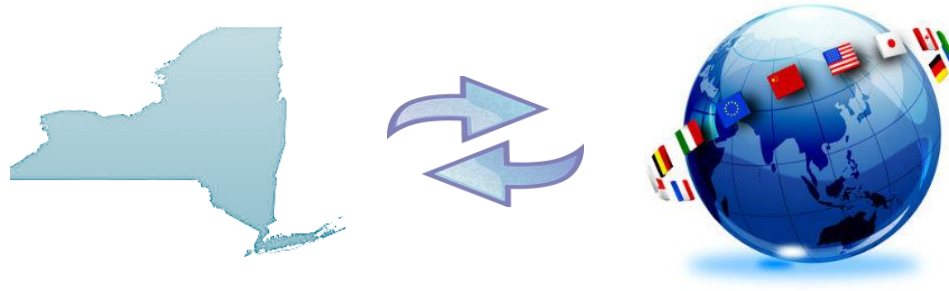


GLOBAL NY

CONNECTING LOCAL BUSINESSES TO THE WORLD

WHAT IS GLOBAL NY?

Global NY's mission is to promote competitiveness and foster economic activity by helping New York State small businesses export their products and services globally.



Under the Global NY banner, we also attract international businesses to consider expansion to NYS through various incentives.

NYS EXPORT FACTS

About **38,000** New York companies are goods exporters. Of those, over **35,000 (94%)** are small and medium-sized businesses.

NYS merchandise exports totaled an **estimated \$65 billion** in 2020.

Source: US Department of Commerce, International Trade Administration

TOP EXPORTED GOODS FROM NEW YORK



EXPORTS	
1	Precious stones & metal
2	Industrial machinery, computers
3	Art & antiques
4	Electric machinery
5	Miscellaneous manufactured commodities
6	Optic, photo, medical, surgical Instruments
7	Vehicles + parts (not rail or tram)
8	Plastics
9	Pharmaceutical products
10	Aircraft & spacecraft + parts



TOP TRADING COUNTRIES FOR NEW YORK

EXPORTS	
1	Canada
2	Switzerland
3	Hong Kong
4	United Kingdom
5	India
6	China
7	Germany
8	Israel
9	Mexico
10	Belgium



IMPORTS	
1	China
2	Canada
3	India
4	Switzerland
5	France
6	Italy
7	Israel
8	Germany
9	Vietnam
10	United Kingdom

GLOBAL NY FOREIGN OFFICES

 **CANADA**
 **NEW YORK**

 **MEXICO**
(TRADE ONLY)

 **EUROPE / UK**

 **ISRAEL**

 **CHINA**

 **INDIA**
(FDI ONLY)

 **SOUTH AFRICA / AFRICA**
(TRADE ONLY)

**ADDITIONAL
REPRESENTATION
(TRADE ONLY)**

-  ARGENTINA
-  BRAZIL
-  CHILE
-  COLOMBIA
-  PERU

GLOBAL NY EXPORT ASSISTANCE PROGRAMS



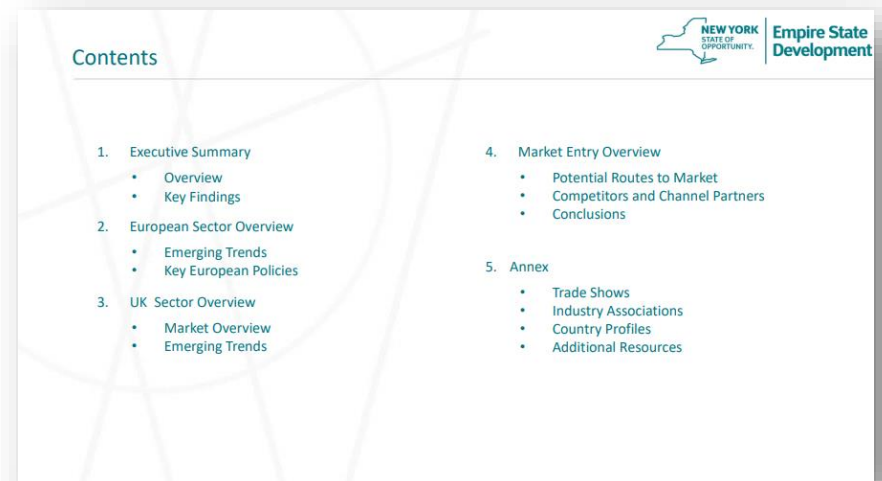
Export Marketing Assistance Service (EMAS)

Global NY Grant Fund Program

State Trade Expansion Program (STEP)

EXPORT MARKETING ASSISTANCE SERVICE (EMAS)

- **No-Cost Service**
- Companies work directly with our network of foreign trade representatives to find sales agents and distributors abroad
- Each company benefits from a personalized program and is provided with a report on local market intelligence

A screenshot of a 'Contents' page for the EMAS service. The page features a light blue background with a faint map of New York State. In the top right corner, there is a logo for 'NEW YORK STATE OF OPPORTUNITY' and 'Empire State Development'. The main content is a list of sections and sub-sections:

Contents	
1. Executive Summary	
• Overview	
• Key Findings	
2. European Sector Overview	
• Emerging Trends	
• Key European Policies	
3. UK Sector Overview	
• Market Overview	
• Emerging Trends	
4. Market Entry Overview	
• Potential Routes to Market	
• Competitors and Channel Partners	
• Conclusions	
5. Annex	
• Trade Shows	
• Industry Associations	
• Country Profiles	
• Additional Resources	

EXPORT MARKETING ASSISTANCE SERVICE

ELIGIBILITY:

- New York State Company
- At least one year in business and viable
- 500 employees or less
- 51% product value added in NYS



HOW TO APPLY:

- Fill in the EMAS application online at:

<https://esd.ny.gov/export-marketing-assistance-service-program>

GLOBAL NY GRANT FUND

The Global NY Grant Fund provides reimbursement grants to help New York State's small and medium-sized businesses increase export sales and create new jobs in New York.



GLOBAL NY GRANT FUND

FOR-PROFIT COMPANIES:

- Grants ranging from \$7,500 to \$25,000 (limit of two per year)
- 50% cash match
- 51% product value added in NYS
- 500 or fewer employees in New York State
- In business for at least one year

NON-PROFIT ORGANIZATIONS:

- NYS organization that promotes economic development and trade
- Grants ranging from \$7,500 to \$100,000 (one per year)
- 25% in-kind/cash match

GLOBAL NY GRANT FUND

Eligible Activities

FOR-PROFIT BUSINESSES:

- Market Customization
- Trade Shows/Trade Missions
- Export Education
- Product Adaptation & Market Certification
- Export Development
- Export Management and Compliance

NON-PROFIT ORGANIZATIONS:

- Trade Shows
- Trade Events
- Trade Education

HOW TO APPLY:

- Please complete the fillable pdf application available at:

<https://esd.ny.gov/sites/default/files/Global-NY-Grant-Fund-Application-ForProfit-2022.pdf>



Global NY Grant Fund Project Examples

For-profit company:

Companies typically apply after having some success selling into a market and have an export strategy they want to execute

- Company A wants to exhibit at international trade shows in Mexico City and Toronto in 2022 and conduct a marketing campaign before, during, and after they exhibit at the trade shows
- Company B would like to sell their widget in the European market but must have their product certified to meet EU safety standards before they can begin exporting
- Company C would like to sell into the Chinese market and wants to create a Chinese version of their website (including full language translation) to effectively sell their products

STATE TRADE EXPANSION PROGRAM (STEP)

OBJECTIVE:

Empire State Development (ESD) is working in partnership with the U.S. Small Business Administration (SBA) to increase the number of small businesses that begin to export; increase the value of exports for small businesses that currently export; and increase the number of small businesses exploring significant new trade opportunities.

Funded in part through a grant from the [U.S. Small Business Administration](#).



STATE TRADE EXPANSION PROGRAM

ELIGIBILITY:



- Business that operates in New York State to manufacture, assemble and/or distribute a product, or provide an exportable service
- In business for at least one year
- Qualify as an “eligible small business concern” and meet SBA size standards
- Have a product or service for export that contains at least 51% United States content

STATE TRADE EXPANSION PROGRAM

- Through the STEP program, NYS small businesses may apply for **up to \$14,000** in grants, per program year, to begin exporting or increase their global exports.
- The grant is awarded in the form of a reimbursement and is based on **70%** of the total eligible costs.

ELIGIBLE USE OF FUNDS:

- Financial Assistance Awards for Travel
- Subscription to Services Offered by the U.S. Department of Commerce
- Export Training Workshop
- International or Qualified Domestic trade exhibit
- Website Content/Foreign Language Translation
- Development of International Marketing Campaign
- Consultancy Services
- Compliance Testing

STATE TRADE EXPANSION PROGRAM

CURRENT STATUS:

- In 2020, NYS received a STEP 9 award of \$250,000 and a \$500,000 award in 2021 for the Continuation Year.
- All current funding for the STEP program has been expended, so we are not accepting new applications.
- Please visit our website on October 1, 2022, once additional STEP funding becomes available. Eligible New York businesses seeking to create or expand direct exports may apply for funding through the [Global NY Grant Fund](#).



Empire State
Development



Thank you

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