Connecting California Industry to Global Business Opportunities

Project Title	Connecting California Industry to Global Business Opportunities
Project Summary	Research and recommend promising, export-ready companies in Northern California in the defense/security and agricultural sectors, for export promotion support from by the U.S. Commercial Service/ITA. Develop company export plans, update an industry export guide and analyze company websites.
Country	United States

Project Description

California is the 5th largest economy in the world, with leading edge products in a range of critical industry sectors. This internship will focus on two industries of great significance to Northern California's economy: security/defense and agriculture. The student selected for this internship will conduct market research using online and offline resources, to identify and uncover promising, export-ready companies in these two industries, across the region. After having identified a pool of firms, our intern will help develop a tailored, customized outreach plan to help those firms expand their international sales, part of which will include helping assess the firms' website globalization readiness using tools available here: https://www.trade.gov/ecommerce. The plan will also include researching relevant regulatory frameworks and potential distributors. This internship opportunity is offered through the U.S. Commercial Service, an agency of the U.S. Department of Commerce International Trade Administration. U.S. Commercial Service offices in San Rafael, CA, and San Jose, CA, will be managing this program.

Both the defense/security industry as well as the agricultural sector have long been leading industries in Northern California. Home to over 20,000 tech companies, the SF Bay Area is the nation's leading hub for cyber, 5G, cloud, AI and emerging IT. While many of the larger tech firms may be fully plugged into global opportunities in the security sector, smaller firms may not. The latter will be the focus of the internship's research effort. California is also the nation's leading agricultural producing state, in terms of cash receipts (https://www.ers.usda.gov/faqs/#Q1). The industry encompasses not only California's farm products – especially organic milk, fruits, vegetables, grains and nuts but also the world-famous wine industry, the growing craft beer and processed food sectors. In 2018, California's agricultural exports totaled $21.02 billion in value, and agricultural exports have grown substantially over the past 10 years. (https://www.cdfa.ca.gov/statistics/PDFs/AgExports2018-2019.pdf). Our intern will also be responsible for revising and updating the Guide to Exporting Wine from California.

Special emphasis will be supporting promising export-ready enterprises in rural California. Even before the pandemic, rural companies, particularly those in economically-disadvantaged regions, faced not only a highly competitive global market, but also challenges related to transportation infrastructure, financial services availability, access to capital, and a readily-available and robust local trade network. Learn more here: https://ee.caeconomy.org/content/landing-page/elevate-rural-ca

Required Skills or Interests

Skill(s)
Analytical writing
Data analysis
Design thinking
Economic analysis
Editing and proofreading
Marketing
Research
Writing

Additional Information

Students applying for this opportunity should be familiar with and have access to company databases through which to conduct research. Motivated self-starter, willing to undertake some self-paced training in website globalization a plus.

Language Requirements

None