

Program Purpose	<p>To help New York State businesses improve their exporting skills, obtain insight and expertise about global markets and find sales agents or distributors for their products</p>
Program Highlights	<p>Global Export Marketing Service (GEMS) provides matching grants to advance the export prospects and global competitiveness of small and mid-sided firms through</p> <ul style="list-style-type: none"> ▪ Preparation of customized global market, product, industry and engineering studies ▪ Participation in the international marketplace, notably through selected overseas trade shows ▪ Implementation of effective export strategies <p>Export Marketing Assistance Services (EMAS) offers a range of for-fee services, such as</p> <ul style="list-style-type: none"> ▪ Agent-distributor searches ▪ Distribution channel analysis ▪ Customized market research ▪ Identification of strategic venture partners ▪ Competitive pricing analysis
Eligibility	<ul style="list-style-type: none"> ▪ Businesses engaged in manufacturing, services or agriculture whose New York State production content is at least 51% ▪ Medium-sized businesses with 500 or fewer employees ▪ Groups of companies ▪ Industry and trade associations ▪
Process	<ul style="list-style-type: none"> ▪ Companies are accepted into EMAS based on product line and potential in the new market ▪ Companies are accepted into GEMS after an assessment by an ESD trade specialist
Contact Information	<p>Contact ESD Regional Offices http://www.empire.state.ny.us/Contacts_and_About_Us/locations.asp Or International Division, (212) 803-2300</p>

This is an overview of the program, and does not include all requirements and details.