission to India, Singapore, and Hong Kong

Including the
EMPOWER Asia Business Conference

March 2-8, 2025

Bengaluru, India / Singapore / Hong Kong



March 2-8, 2025



\$2,500 subsidy*

*Subsidy applicable to eligible
California small businesses



Bangaluru, India

CALLING CALIFORNIA MINORITY-LED SMALL BUSINESS EXPORTERS!

The California Governor's Office of Business and Economic Development (GO-Biz) is supporting up to 3 California small businesses to participate in the U.S. Department of Commerce's Trade Mission and Conference to India, Singapore, and Hong Kong.

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 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:

- Information and Communication Technology (ICT)
- Cybersecurity
- Smart City Infrastructure and Technology Solutions
- Artificial Intelligence and Cloud Computing
- Finance and FinTech
- Healthcare & Biotechnology
- Clean Energy
- Environmental Technology
- Critical and Emerging Technologies

APPLICATION PROCESS:

Please note, this is not a public event, the trade mission is reserved for vetted professionals only.

- Interested companies must first register with the U.S. Department of Commerce [here](#).
- Once accepted into the program, a CA company will need to submit a STEP Event application via step.business.ca.gov/. (Select "Trade Mission to India, Singapore, and Hong Kong" 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:

\$2,500 reimbursement post event

STEP Application:

step.business.ca.gov

*select "GDEI Trade Mission to India, Singapore, & Hong Kong" from list of events

STEP Application Deadline:

Apply by February 28, 2025

More Event Info:

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

STEP Application Questions:

Tricia Utterback
GO-Biz
Tricia.Utterback@gobiz.ca.gov

Trade Mission Questions:

Nicolas Cervantes
US Department of Commerce
Nicolas.cervantes@trade.gov

Anastasia Mukherjee
US Department of Commerce
Anastasia.Mukherjee@trade.gov

ORGANIZED BY:



SUPPORTED BY:

