



Join Global NY's Trade Mission to the China International Optoelectronic Expo

**SEPTEMBER 5-8, 2018
SHENZHEN, CHINA**

Global NY is Recruiting for the China International Optoelectronic Expo

Global NY is recruiting up to 10 NYS small businesses to participate in an organized trade mission to the September 2018 China International Optoelectronic Expo in Shenzhen. Key industry sectors include: Optical Communications-Laser Technology-Optics-LED Lightings & Displays-Infrared Applications-Optical Sensors & Measurement Technologies-Imaging.

Why Export to China?

- China is New York's #1 Buyer.
- China is currently the United States' third-largest export market.
- New York exported approximately \$12 billion in goods to China in 2017.
- China is seeking high-tech products and services from NY Companies.

Application Deadlines and Details:

The deadline for applying to participate in the trade mission to the Optoelectronic Expo is **June 29, 2018**.

For eligible companies, Global NY's STEP grant can reimburse a significant portion of your exhibit, travel and accommodation expenses. You also will be eligible to apply for Global NY's customized Export Marketing Assistance Service (EMAS) in China.

Global NY offers one-stop shopping to both local businesses that want to export globally – and to foreign businesses looking to invest in New York. One way we're helping small businesses export their products and services is by connecting them to the **State Trade Expansion Program (STEP)**. STEP funding is offered by the U.S. Small Business Administration (SBA) through Empire State Development (ESD) and supports a variety of export activities, including participation in foreign trade shows like the China International Optoelectronic Exposition (CIOE).

Is Your Business Eligible?

To be eligible **for a STEP grant**, you must meet SBA's business criteria. To find out more, please contact Global NY directly to discuss the criteria and any questions you may have. Ineligible businesses include law firms, non-profit organizations, retailers and educational institutions. Companies that act as intermediaries for others or are recruiting foreign investment are also ineligible.

To find out more about the STEP Program:

global.ny.gov globalny@esd.ny.gov (212) 803-2300

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U.S. Small Business Administration



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