



CALLING CALIFORNIA SMALL BUSINESSES

TRADE WINDS 2025 THE AMERICAS

Sao Paulo, Brazil | April 2025

Matchmaking Stops:

Argentina | Chile | Colombia | Uruguay

Business Development Forum

Join us in São Paulo for the largest U.S. government-led trade mission and business development forum. Organized by the U.S. Commercial Service, Trade Winds will feature meetings with U.S. commercial diplomats from 20 countries in The Americas, exciting conference programming, and plenty of networking.

Matchmaking Mission Stops

Qualified California businesses may customize their experience with optional business-to-business matchmaking meetings with pre-screened buyers, agents, distributors, or joint-venture partners in Brazil (April 9), as well as Colombia and Uruguay (April 3 - 4), and/or Argentina and Chile (April 10 -11).

Registration Process

Step 1: apply for Trade Winds The Americas first [HERE](#). Step 2: submit registration of interest [HERE](#). Step 3: Await notification by USCS & GO-Biz



Register Interest [HERE](#)

Register your interest for California STEP funding. This will enable our team to pre-screen your eligibility. If your company is selected to participate by the US Commercial Service and you meet basic STEP eligibility criteria, we will then guide you to the full California STEP application and provide next steps on accepting the STEP offer.



STEP Offer & Program Costs

- STEP is supporting 8 California companies with **\$1,000** to offset participation fees for Trade Winds 2025.
- The fee for the forum and one mission stop is **\$2,200** for one company representative (**\$4,200** for companies with 500+ employees) and **\$500** for each additional representative.
- The registration fee for each additional mission stop is **\$1,200**.

NEED MORE INFORMATION?

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