

Empire State Development News

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EMPIRE STATE DEVELOPMENT ANNOUNCES GOVERNOR PATERSON'S LONG ISLAND TRADE MISSION ON OCTOBER 1

Trade Mission will be the largest in New York State history

Over 100 Representatives from more than 40 countries will meet with State Officials and Business Leaders on Trade and Investment Opportunities in New York

Empire State Development (ESD) today announced that the October 1 trade mission to Long Island will be the largest in New York State history, with approximately 100 foreign trade officials and business leaders expected to attend, representing more than 40 countries and 55 regions from around the globe. The objective of the trade mission is to attract international trade and investment, to provide opportunities for business development and to form institutional partnerships between foreign delegates, New York companies and leaders of business, political and academic arenas on Long Island. The all-day itinerary focuses on the region's advanced energy, life sciences, information technology, defense and aerospace sectors.

"Representatives from around the world will be introduced to Long Island—an exceptionally diverse place to do business and home to some of the state's most advanced and successful companies and research institutions—during the largest domestic trade mission in the history of New York State," said Governor David A. Paterson. "This trade mission offers an opportunity for business leaders to present themselves to vast international markets, and the connections that are made can help spur job creation, new business opportunities and investment."

The Long Island trade mission follows the success of similar events hosted by New York State earlier in the year. On February 4 and 5, Governor Paterson and First Lady Michelle Paige Paterson hosted 33 foreign trade officials representing 27 countries in Albany for the first Upstate trade mission. On April 29 and 30, Governor Paterson hosted 65 foreign trade officials from 38 countries in the Buffalo/Niagara region. ESD is in the preliminary stages of planning a trade mission to the Central New York region in 2010.

ESD's International Division has scheduled a program for the Long Island mission that includes opportunities for the foreign officials to interact and exchange contact information with various businesses, political and academic leaders from the State of New York and Long Island. Stops on the trade mission include tours, panel discussions, and question-and-answer sessions at the Feinstein Institute for Medical Research, Brookhaven National Laboratory, and State University of New York at Stony Brook. In addition, each foreign attendee has been encouraged to invite two companies from their country of origin to explore the trade and investment opportunities in Long Island.

Countries that are participating include Belgium, Canada, China, Costa Rica, Czech Republic, Ecuador, Estonia, Germany, Japan, Malaysia, New Zealand, Nigeria, Philippines, Singapore,

"We are pleased to be following the tremendous success of our trade missions to Albany and Buffalo earlier this year," said Dennis M. Mullen, ESD Chairman & CEO, designate, who will greet the trade commissioners at the dinner reception. "This next trade mission in Long Island will be our largest yet

and provides an opportunity to connect Long Island businesses with key commercial representatives of foreign countries in order for our local businesses to showcase their products and expertise to the world. The trade mission, which will showcase Long Island as optimally positioned at the center of the world's largest and most active consumer marketplace, demonstrates how serious Governor Paterson and ESD are about raising New York's exports and attracting more foreign direct investment."

"This is the largest trade mission in the history of New York State. It is our chance to highlight the unique assets of Long Island and identify prospects for investments, joint-ventures and strategic alliances with both foreign businesses and our New York State firms," said Sam Natapoff, ESD Senior Vice President for International Economic Development and Senior Advisor to the Governor on International Commerce. "As did the previous two missions to Western New York and Albany, it will ensure that New York remains competitive in the global economy."

Through ESD, New York State maintains 13 international offices in key world markets in North America (Toronto, Montreal and Mexico), Latin America (Brazil and Chile), Europe (UK, France and Germany), South Africa, the Middle East (Israel), and Asia (Hong Kong, Beijing and Shanghai). These offices provide market research, guidance and technical assistance to New York State firms seeking new and expanded overseas export market opportunities, and attract international business investment into New York State.

In addition, ESD oversees New York's international business development programs, which provide targeted assistance to New York firms to help advance their global competitiveness and international market access. Export counseling, customized market research and other services are available to New York State manufacturers and services firms seeking to expand their export sales results in global markets. Professionals at ESD also work to attract international investment into New York State.

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