

## Export Marketing Assistance Service (EMAS) Application Form – 2021, Version 1

<b>Company Information</b>	
Company Name:	
Address (Street, City, State, Zip):	
Main Telephone:	Website:
Contact Person:	Title:
Direct Telephone:	Email:

<b>Background Information</b>	
Annual Sales:	Number of Employees:
Year Founded:	NAICS Code:
Plant Location:	Plant Location Size (Sq. feet):
<i>Ownership (Check all that apply):</i>	
<input type="checkbox"/> Minority-Owned	<input type="checkbox"/> Woman-Owned
<input type="checkbox"/> Veteran-Owned	<input type="checkbox"/> Rural Business
<input type="checkbox"/> Disabled Veteran-Owned	
<i>Are you a NY State certified MWBE? (select one):</i>	
<input type="checkbox"/> Yes	<input type="checkbox"/> No
<i>Company Type (check all that apply):</i>	
<input type="checkbox"/> Manufacturer	<input type="checkbox"/> Distributor
<input type="checkbox"/> Service Company	<input type="checkbox"/> Other:
<input type="checkbox"/> Economic Development Organization	
<i>Industries (check all that apply):</i>	
<input type="checkbox"/> Aerospace, Aviation & Defense	
<input type="checkbox"/> Advanced Materials & Chemicals	
<input type="checkbox"/> Agriculture & Processed Foods	
<input type="checkbox"/> Beer, Wine & Spirits	
<input type="checkbox"/> Biotech Medical Devices & Life Sciences	
<input type="checkbox"/> Clean Technology, Recycling & Renewable Energy	
<input type="checkbox"/> Electronics	
<input type="checkbox"/> IT and Communications	
<input type="checkbox"/> Jewelry Manufacturing	
<input type="checkbox"/> Products and Service Technologies	
<input type="checkbox"/> Other:	

<b>Export Information</b>
Percentage of current annual export sales: %
<i>Level of Export Experience (select one):</i>
<input type="checkbox"/> New to Export (No export experience)
<input type="checkbox"/> Market Expansion (Currently export to one or more markets)

### Extended Questions

1. Brief company description:

2. Principal Applications (End Users):

3. Principal Activity and Product Lines:

4. Which trade show(s) do you/have you participated in?

5. Profile of an Ideal Agent or Distributor (Technical and marketing capabilities):

6. Which complementary product lines would normally be carried along with your own?

7. What are the usual distribution pattern(s) and sales channels for your products and/or services?

8. Who are the principal U.S. and foreign competitors?

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9. What are the special selling points and advantages (including patents, trademarks, etc.)?

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10. Which countries do you currently export to?

**Market Selection**

11. We are seeking (check all that apply):

Agents  Local Intelligence for market  
 Distributors  Other:

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12. We are applying for EMAS participation in the following market(s). Select a maximum of 2 markets:

Africa  Israel  
 Canada  Mexico  
 China  South America  
 Europe

13. If you selected Europe for question 12, select one country from the following list:

<p><b>Scandinavia</b></p> <p><input type="checkbox"/> Denmark  <input type="checkbox"/> Finland  <input type="checkbox"/> Norway  <input type="checkbox"/> Stockholm</p>	<p><b>Central/Eastern Europe</b></p> <p><input type="checkbox"/> Bulgaria  <input type="checkbox"/> Hungary  <input type="checkbox"/> Poland  <input type="checkbox"/> Romania</p>
<p><b>Western Europe</b></p> <p><input type="checkbox"/> Austria  <input type="checkbox"/> Ireland  <input type="checkbox"/> Benelux (Belgium, the Netherlands and Luxembourg)  <input type="checkbox"/> Portugal</p>	<p><input type="checkbox"/> Spain  <input type="checkbox"/> France  <input type="checkbox"/> Switzerland  <input type="checkbox"/> Germany  <input type="checkbox"/> United Kingdom</p>

14. If you selected South America for question 12, select one country from the following list:

- Argentina
- Brazil
- Chile
- Colombia
- Peru

15. If you selected Africa for question 12, select one country from the following list:

**Southern Africa**

- Angola
- South Africa
- Botswana
- St. Helena
- Lesotho
- Swaziland
- Malawi
- Zambia
- Mozambique
- Zimbabwe
- Namibia

**Indian Ocean**

- Comoros
- Madagascar
- Mauritius
- Reunion (Region of France)
- Seychelles

**West Africa**

- Cote d'Ivoire
- Gambia
- Liberia
- Nigeria
- Sierra Leone

**East Africa**

- Kenya
- Rwanda
- Tanzania
- Uganda

16. Indicate previous or present representation, export sales efforts, successes, and problem areas (if any) to date in the markets selected above.

By signing below, I hereby certify/agree to the following:

- I have read and understand the guidelines.
- I will submit a Project Impact Report upon review of the report provided to me within 90 days.
- 51% of the value of finished product or service originates in New York. The calculation includes the value of the raw materials and component parts, manufacturing process, advertising and promotion, distribution, warehousing, designs and other intellectual property.

Name:

Title:

Date:

Signature:

E-mail this completed EMAS application to [globalny@esd.ny.gov](mailto:globalny@esd.ny.gov).