

Rural Export Roadshow: Unlocking Global Markets for California's Far North

Groundbreaking Initiative Brings Export Opportunities to Rural Businesses

Groundbreaking Initiative Brings Export Opportunities to Rural Businesses



The Rural Export Roadshow is not just an event; it's a game-changer for California's rural economy. By bringing export expertise directly to these communities, we're opening doors to global markets.”
Dr. Keith Brookshaw, CA ETEC

CHICO, CA, UNITED STATES, November 14, 2024
/EINPresswire.com/ -- [Rural Export](#) Roadshow: Unlocking Global Markets for California's Far North

Groundbreaking Initiative Brings Export Opportunities to Rural Businesses

California's Office of Small Business - Business and Economic Development and the California Export Training and Education Center (CA ETEC) are set to launch an innovative program aimed at revolutionizing rural exports.

The Rural Export Roadshow will bring critical resources and expertise directly to businesses in California's Far North, addressing longstanding challenges faced by rural exporters.

Bridging the Rural-Urban Divide in International Trade

A recent U.S. Congress study for the Rural Export Initiative Act of 2021 identified two major hurdles for rural exporters:

1. Geographic Isolation: Rural businesses often operate far from key information hubs and major transportation routes.
2. Market Access Barriers: Remote locations create significant obstacles to entering international markets.

The Rural Export Roadshow is designed to overcome these challenges, offering a much need resource to businesses in Butte, Glenn, and Shasta counties.

Empowering Local Businesses with Global Opportunities

Participants in the Rural Export Roadshow will gain invaluable insights and tools, including:

- Cutting-edge market research strategies to identify best export markets and product opportunities
- Access to funding resources for export market development
- How to tap the growing cross border e-commerce selling opportunities
- Expert guidance on developing successful export marketing plans
- Success stories from rural exporters who have gone global

A Commitment to Inclusivity

Recognizing the diverse makeup of California's Far North, the program will feature targeted outreach to Cambodian, Hmong, Punjabi-speaking, and Spanish-speaking communities through multilingual digital marketing campaigns.

Mark Your Calendars

- ****Inaugural Roadshow****: December 10th, 2024

Register for this exciting launch event to be hosted at the Butte County Farm Bureau, <https://usglobaltraders.com/event/northern-california-roadshow-flyer-and-registration-link-12-10-24/>

- ****Follow-up Event****: Late Spring 2025

Multiple events throughout the region will raise awareness, identify optimal markets, and showcase resources to boost export activities.

Dr. Keith Brookshaw, Director Far North, CA ETEC, states: "The Rural Export Roadshow is not just an event; it's a game-changer for California's rural economy. By bringing export expertise directly to these communities, we're opening doors to global markets that were previously out of reach."



The flyer features a background image of a truck on a road at night with city lights in the distance. At the top left, it displays the California Government Office of Business and Economic Development logo and the California ETEC logo. The main title is 'RURAL EXPORT ROADSHOW' in large yellow letters, with the subtitle 'Unlocking Global Markets For California's Far North' below it. A white airplane is shown flying in the sky. The text 'INAUGURAL ROADSHOW' is centered in white on a dark blue background. Below this, the date 'December 10th' is highlighted in yellow, and the location 'Butte County Farm Bureau, 3688 Durham Dayton Highway, Chico, CA. 95928' is listed. A yellow banner contains the text: 'Join us for an innovative program aimed at helping rural businesses in California's Far North access global export opportunities.' A dark blue section lists three bullet points: 'Learn cutting-edge market research strategies', 'Access export market funding resources', and 'Hear success stories from rural businesses who have gone global'. Below this is the text 'Don't miss this opportunity to expand your business internationally!'. A dark blue section with a calendar icon says 'Follow-up Event: Late Spring 2025' and 'For More Information:'. It lists 'DR. KEITH BROOKSHAW, DIRECTOR FAR NORTH, California ETEC' with email 'keithbrookshaw@yahoo.com' and phone '530-339-0530', and 'CONTACT MARK MATSUMOTO, DIRECTOR, California ETEC' with email 'mark@californiaetec.com' and phone '714-624-7001'. At the bottom, it says 'Visit us at: www.californiaetec.com | www.usglobaltraders.com' and has a yellow 'Register Here' button.

Special Event for Rural Growers and Traders in Far North California

Local business owner Bertagna Nut Company adds: "As a rural grower, we've found it challenging to compete globally. This program gives us hope and the tools we need to take our products to the world stage."

About CA ETEC

California ETEC was established in 2003 to help California education and training providers expand globally. The mission expanded in 2013 to provide hands on consulting and training to help SMEs(growers, manufacturers and service providers) enter the global market. California ETEC has been awarded the Presidential "E" Award and "E Star" Award for Service Exporting Excellence.

For More Information

Contact: Mark Matsumoto
California ETEC
3972 Barranca Parkway, Suite 296-J
Irvine, CA 92606
Phone: 714-624-7001
Email: mark@californiaetec.com
Website: www.californiaetec.com; www.usglobaltraders.com

Mark Matsumoto
California ETEC
+1 714-624-7001
[email us here](#)

Visit us on social media:
[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/760655392>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.