Export Marketing Assistance Service (EMAS)
Application Form – 2026

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

Background Information	
Annual Sales:	Number of Employees:
Year Founded:	NAICS Code:
Plant Location:	Plant Location Size (Sq. feet):

Ownership (Check all that apply):

☐ Minority-Owned ☐ Woman-Owned
☐ Veteran-Owned ☐ Rural Business
☐ Disabled Veteran-Owned

Is your company a NY State certified MWBE? (select one):

☐ Yes ☐ No

Company Type (check all that apply):

☐ Manufacturer ☐ Distributor
☐ Service Company ☐ Other:
☐ Economic Development Organization

Industries (check all that apply):

☐ Aerospace, Aviation & Defense
☐ Advanced Materials & Chemicals
☐ Agriculture & Processed Foods
☐ Beer, Wine & Spirits
☐ Biotech Medical Devices & Life Sciences
☐ Clean Technology, Recycling & Renewable Energy
☐ Electronics
☐ IT and Communications
☐ Jewelry Manufacturing
☐ Products and Service Technologies
☐ Other:

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Export Information
Percentage of current annual export sales: %
Level of Export Experience (select one): □ New to Export (No export experience) □ Market Expansion (Currently export to one or more markets)
Have you previously received an EMAS service from Empire State Development? □ Yes a. Market(s): b. Date: □ No

Extended Questions
1. Brief company description (maximum 100 words):
2. List product lines or services available for export:
3. Describe target consumer or end user of product(s) or service(s):
4. Which trade show(s) do you/have you participated in (if any)?
5. Provide a brief description of an ideal agent or distributor for your company:

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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?
9. What differentiates your product from competitors (including patents, trademarks, special selling points and advantages), etc.?
10. Which countries does your company currently export to?

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11. Attach marketing materials (brochures, flyers, etc.), if any:

Service and Market Selection

12. My company is seeking (check all that apply):

- ☐ Agents
- ☐ Distributors
- ☐ Other:
- ☐ Local Intelligence for market
- ☐ E-commerce Opportunities

13. My company is applying for EMAS participation in the following market(s). If you need guidance for deciding which markets you would like to pursue, please see the "Market Selection" portion of our website linked here. Please select a maximum of 3 markets:

- ☐ Africa
- ☐ Canada
- ☐ The Caribbean
- ☐ China
- ☐ Europe
- ☐ Japan
- ☐ Singapore
- ☐ South Korea
- ☐ India
- ☐ Israel
- ☐ Mexico
- ☐ South America
- ☐ Australia
- ☐ Taiwan
- ☐ Middle East

13. If your company selected **Europe** for question 12, select **one** country from the below list:

Scandinavia	**Central/Eastern Europe**
☐ Denmark	☐ Bulgaria
☐ Finland	☐ Hungary
☐ Norway	☐ Poland
☐ Sweden	☐ Romania
Western Europe	
☐ Austria	☐ Spain
☐ Ireland	☐ France
☐ Benelux (Belgium, the Netherlands and Luxembourg)	☐ Switzerland
☐ Portugal	☐ Germany ☐ United Kingdom

14. If your company selected **South America** for question 12, select **one** country/market from the below list:

- ☐ Argentina

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□ Brazil □ Chile □ Colombia □ Peru

15. If your company selected **Africa** for question 12, select **one** country/market 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 □ Ghana	□ Liberia □ Nigeria □ Sierra Leone	**East Africa** □ Ethiopia □ Kenya □ Rwanda	□ Somalia □ Tanzania □ Uganda
North Africa □ Algeria □ Egypt □ Mauritania	□ Morocco □ Tunisia	**Central Africa** □ Democratic Republic of Congo	

16. If your company selected **The Caribbean** for question 12, select **one** country/market from the following list:			
□ Antigua and Barbuda □ Anguilla □ Aruba □ Bahamas □ Barbados □ Belize □ Bermuda □ British Virgin Islands □ Cayman Islands	□ Costa Rica □ Dominica □ Dominican Republic □ El Salvador □ French Guiana □ Grenada □ Guadeloupe □ Guatemala □ Guyana	□ Haiti □ Honduras □ Jamaica □ Martinique □ Montserrat □ Netherlands Antilles □ Nicaragua □ Panama	□ St Kitts and Nevis □ St Martine □ St Lucia □ St Vincent and the Grenadines □ Suriname □ Trinidad and Tobago □ Turks and Caicos Islands

17. If your company selected **Middle East** for question 12, select **one** country/market from the following list:

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□ Bahrain
□ Israel
□ Morocco
□ Oman
□ Qatar
□ Saudi Arabia
□ United Arab Emirates

18. Indicate previous or present representation (international trade managers or ESD representatives you've been in contact with), export sales efforts, successes, and problem areas (if any) to date in the markets selected above.

19. Provide a list of any economic development organizations (chambers of commerce, trade or industry associations) that your company is a member of.

20. How did you hear about the EMAS program?
□ Referred by previous EMAS user (please name, if you feel comfortable)
□ Colleague
□ ESD website
□ Social Media (LinkedIn, Twitter, etc.)
□ Search engine (Google, etc.)
□ Email
□ Other: _____

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 60 days. I understand that failure to do so will result in being ineligible for future ESD programs.
- 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.

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• I will not hold New York State or the Empire State Development legally responsible for any issues that may arise from this application, which includes reports and communications from contracted representatives. • My email will be added to Global NY's email distribution lists to receive further communications.	
Name:	Title:
Date:	Signature:

E-mail this completed EMAS application to globalny@esd.ny.gov.

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