

*Economic Development and Strategies Committee Discussion Regarding  
International Trade Policies and Priorities for San Diego  
September 17, 2012*

**Item 1 A. Presentation from Jeffrey Williamson, statewide director, Centers for International Trade Development in partnership with the Governor's Office of Business and Economic Development, regarding: "State Supported Export Promotion and Export Education Opportunities for Small Businesses."**

The Governor's Office of Business and Economic Development (GO-Biz) includes, among other programs, a unit dedicated to:

- **International Affairs and Trade Development**, which provides critical support on issues relating to international trade and investment opportunities, foreign relations, international agreements and partnerships with the countries that have a friendly relationship with California. The unit collaborates with federal, local and international partners namely with the California STEP partners to identify and assist small- to medium-size companies in developing markets abroad for their products and services. (Source: <http://business.ca.gov/AboutUs.aspx>)

**The California State Trade and Export Promotion** (California STEP) project combines a network of state, federal, private and non-profit trade promotion organizations in California to facilitate export promotion activities, serving targeted industries, to drive exports for small businesses.

- The project plans to conduct about 20 unique export promotion activities including domestic and market-focused marketing campaigns, customized product/promotion localization assistance, matchmaking services connecting small businesses to potential customers, and follow up support to assist firms in closing deals.

Website: <http://business.ca.gov/AboutUs.aspx>

**Presentation by Jeff Williamson, statewide director, Centers for International Trade Development:**

Mr. Williamson provides the strategic leadership for the California Centers for International Trade Development (CITD), which provides export assistance, export promotion and international business education to small businesses. Mr. Williamson develops strategy and executes the California State Trade and Export Promotion plan, providing leadership for a group of world-recognized partners and brands to help small businesses enter new markets and expand exports. He serves in a support role at the Governor's Office of Business and Economic Development on international trade and export promotion issues. (Source: <http://business.ca.gov/AboutUs.aspx>)