

Westchester County's

Guide to

Global

Business

Resources

Where to

get help

developing

international

markets



It's all yours for the asking.

What are you waiting for?

In today's global economy, many Westchester business owners and managers are looking abroad for new markets and partnership opportunities. But international business poses a unique set of challenges, and small and medium-sized firms can often benefit from some outside expertise.

Westchester County works with its partners to help companies succeed in their overseas endeavors. Using the following listings, you can find numerous resources and assistance programs, including trade shows and missions, export counseling, financing, topical seminars, networking opportunities and videoconferences. You can also access an international network of trade offices.



U.S. Dept. of Commerce Westchester Export Assistance Center

The Westchester Export Assistance Center is your local branch of the U.S. Commercial Service of the Department of Commerce, a federal agency dedicated to helping small- to medium-sized New York companies (in the Hudson Valley, Capital Region and North Country) develop international markets. Our trade specialists help companies get started in exporting or increase sales to new global markets.

Services include:

- World-class market research
- Trade events that promote your product or service to qualified buyers
- Introductions to qualified buyers and distributors
- Counseling and advocacy through every step of the export process
- Export finance resources

This is your one-stop for information on federal government resources, including financing programs from the Export-Import Bank and Small Business Administration (SBA).

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Website: www.export.gov/newyork/westchester



Westchester County

Westchester County's global business initiative was established in 1998 to further economic, educational and cultural cooperation with strategic world regions. The County recognizes globalization's impact on the local economy and helps companies and educational institutions become more competitive and get their fair share of global trade.

Services include:

- Global videoconferencing services for small-to medium-sized firms looking to establish international business connections
- Matchmaking and networking opportunities through special events and one-on-one sessions organized by the County and its partners
- Access to established network of private and public sector contacts in strategic locations around the world, including China, Japan, Korea, Italy, Ireland, Australia and the UK.
- Inclusion in marketing materials promoting Westchester firms globally.

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Westchester
gov.com

World Trade Council of Westchester

The World Trade Council of Westchester is the international trade forum of The Westchester County Association (WCA), a business-based membership organization. The mission of the World Trade Council is to promote and facilitate international trade for companies within Westchester and the lower Hudson Valley. This includes helping Westchester companies expand their international presence as well as highlighting Westchester County as a venue for international investment and partnerships.

Services include:

- A forum for networking and business development for companies and individuals involved in international business
- A database of private sector international business resources such as banks, insurance providers, lawyers, transportation specialists, translators and consultants
- Seminars and programs addressing timely international business issues
- Partnerships with other international trade groups and regional programs

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Empire State Development

New York State helps businesses expand their international reach by offering them unsurpassed access to markets, services and expertise.

Whether a business is new to exporting or is an experienced exporter seeking expansion to new markets, Empire State Development (ESD), the state's lead economic development agency, offers a range of services to help increase international sales of goods and services.

ESD's innovative technical and financial assistance strategies help individual firms, business groups and industry clusters expand in New York State through sales to global markets in collaboration with the private sector, trade associations, industry organizations, universities, federal agencies and other partners.

Services include:

- Export counseling, including customized assessments, education, advice and referrals
- The Export Marketing Assistance Service Program (EMAS) to help businesses locate and qualify international agents and distributors
- The Global Export Market Service Program (GEMS) to help businesses develop and execute successful export market entry strategies
- Participation in targeted trade shows and trade missions and organization of business development missions to help companies increase international market intelligence and sales
- An international network of trade offices in such key markets as Canada, South America, Europe, Israel, Australia and South Africa to help New York businesses access global market opportunities and foster strategic alliances

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Empire State Development

Global Trade Facts

- The number of "globalized workers" (including those who make products and services for export) has quadrupled since 1980 to about 900 million.
- American exports rose by 21 percent in 2010 to \$1.28 trillion, the sharpest rise since 1988.
- International trade is worth \$10 million a minute.
- New York produces \$50.5 billion in exports – which represents 5.2% of the total state economy.
- 93% of the nearly 32,000 New York businesses that sell their products overseas are small and medium-size companies.

Are you getting your fair share?

Source:

Program Policy Institute and U.S. Chamber of Commerce

For more information visit
www.westchestergov.com/globalbusiness

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Robert P. Astorino, Westchester County Executive
County Board of Legislators