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SB-357 International trade and investment office: Mexico. (2017-2018)

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CALIFORNIA LEGISLATURE— 2017–2018 REGULAR SESSION

SENATE BILL

NO. 357

Introduced by Senators Hueso and De León
(Coauthors: Senators Allen, Bradford, Leyva, and Mendoza)

February 14, 2017

An act to amend Section 13996.65 of, and to add Section 13996.43 to, the Government Code, relating to economic development, and making an appropriation therefor.

LEGISLATIVE COUNSEL'S DIGEST

SB 357, Hueso. International trade and investment office: Mexico.

(1) The Economic Revitalization Act establishes the Governor's Office of Business and Economic Development, also known as "GO-Biz," to, among other duties, serve the Governor as the lead entity for economic strategy and the marketing of California on issues relating to business development, private sector investment, and economic growth. Existing law authorizes the Director of GO-Biz to establish and terminate international trade and investment offices outside of the United States as he or she determines is appropriate, if specific requirements are met. Existing law establishes the Economic Development and Trade Promotion Account, a continuously appropriated account, to accept private moneys to fund international trade and investment offices.

This bill would, notwithstanding provisions authorizing the Director of GO-Biz to establish and terminate international trade and investment offices outside of the United States if specified conditions are satisfied, and to the extent private moneys are available, require the Director of GO-Biz to enter into an agreement, on or before July 1, 2018, to establish, and thereafter to operate, an international trade and investment office in Mexico City, Mexico, as specified. The bill would require the Director of GO-Biz to include information regarding the Mexico City trade and investment office in existing reporting requirements relating to an International Trade and Investment Program, as specified. The bill would require GO-Biz to accept and administer private moneys

through the Economic Development and Trade Promotion Account. By expanding the use of a continuously appropriated account, this bill would make an appropriation.

This bill would require the Mexico City trade and investment office to, among other things, promote the export of California goods and services into Mexico and facilitate access to educational exchange programs between California and Mexico.

(2) Existing law requires the Director of GO-Biz to develop an International Trade and Investment Program for the state and to submit the strategy and business plan for the International Trade and Investment Program to the Chief Clerk of the Assembly, the Secretary of the Senate, the Speaker of the Assembly, the President pro Tempore of the Senate, the chair of the Assembly Committee on Jobs, Economic Development, and the Economy and the chair of the Senate Committee on Business, Professions and Economic Development, or respective successor committees, with jurisdiction over the international trade and economic development programs.

This bill would also require the Director of GO-Biz to submit the strategy and business plan to the Senate Select Committee on California-Mexico Cooperation and the chair of the Assembly Select Committee on California-México Bi-National Affairs.

Vote: majority Appropriation: yes Fiscal Committee: yes Local Program: no

THE PEOPLE OF THE STATE OF CALIFORNIA DO ENACT AS FOLLOWS:

SECTION 1. Section 13996.43 is added to the Government Code, to read:

13996.43. (a) Notwithstanding subdivision (b) of Section 13996.41 and Section 13996.42, the director shall enter into an agreement, on or before July 1, 2018, pursuant to subdivision (f) of Section 13996.41, to establish, and thereafter to operate, an international trade and investment office in Mexico City, Mexico.

(b) The Mexico City trade and investment office shall do all of the following:

- (1) Facilitate access to educational exchange programs between California and Mexico.
- (2) Promote the export of California goods and services into Mexico.
- (3) Encourage and facilitate capital investment from Mexico into California.

(c) The director shall include information regarding the Mexico City trade and investment office in the reports prepared and transmitted pursuant to Section 13996.65.

(d) Costs associated with the physical location and direct operation of the international trade and investment office, established pursuant to this section, shall be supported through private moneys. The office and the director shall perform the duties required by this section only to the extent private moneys are available for the management and operation of the international trade and investment office in Mexico. The office shall accept and administer private moneys pursuant to subdivision (a) of Section 13997.

(e) For purposes of this section, the following definitions shall apply:

- (1) "Director" means the Director of the Governor's Office of Business and Economic Development.
- (2) "Office" means the Governor's Office of Business and Economic Development.

SEC. 2. Section 13996.65 of the Government Code is amended to read:

13996.65. (a) The director shall prepare the following:

(1) A budget for the International Trade and Investment Program that includes a separately stated budget for each international trade and investment office. The budget shall provide all the following:

- (A) A description of how the International Trade and Investment Program and each individual international trade and investment office will be funded.
- (B) A description of staffing levels and the positions needed to operate each international trade and investment office.

(2) A strategy and business plan for the International Trade and Investment Program, developed with input from California businesses that shall include, but not be limited to, measurable goals, objectives, and outcomes and timelines necessary to attract employment-producing direct foreign investment to the state and increase California exports. The strategy and business plan shall include, but not be limited to, all of the following:

- (A) A description of the staffing levels and staff expertise needed to operate each international trade and investment office.

(B) A description of monitoring and oversight procedures implemented for the International Trade and Investment Program.

(C) A description of how a newly proposed international trade and investment office will facilitate an increase of direct foreign investment in California or an increase in California exports, or both.

(3) A written review of the implementation of the prior year's strategy and business plan for the International Trade and Investment Program that addresses the performance of the program and each international trade and investment office.

(b) The annual budget, the strategy and business plan for the International Trade and Investment Program, and the prior year's review drafted pursuant to subdivision (a) shall be transmitted to the Chief Clerk of the Assembly, the Secretary of the Senate, the Speaker of the Assembly, the President pro Tempore of the Senate, the chair of the Assembly Committee on Jobs, Economic Development, and the Economy, the chair of the Senate Committee on Business, Professions and Economic Development, the chair of the Assembly Select Committee on California-Mexico Bi-National Affairs, and the Senate Select Committee on California-Mexico Cooperation, or the respective successor committees, with jurisdiction over the international trade and economic development programs.