



Export Marketing Assistance Service (EMAS) Guidelines 2023 – Version 1

Program Overview

The Export Marketing Assistance Service (EMAS) is a New York State program designed to help businesses find sales agents or distributors abroad. Once accepted, Global NY's international offices will provide local expertise for the markets you select, conduct customized research and identify potential partners for your company abroad.

Eligibility Qualifications

- New York State small or medium sized company (under 500 employees)
- 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
- Intend to begin exporting or expand export sales in foreign markets
- Have access to sufficient resources to bear the costs associated with trade
- Have a product or service for export that contains at least 51% New York State content. See chart on the following page to determine your New York State content.
- Site visits and/or telephone interviews may be conducted to further determine a company's eligibility

Market Selection

Global NY can assist your company with entering the following markets: Canada, the Caribbean*, China, Europe*, India, Israel, Mexico, South America* and Africa*. Up to two markets can be selected per a 12-month period.

*List of specific countries available are noted in the application.

Evaluation Process

The EMAS application can be completed electronically using a fillable webform. Upon receipt of the application, a Global NY representative will respond to the company within 10 business days regarding approval or denial. If the application is approved the company will be put in contact with a representative of the market(s) selected. A subsequent review will then be conducted by our representative(s) located in the market(s) of interest. A detailed report will be provided to the company within 60 days.

Follow Up

The company will be responsible for reviewing the report, working to establish relationships with the leads provided, setting up follow up meetings and obtaining translators if necessary. Following the company's review of the report, a Project Impact Report is required to be submitted to globalny@esd.ny.gov in 90 days. This will assist us in demonstrating continued support for the Global NY EMAS Program, which was designed to help increase export sales of goods and services. If a Project Impact Report is not received, the company will be unable to use the services of Global NY until a completed report is submitted.

How to Determine New York State (NYS) Content for Manufactured Goods

NYS content or manufactured goods = (factory price of a good) minus (aggregate value contributed by non NYS sources (e.g., costs or payments to suppliers/providers/employees not resident in NYS)).

Factory Price of Good		\$100
- aggregate value contributed by non NYS sources	Manufacturing costs (payment to non NYS contract manufacturer)	-\$25
	Value of all non NYS-supplied parts/inputs/materials	-\$20
	Non NYS administrative costs	-\$2
	Non NYS transportation and logistics costs (up to a factory door)	-\$2
	Licenses, royalties, and fees paid for non NYS intellectual property	-\$0
= NYS Content		\$51

How to Determine New York State (NYS) Content for Services

NYS content for services = (contract value of the service, whether delivered in the NYS or overseas) minus (aggregate value contributed by non NYS sources (e.g., costs or payments to non NYS suppliers/providers/employees not resident in NYS)).

Contract value of the service		\$100
- aggregate value contributed by non NYS sources	Staffing costs of non NYS subcontractor	-\$25
	Value of non NYS inputs/materials used to execute contract	-\$15
	Non NYS based legal and administrative costs	-\$9
= NYS Content		\$51

If you have additional questions, please contact the Global NY representative in your region below. General questions can also be directed to globalny@esd.ny.gov or 212- 803-2300.

Region	Counties	International Trade Manager
Capital District	Albany, Columbia, Greene, Rensselaer, Saratoga, Schenectady, Warren and Washington	Kathryn Bamberger Kathryn.Bamberger@esd.ny.gov 518-270-1133
Central New York	Cayuga, Cortland, Madison, Onondaga and Oswego	Carolyn Baker-Scott Carolyn.Baker-Scott@esd.ny.gov 585-399-7060
Finger Lakes	Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates	Carolyn Baker-Scott Carolyn.Baker-Scott@esd.ny.gov 585-399-7060
Long Island	Nassau and Suffolk	Loretta Beine Loretta.Beine@esd.ny.gov 631-435-0717
Mid-Hudson	Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster and Westchester	Neel.Nayak Neel.Nayak@esd.ny.gov 845-567-6036
Mohawk Valley	Fulton, Herkimer, Montgomery, Oneida, Otsego and Schoharie	Kathryn Bamberger Kathryn.Bamberger@esd.ny.gov 518-270-1133
New York City	Bronx, Kings, New York, Queens and Richmond	Brian Teubner Brian.Teubner@esd.ny.gov 212-803-2346
North Country	Clinton, Essex, Hamilton, Jefferson, Lewis, Franklin and Saint Lawrence	Kathryn Bamberger Kathryn.Bamberger@esd.ny.gov 518-270-1133
Southern Tier	Broome, Chemung, Chenango, Delaware, Schuyler, Steuben, Tioga and Tompkins	Neel.Nayak Neel.Nayak@esd.ny.gov 845-567-6036
Western NY	Allegany, Cattaraugus, Chautauqua, Erie and Niagara	Richard Ball Richard.Ball@esd.ny.gov 716-846-8248 Mo Sumbundu Mo.Sumbundu@esd.ny.gov 716-846-8347