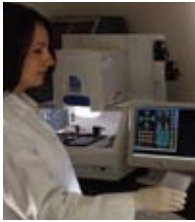
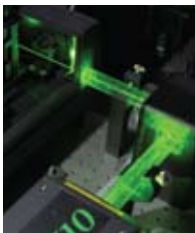




The New York State Department of Economic Development, with its network of highly qualified professional staff in Regional and International Offices throughout the State and around the world, is dedicated to helping businesses engage in the global marketplace in order to grow, create jobs and prosper in New York State.



New York State's International Business Development programs and services provide targeted assistance to NYS firms, in order to advance their global competitiveness and international market access and success.



- New York State offers companies a competitive edge in the global marketplace.
- Ranked third in the nation in export activity and international investments, New York State is at the heart of the largest and richest consumer market in the world.



For further information contact the International Trade Specialist at your nearest New York State Department of Economic Development Regional Office:

Capital Region  
Mohawk Valley Region  
Southern Tier Region  
North Country Region  
(518) 292-5109

Western NY Region  
Finger Lakes Region  
Central NY Region  
(716) 856-8111

Long Island Region  
(631) 435-0717

Mid-Hudson Region  
(845) 567-4882

New York City Region  
(212) 803-2300

NYS Department of Economic Development  
International Division  
30 South Pearl St, Albany, NY 12245  
633 Third Ave, New York, NY 10017

800-STATE-NY (800-782-8369) *from within the US*  
[www.nylovesbiz.com](http://www.nylovesbiz.com)

State of New York  
David A. Paterson | Governor

# NY GLOBAL MARKETS

EXPAND YOUR PRESENCE IN THE GLOBAL MARKETPLACE.



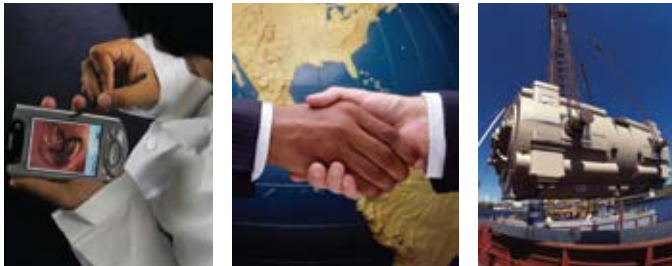
 **NEW YORK STATE**

# Programs and Services for Global Market Success

Export counseling and education is available to:

- Improve the exporting skills of current New York State exporters, and
- Provide insight and expertise about global market opportunities to New York State manufacturers and services firms seeking to start export activity.

This export assistance is offered statewide by international trade specialists, based in headquarters and regional offices, and is delivered directly, as well as in collaboration with industry associations, regionally-based organizations, and federal and state agency partners.



The **Global Export Market Service (GEMS)** makes matching grants available to individual manufacturing, services or agricultural businesses, as well as to groups of companies, and industry or trade associations, in order to advance the export prospects and global competitiveness of NYS's small and mid-sized firms, by:

- Preparation of customized global market, product, industry and engineering studies;
- Participation in the international marketplace, notably through selected overseas trade shows; and
- Implementation of effective export strategies.

The **Export Marketing Assistance Service (EMAS)** helps NYS firms succeed in markets in Brazil, Canada, Chile, China, Europe, Israel, Japan, Mexico and South Africa through a range of sliding scale, fee-based offerings, such as:

- Basic agent-distributor searches (free to qualified first-time business clients);
- Distribution channel analysis;
- Customized market research;
- Identification of strategic venture partners; and
- Competitive and pricing analysis.



Trade Shows, Missions and Events enable participating NYS companies to promote their products and services overseas in a cost effective manner. NYS often partners with regional organizations, trade associations and other agencies to expand the range of trade show and mission options for NYS firms. As part of such events, NYS firms are positioned to benefit from:

- Group pricing;
- Assistance in preparing for global market outreach and follow-up;
- Customized meetings with potential buyers; and
- Additional promotional efforts handled by New York State.

# International Offices

The NYS Department of Economic Development maintains representation in key world markets to:

- Provide market research and support to NYS firms seeking new and expanded overseas export market opportunities;
- Promote the State as a tourism destination; and
- Attract international business investment into New York State.

Global office locations cover:

- North America – Canada and Mexico;
- South America – Brazil and Chile;
- Europe – UK base, France and Germany;
- Southern Africa;
- the Middle East – Israel; and
- Asia – Japan and China.

International Investment Attraction to New York State is accomplished by NYS Department of Economic Development professionals and International Office representatives by:

- Promoting location options in the State's diverse regions;
- Showcasing the unique assets of our industry and technology clusters;
- Identifying prospects for investment, and for joint ventures and strategic alliances with NYS firms; and
- Assisting international firms with their investment, expansion and job creation plans in NYS – including financing, incentives and site selection services.