

# California's New International Trade Reps

## Henan Li, California Trade and Investment Representative – Asia

Henan joined the GO-Biz International Group in January of 2020 as the California Trade and Investment Representative for Asia . Henan has worked extensively throughout Asia and previously served as the Global Initiatives Director and the California MBDA Export Center Director at the CalAsian Chamber of Commerce from 2016 - 2019, where she was responsible for multiple export programs for California businesses as well as outbound trade missions. Henan has hosted inbound trade delegations from Japan, Vietnam, South Korea, China and other Asian countries. She has also worked for the Solano Economic Development Corporation, where she assisted California companies with market entry strategies, tariff and logistics support, compliance, licensing and regulatory requirements. In China from 2009 - 2015, Henan worked for ChinaJoy International Digital Entertainment Expo, managing a large events portfolio with many brand name international companies, executing events, providing brand and marketing advice, and facilitating communications and collaborations. Henan holds a BA from Dalian University and an MBA from California State University, Sacramento. She speaks fluent English and Mandarin.