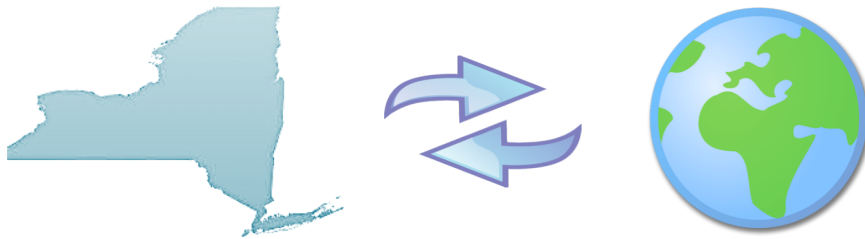


# GLOBAL NY

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.

# EXPORT FACTS

- Over 95% of the world's population and 70% of the world's purchasing power are **outside the U.S.**
- Trade represents **nearly 60%** of the world's \$87.8 trillion economy.
- Exporting companies grow an average **22% faster** with sales, job creation, and employee earnings compared to non-exporters.
- **Only 1%** of U.S. businesses export.

# NYS EXPORT FACTS

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

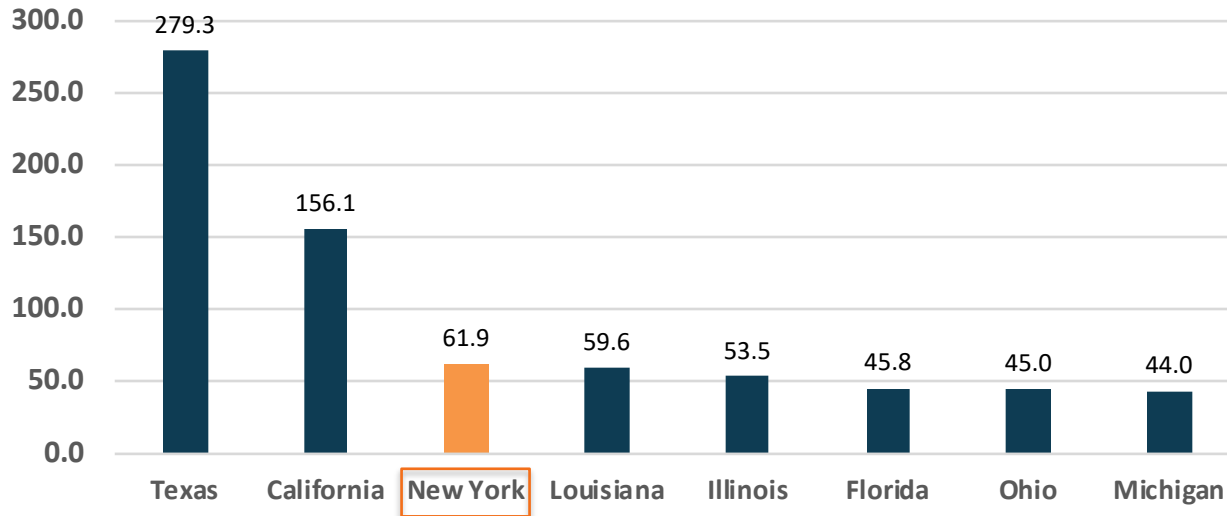
NYS merchandise exports totaled an estimated \$62 billion in 2020.

*Source: US Department of Commerce, International Trade Administration*



# NEW YORK RANKS # 3 IN EXPORTING

2020 Exports by U.S. States (in billions U.S. dollars)



Sources: U.S. Census Bureau

# TOP EXPORTED GOODS FROM NEW YORK



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



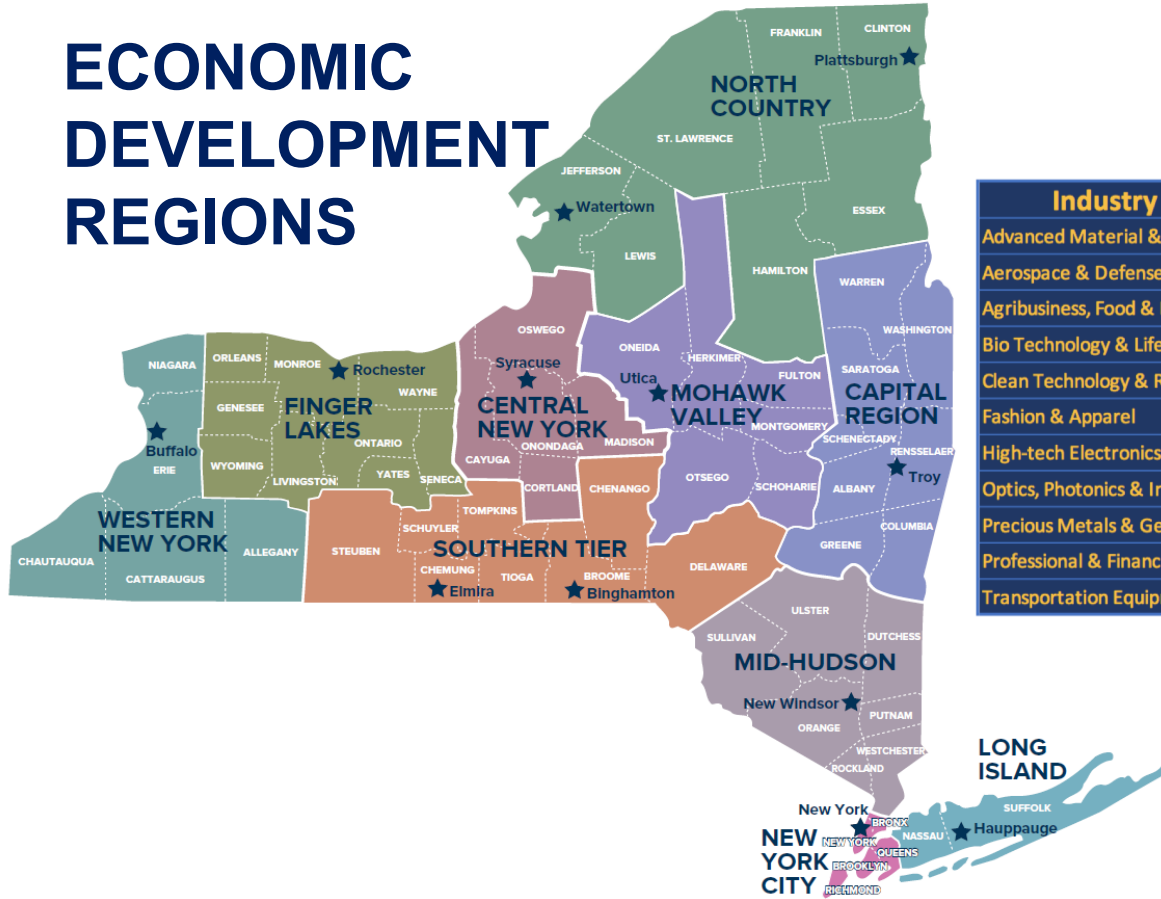
# TOP TRADING COUNTRIES FOR NEW YORK

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



| IMPORTS |             |
|---------|-------------|
| 1       | Switzerland |
| 2       | China       |
| 3       | Canada      |
| 4       | India       |
| 5       | France      |
| 6       | Hong Kong   |
| 7       | Italy       |
| 8       | Australia   |
| 9       | Israel      |
| 10      | Germany     |

# ECONOMIC DEVELOPMENT REGIONS



| Industry Clusters                    | Capital | CNY | FL | LI | MH | MV | NYC | NC | ST | WNY |
|--------------------------------------|---------|-----|----|----|----|----|-----|----|----|-----|
| Advanced Material & Manufacturing    | X       | X   | X  |    | X  | X  |     | X  | X  | X   |
| Aerospace & Defense                  |         | X   |    | X  | X  |    |     | X  | X  | X   |
| Agribusiness, Food & Beverage        |         |     | X  | X  | X  | X  |     | X  | X  | X   |
| Bio Technology & Life Sciences       | X       | X   | X  | X  | X  |    | X   | X  |    | X   |
| Clean Technology & Renewable Energy  | X       | X   | X  |    |    |    |     | X  |    | X   |
| Fashion & Apparel                    |         |     |    |    |    |    | X   |    |    |     |
| High-tech Electronics & IT           | X       | X   | X  | X  |    | X  | X   |    |    |     |
| Optics, Photonics & Imaging          |         |     | X  |    |    |    |     |    |    |     |
| Precious Metals & Gems               |         |     |    |    |    |    | X   |    |    |     |
| Professional & Financial Services    |         | X   |    | X  | X  | X  | X   |    | X  | X   |
| Transportation Equipment & Logistics |         | X   |    |    |    | X  |     | X  | X  |     |



**Empire State  
Development**

| REGION                  | COUNTIES   | TRADE MANAGER  |
|-------------------------|--|--|
| <b>Capital District</b> | Albany, Columbia, Greene, Rensselaer, Saratoga, Schenectady, Warren and Washington | <a href="mailto:Kathryn.Bamberger@esd.ny.gov">Kathryn.Bamberger@esd.ny.gov</a><br>(518) 270-1133     |
| <b>Central NY</b>       | Cayuga, Cortland, Madison, Onondaga and Oswego                                     | <a href="mailto:Omar.Sanders@esd.ny.gov">Omar.Sanders@esd.ny.gov</a><br>(607) 721-8610               |
| <b>Finger Lakes</b>     | Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates    | <a href="mailto:Carolyn.Baker-Scott@esd.ny.gov">Carolyn.Baker-Scott@esd.ny.gov</a><br>(585) 399-7060 |
| <b>Long Island</b>      | Nassau and Suffolk   | <a href="mailto:Brian.Teubner@esd.ny.gov">Brian.Teubner@esd.ny.gov</a><br>(212) 803-2346             |
| <b>Mid-Hudson</b>       | Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster and Westchester               | <a href="mailto:Kathryn.Bamberger@esd.ny.gov">Kathryn.Bamberger@esd.ny.gov</a><br>(518) 270-1133     |
| <b>Mohawk Valley</b>    | Fulton, Herkimer, Montgomery, Oneida, Otsego and Schoharie                         | <a href="mailto:Kathryn.Bamberger@esd.ny.gov">Kathryn.Bamberger@esd.ny.gov</a><br>(518) 270-1133     |
| <b>New York City</b>    | Bronx, Kings, New York, Queens and Richmond  | <a href="mailto:Lennox.Ruiz@esd.ny.gov">Lennox.Ruiz@esd.ny.gov</a><br>(212) 803-2344                 |
| <b>North Country</b>    | Clinton, Essex, Hamilton, Jefferson, Lewis, Franklin and Saint Lawrence            | <a href="mailto:Kathryn.Bamberger@esd.ny.gov">Kathryn.Bamberger@esd.ny.gov</a><br>(518) 270-1133     |
| <b>Southern Tier</b>    | Broome, Chemung, Chenango, Delaware, Schuyler, Steuben, Tioga and Tompkins         | <a href="mailto:Omar.Sanders@esd.ny.gov">Omar.Sanders@esd.ny.gov</a><br>(607) 721-8610               |
| <b>Western NY</b>       | Allegany, Cattaraugus, Chautauqua, Erie and Niagara                                | <a href="mailto:Richard.Ball@esd.ny.gov">Richard.Ball@esd.ny.gov</a><br>(716) 846-8248               |

# GLOBAL NY TEAM

**Carrie Baker-Scott**, Rochester  
Finger Lakes Region [Carolyn.Baker-Scott@esd.ny.gov](mailto:Carolyn.Baker-Scott@esd.ny.gov)  
(585) 399-7060

**Richard Ball**, Buffalo  
Western New York Region  
[Richard.Ball@esd.ny.gov](mailto:Richard.Ball@esd.ny.gov)  
(716) 846-8248

**Kathryn Bamberger**, Troy  
Capital, North Country, Mohawk Valley,  
Mid-Hudson Regions  
[Kathryn.Bamberger@esd.ny.gov](mailto:Kathryn.Bamberger@esd.ny.gov)  
(518) 270-1133

**Omar Sanders**, Binghamton  
Central New York, Southern Tier Regions  
[Omar.Sanders@esd.ny.gov](mailto:Omar.Sanders@esd.ny.gov)  
(607) 721-8610

## NYC Office

**Lennox Ruiz**  
Vice President  
[Lennox.Ruiz@esd.ny.gov](mailto:Lennox.Ruiz@esd.ny.gov)  
(212) 803-2344

**Antonio Rodriguez**  
New York City  
[Antonio.Rodriguez@esd.ny.gov](mailto:Antonio.Rodriguez@esd.ny.gov)  
(212) 803-2283

**Brian Teubner**  
Long Island Region  
[Brian.Teubner@esd.ny.gov](mailto:Brian.Teubner@esd.ny.gov)  
(212) 803-2346

**Lauren Queally**  
Project Manager  
[Lauren.Queally@esd.ny.gov](mailto:Lauren.Queally@esd.ny.gov)  
(212) 803-2357

**Cherry Maj**  
Department Coordinator  
[CherryAnne.Maj@esd.ny.gov](mailto:CherryAnne.Maj@esd.ny.gov)  
(212) 803-3664

**Lauren Merkel**  
Foreign Direct Investment  
[Lauren.Merkel@esd.ny.gov](mailto:Lauren.Merkel@esd.ny.gov)  
(212) 803-3578

# GLOBAL NY EXPORT ASSISTANCE PROGRAMS



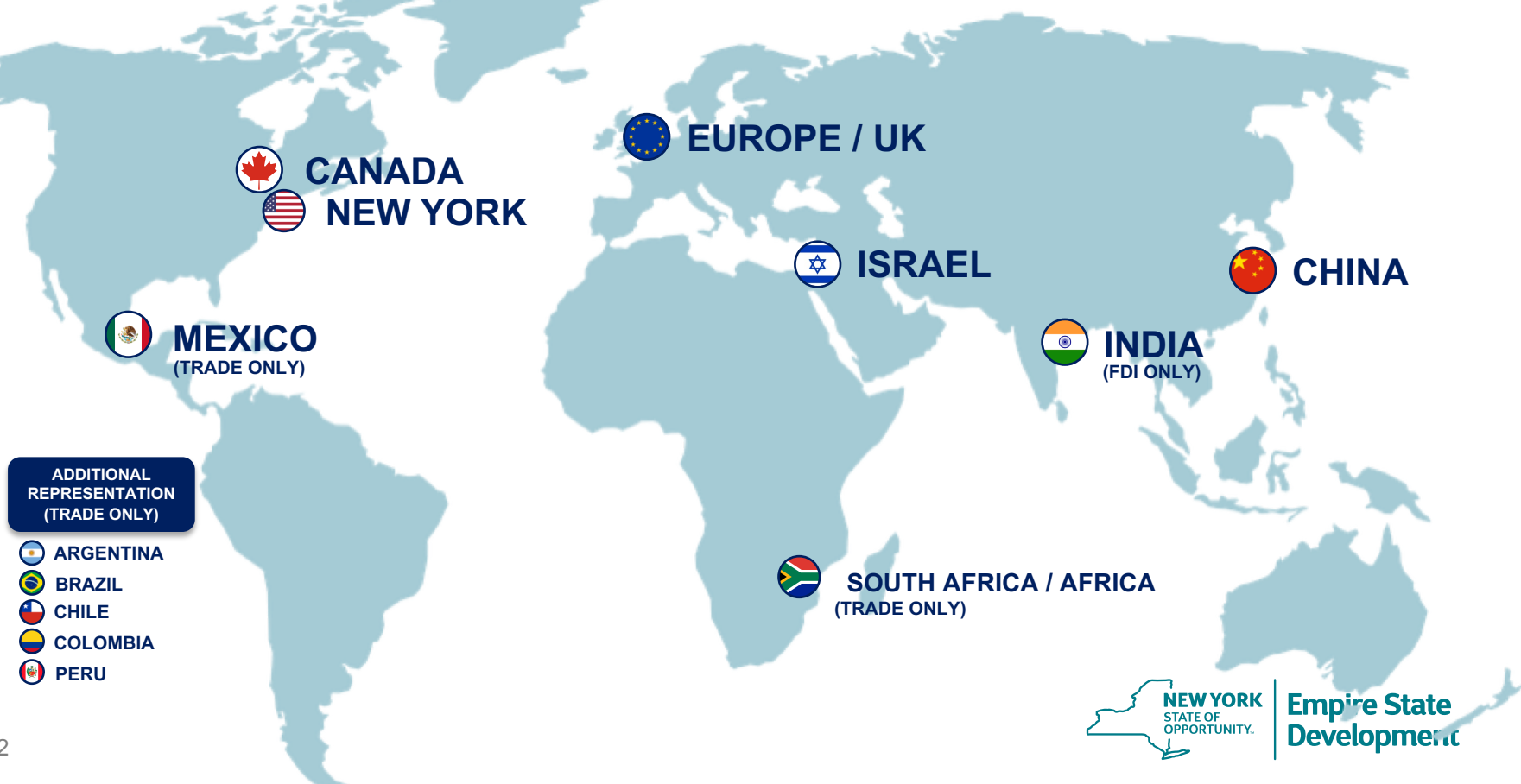
**Export Marketing Assistance Service (EMAS)**

**State Trade Expansion Program (STEP)**

**Global NY Grant Fund Program**

**Technical Assistance**

# INTERNATIONAL NETWORK





# 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.



# 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 six page EMAS application online at:

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

# 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

- 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.
- In 2020, NYS received a STEP 9 award of \$250,000 and a \$500,000 award in 2021 for the Continuation Year.
- The grant is awarded in the form of a reimbursement and is based on 70% of the total eligible costs.

# STATE TRADE EXPANSION PROGRAM (STEP 9 +)

## USE OF FUNDS:



- Financial Assistance Awards for Travel – Up to \$4,000
- Subscription to Services Offered by the U.S. Department of Commerce – Up to \$2,000
- Export Training Workshop – Up to \$2,000
- Virtual, International or Qualified Domestic trade exhibit – Up to \$5,000
- Website Content/Foreign Language Translation – Up to \$6,000
- Development of International Marketing Campaign – Up to \$6,000
- Consulting Services – Up to \$3,000
- Compliance Testing – Up to \$6,000

# 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

## HOW TO APPLY:

Complete the STEP application online:

<https://esd.ny.gov/global-ny-state-trade-expansion-program-step>

# GLOBAL NY GRANT FUND

## FOR-PROFIT COMPANIES:

- Grants ranging from \$10,000 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:

- Grants ranging from \$10,000 to \$100,000 (one per year)
- 20% cash match

# GLOBAL NY GRANT FUND

## Eligible Activities

### FOR-PROFIT BUSINESSES:

- Market Customization
- Trade Shows/Trade Missions
- Export Education
- Product Adaptation
- Market Certification

### NON-PROFIT ORGANIZATIONS:

- Trade Events
- Trade Education

### HOW TO APPLY:

- Please complete the fillable pdf application available at:
- [https://esd.ny.gov/sites/default/files/Application\\_ForProfit\\_2019-02.pdf](https://esd.ny.gov/sites/default/files/Application_ForProfit_2019-02.pdf)





# Food Export USA Northeast

Education

Market Entry

Market Expansion

[www.foodexport.org](http://www.foodexport.org)





Empire State  
Development



# THANK YOU

(212)803-2300

[WWW.ESD.NY.GOV/GLOBAL-NY](http://WWW.ESD.NY.GOV/GLOBAL-NY)

GLOBALNY@ESD.NY.GOV

