

Empire State Development News

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INTERNATIONAL DIVISION ANNOUNCES DATES, LOCATIONS FOR ROAD SHOW

Traveling Show Helps NYS Businesses Expand Their Presence in the Global Marketplace

The New York State's Department of Economic Development's International Division will take its expertise on the road from June 2 through June 6 to offer support and to help educate New York State businesses interested in increasing their exports and expanding their presence in the international marketplace.

"The International Division's Road Show is a great example of New York State going directly to the communities it serves to best meet their needs," said ESD Upstate Chairman Dan Gundersen. "But more importantly, the Road Show offers an excellent opportunity for New York businesses to learn how to become -- and then remain -- competitive in the global marketplace."

"New York State's merchandise exports reached a new high in 2007," said ESD Downstate Chairman Pat Foye. "With the dollar's decline, our products are more competitive than ever. The Road Show is a great opportunity for New York State businesspeople to develop new foreign markets that will increase exports and profits in 2008 and beyond."

Business leaders that attend the Road Show will learn about market opportunities for their companies through individualized consultations with one or more of New York's ten foreign trade representatives, based in Canada, United Kingdom, Israel, Japan, Mexico, Chile, Brazil and South Africa. In addition, participants will meet with one of ESD's international trade specialists, located in our offices across New York State, that specialize in targeted industries such as biotechnology, nanotechnology, information technology, medical devices, telecommunications, energy, consumer products, agribusiness and environmental technologies & services.

Companies interested in attending the Road Show will need to be pre-qualified as export-ready. Those companies that are not export-ready but are interested in learning how to export their goods can receive training at each location provided by the International Division, in cooperation with local partners. 31 companies have already confirmed and we encourage those interested to contact our office.

Road Shows will be held on the following dates:

- **Monday, June 2:** New York City
- **Tuesday, June 3:** Albany
- **Wednesday, June 4:** Syracuse
- **Thursday, June 5:** Rochester
- **Friday, June 6:** Buffalo

Through November 2007, New York companies exported over \$63 billion worth of goods around the

world, marking an increase of more than 20 percent over the corresponding period in the previous year. ESD's International Division assists these companies in taking advantage of worldwide opportunities by providing experience in foreign markets that helps to ensure success of New York companies in the global marketplace.

Empire State Development is New York's chief economic development agency, encompassing business, workforce and community development. ESD also oversees the marketing of "I LOVE NY," the state's iconic tourism brand. For more information, visit www.nylovesbiz.com.

*To meet with the international trade representatives, companies will need to be pre-qualified as export-ready and will need to register with the Empire State Development. To register for the Road Show conferences or for more information, please contact Gerald Shaye at **518-270-1130 or gshaye@empire.state.ny.us**. Interested businesses can also receive information online at www.empire.state.ny.us.*

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