Export Marketing Assistance Service (EMAS) Guidelines

2026

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

- A for-profit business headquartered and registered to do business in New York State with the New York State Department of State
- New York State small or medium sized company (under 500 employees)
- Manufacture, assemble and/or distribute a product or provide an exportable service. If you are not the manufacturer of the product you must have the rights to export as an authorized distributor
- The product or service must be export ready
- 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
- In good standing with all New York State government agencies
- 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: Africa, Asia, Australia, the Caribbean, Europe, the Middle East, North America and South/Latin America. Up to three markets can be selected per a 12-month period. A list of specific countries available are noted within the application.

If you are unsure which markets to request, take this quiz to determine your export readiness level. Then, use this quiz or guidelines with the countries organized by industry or countries organized by market barriers to determine what markets best fit your level. These guidelines can also be found at the end of this document.

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 60 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

The following links may also be helpful in determining your NYS content: Made in the USA Calculator, EXIM Bank Manufactured Goods, EXIM Bank Services and EXIM Bank Overview.

Global NY Directory

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	Kathryn Bamberger Kathryn.Bamberger@esd.ny.gov 518-270-1133
Mohawk Valley	Fulton, Herkimer, Montgomery, Oneida, Otsego and Schoharie	Global NY globalny@esd.ny.gov 212-803-2300
New York City	Bronx, Kings, New York, Queens and Richmond	Brian Teubner Brian.Teubner@esd.ny.gov 212-803-2346 Folashade Olatunbosun Folashade.Olatunbosun@esd.ny.gov (212) 803-3218
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	Carolyn Baker-Scott Carolyn.Baker-Scott@esd.ny.gov 585-399-7060 Global NY globalny@esd.ny.gov 212-803-2300
Western NY	Allegany, Cattaraugus, Chautauqua, Erie and Niagara	Mo Sumbundu Mo.Sumbundu@esd.ny.gov

		716-846-8347 Richard Ball Richard.Ball@esd.ny.gov (716) 846-8248

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MARKETS BY INDUSTRY

	New to Export	Expanding Exporters	Experienced Exporters
Aerospace and aviation	Africa 1. Kenya 2. South Africa Asia 3. Malaysia 4. Singapore 5. Taiwan 6. Australia Europe 7. Baltics 8. France 9. Ireland 10. Norway 11. Portugal 12. Spain 13. United Kingdom Latin America 14. Mexico Middle East 15. United Arab Emirates	Africa 16. Morocco 17. Rwanda Asia 18. Japan 19. India 20. Indonesia 21. South Korea Canada Europe: 22. Sweden 23. Switzerland Middle East 24. Qatar 25. Saudi Arabia	Africa 1. Madagascar 2. Nigeria Asia 3. China 4. Vietnam Europe 5. Slovakia 6. Latin America 7. Brazil Middle East 8. Israel
Agriculture, agribusiness and food	Africa 1. Ghana 2. Kenya 3. Uganda Asia 4. Singapore 5. Australia Caribbean 6. Dominican Republic 7. Panama Europe 8. Baltics 9. Portugal 10. United Kingdom Latin America 11. Chile 12. Mexico	Africa 1. Angola 2. Cote d'Ivoire 3. Egypt 4. Eswatini/ Swaziland 5. Mauritius 6. Morocco 7. Tanzania 8. Zambia 9. Zimbabwe Asia 10. Japan 11. Indonesia 12. South Korea Canada (excluding dairy) Caribbean: 13. Bahamas 14. Belize 15. Guyana 16. Jamaica	Africa 1. Lesotho 2. Namibia 3. Madagascar 4. Malawi 5. Nigeria Asia 6. China Caribbean 7. Costa Rica 8. Barbados 9. Haiti Europe 10. Bulgaria Latin America 11. Argentina 12. Brazil

		17. Trinidad and Tobago Europe 18. Poland Latin America 19. Ecuador 20. Peru 21. Uruguay Middle East 22. Qatar 23. Saudi Arabia	
Automotive and vehicles	Europe 1. Baltics 2. Benelux 3. Portugal 4. Spain 5. Switzerland Caribbean 6. Dominican Republic Latin America 7. Mexico	Asia 1. Japan Canada Caribbean 2. Trinidad and Tobago Europe 3. Switzerland	Africa 1. Nigeria Caribbean 2. Costa Rica
Building and construction	Africa 1. Ghana 2. Uganda Australia Caribbean 3. Dominican Republic Latin America 4. Mexico Middle East 5. United Arab Emirates	Africa 1. Zimbabwe Canada	Asia 1. China Africa 2. Lesotho 3. Malawi 4. Nigeria Caribbean 5. Costa Rica
Chemicals	Australia Europe 1. France 2. Ireland		
Clean, green, environmental technology or related products	Africa 1. Kenya 2. South Africa Caribbean 3. Dominican Republic Europe 4. Benelux	Asia 1. India Canada Caribbean 2. Bahamas 3. Belize Europe 4. Poland	Africa 1. Madagascar 2. Nigeria Asia 3. China Europe 4. Bulgaria Middle East

	5. Denmark 6. Finland 7. Germany 8. Norway 9. Spain 10. United Kingdom Latin America 11. Chile 12. Mexico Middle East 13. United Arab Emirates	5. Sweden	5. Israel
Consumer goods	Europe 1. Denmark 2. Norway 3. United Kingdom	Africa 1. Tanzania Caribbean 2. Bahamas 3. Jamaica	Africa 1. Madagascar Asia 2. China Caribbean 3. Costa Rica Middle East 4. Israel
Defense and security (NATO and MNNA allies underlined, important for sensitive products)	Africa 1. Kenya Asia 2. Singapore 3. Taiwan Australia Caribbean 4. Panama Europe 5. Benelux 6. Finland 7. Norway 8. Portugal 9. Spain 10. United Kingdom Latin America 11. Chile 12. Mexico Middle East 13. United Arab Emirates	Africa 1. Cote d'Ivoire 2. Egypt 3. Morocco Asia 4. Japan 5. Indonesia 6. South Korea Canada Caribbean 7. Trinidad and Tobago Europe 8. Austria 9. Romania 10. Sweden 11. Switzerland Latin America 12. Colombia 13. Ecuador 14. Peru 15. Uruguay Middle East 16. Qatar 17. Saudi Arabia	Africa 1. Algeria 2. Nigeria Asia 3. Vietnam Europe 4. Bulgaria 5. Czech Republic Latin America: 6. Brazil Middle East 7. Israel
Education	Africa	Africa	Africa

	1. Kenya Asia 2. Taiwan Latin America 3. Mexico 4. Panama Middle East 5. Bahrain	1. Mauritius Asia 2. India Caribbean 3. Jamaica Europe 4. Poland Latin America 5. Colombia Middle East 6. Saudi Arabia	1. Nigeria Asia 2. China 3. Vietnam Caribbean 4. Barbados
Energy and power	Africa 1. Kenya 2. South Africa 3. Uganda Asia 4. Malaysia 5. Singapore 6. Taiwan Caribbean 7. Dominican Republic 8. Panama Europe 9. Baltics 10. Denmark 11. Finland 12. Ireland 13. Norway 14. Portugal 15. Spain 16. United Kingdom Latin America 17. Chile 18. Mexico Middle East 19. United Arab Emirates	Africa 1. Angola 2. Cote d'Ivoire 3. Egypt 4. Eswatini/ Swaziland 5. Morocco 6. Zambia 7. Zimbabwe Asia 8. Japan 9. India 10. Indonesia 11. South Korea Canada Caribbean: 12. Bahamas 13. Belize 14. Guyana 15. Jamaica Europe 16. Poland 17. Romania 18. Sweden 19. Switzerland Latin America 20. Colombia 21. Ecuador 22. Uruguay Middle East 23. Oman 24. Saudi Arabia	Africa 1. Algeria 2. Lesotho 3. Madagascar 4. Mozambique 5. Namibia 6. Nigeria Asia 7. China Caribbean 8. Barbados 9. Haiti Europe 10. Bulgaria 11. Hungary Latin America 12. Argentina 13. Brazil Middle East 14. Israel
Equipment and machinery	Africa 1. Kenya Asia	Africa 1. Rwanda Asia	Africa 1. Madagascar 2. Malawi

	2. Taiwan Australia Europe 3. Baltics 4. France 5. Ireland 6. Spain	2. Japan Canada Caribbean: 3. Trinidad and Tobago Europe 4. Poland	3. Namibia Europe 4. Hungary 5. Slovakia Latin America 6. Brazil
Financial services and financial technology	Africa 1. Kenya Australia Caribbean 2. Dominican Republic Europe 3. United Kingdom Latin America 4. Mexico Middle East 5. Bahrain	Africa 1. Rwanda Asia 2. Japan Caribbean 3. Jamaica 4. Trinidad and Tobago	Caribbean 1. Barbados Latin America 2. Argentina
Healthcare, pharmaceuticals, biotech, life sciences and medical devices	Africa 1. Ghana 2. Kenya 3. Uganda 4. South Africa Australia Asia 5. Malaysia 6. Singapore 7. Taiwan Caribbean 8. Panama Europe 9. Baltics 10. Denmark 11. Finland 12. France 13. Ireland 14. Norway 15. Portugal 16. Spain Latin America 17. Mexico Middle East 18. Bahrain	Africa 1. Cote d'Ivoire 2. Egypt 3. Mauritius 4. Morocco 5. Rwanda 6. Tanzania 7. Zimbabwe Asia 8. Japan 9. India 10. Indonesia 11. South Korea Canada Caribbean 12. Jamaica 13. Trinidad and Tobago Europe 14. Romania 15. Sweden 16. Switzerland Latin America 17. Peru Middle East	Africa 1. Lesotho 2. Malawi 3. Nigeria Asia 4. China 5. Vietnam Caribbean 6. Barbados 7. Costa Rica Europe 8. Bulgaria 9. Slovakia Latin America 10. Argentina 11. Brazil Middle East 12. Israel

	19. United Arab Emirates	18. Qatar 19. Saudi Arabia	
ICT, telecommunications, cybersecurity, electronics, e-commerce	Africa 1. Ghana 2. Kenya 3. Uganda Australia Asia 4. Malaysia 5. Singapore 6. Taiwan Caribbean 7. Dominican Republic Europe 8. Baltics 9. Denmark 10. France 11. Finland 12. Ireland 13. Norway 14. Portugal 15. Spain 16. United Kingdom Latin America 17. Mexico Middle East 18. Bahrain 19. United Arab Emirates	Africa 1. Cote d'Ivoire 2. Mauritius 3. Morocco 4. Rwanda 5. Tanzania 6. Zambia Asia 7. Japan 8. India 9. Indonesia Canada Caribbean 10. Bahamas 11. Guyana 12. Jamaica 13. Trinidad and Tobago Europe 14. Austria 15. Poland 16. Romania 17. Sweden 18. Switzerland Latin America 19. Colombia 20. Uruguay Middle East 21. Oman 22. Qatar 23. Saudi Arabia	Africa 1. Algeria 2. Malawi 3. Nigeria Asia 4. Vietnam Caribbean 5. Barbados Europe 6. Bulgaria Latin America 7. Argentina 8. Brazil Middle East 9. Israel
Manufacturing	Europe 1. Baltics 2. Denmark 3. United Kingdom Latin America 4. Mexico Middle East 5. Bahrain	Africa 1. Mauritius Asia 2. South Korea Caribbean 3. Bahamas Europe 4. Austria Latin America 5. Ecuador 6.	Africa 1. Lesotho Latin America 2. Brazil
Materials (metals, plastics, rubber, etc.)	Australia	Caribbean 1. Bahamas	

Mining, minerals and natural resources	Africa 1. Ghana 2. South Africa Australia Europe 3. Benelux Latin America 4. Chile 5. Mexico	Africa 1. Cote d'Ivoire 2. Tanzania 3. Zambia Asia 4. India 5. Indonesia Canada Caribbean: 6. Bahamas 7. Guyana Latin America 8. Ecuador 9. Peru Middle East 10. Oman 11. Saudi Arabia	Africa 1. Lesotho 2. Namibia 3. Nigeria Latin America 4. Argentina
Oil and gas	Africa 1. Ghana 2. Uganda Europe 3. Baltics 4. Benelux Latin America 5. Mexico Middle East 6. Bahrain 7. United Arab Emirates	Africa 1. Cote d'Ivoire Canada Latin America 2. Ecuador Middle East 3. Oman	Africa 1. Algeria 2. Namibia 3. Nigeria 4. Madagascar Latin America 5. Brazil
Transportation, port, logistics and infrastructure	Africa 1. Ghana 2. South Africa Australia Europe 3. Baltics 4. Ireland Latin America 5. Mexico Middle East 6. Bahrain	Africa 1. Angola 2. Cote d'Ivoire 3. Egypt 4. Eswatini/ Swaziland 5. Morocco 6. Rwanda 7. Zambia Asia 8. Indonesia Caribbean: 9. Belize 10. Guyana 11. Jamaica Europe 12. Poland 13. Romania	Africa 1. Lesotho 2. Namibia 3. Nigeria Asia 4. Vietnam Europe 5. Czech Republic Latin America 6. Brazil

		Latin America 14. Colombia 15. Ecuador 16. Peru 17. Uruguay Middle East 18. Oman 19. Saudi Arabia	
Travel, entertainment and tourism	Africa 1. Ghana Australia Caribbean 2. Panama	Africa 1. Zimbabwe Asia 2. India 3. South Korea Canada Caribbean 4. Bahamas 5. Belize 6. Jamaica Middle East 7. Saudi Arabia	Africa 1. Lesotho 2. Nigeria
Waste Management		Middle East 1. Saudi Arabia	Caribbean 2. Haiti

MARKETS BY EXPORT READINESS LEVEL AND CHARACTERISTICS

	New to Export	Expanding Exporters	Experienced Exporters
All foreign markets available	Africa 1. Ghana 2. Kenya 3. South Africa 4. Uganda Asia 5. Malaysia 6. Singapore 7. Taiwan Australia Caribbean 8. Dominican Republic Europe 9. Baltics 10. Benelux 11. Denmark 12. Finland 13. France 14. Germany 15. Ireland 16. Norway 17. Portugal 18. Spain 19. United Kingdom Latin America 20. Chile 21. Mexico 22. Panama Middle East 23. Bahrain 24. United Arab Emirates	Africa 1. Angola 2. Botswana 3. Cote d'Ivoire 4. Egypt 5. Mauritius 6. Rwanda 7. Swaziland/Eswatini 8. Tanzania 9. Zambia 10. Zimbabwe Asia 11. India 12. Japan 13. Indonesia 14. South Korea Canada Caribbean 15. Bahamas 16. Guyana 17. Jamaica 18. Trinidad and Tobago Europe 19. Austria 20. Poland 21. Romania 22. Sweden 23. Switzerland Latin America 24. Belize 25. Colombia 26. Ecuador 27. Peru 28. Uruguay Middle East 29. Morocco 30. Oman 31. Qatar 32. Saudi Arabia	Africa 1. Algeria 2. Lesotho 3. Madagascar 4. Malawi 5. Mozambique 6. Namibia 7. Nigeria 8. Zimbabwe Asia 9. China 10. Vietnam Caribbean 11. Barbados 12. Haiti Europe 13. Bulgaria 14. Czech Republic 15. Hungary 16. Slovakia Latin America 17. Argentina 18. Brazil 19. Costa Rica Middle East 20. Israel
Likely require language translations	1. Dominican Republic 2. Benelux 3. France 4. Spain	1. Canada 2. India 3. Japan 4. Angola 5. Mauritius	1. China 2. Brazil 3. Mozambique 4. Slovakia 5. Hungary

	5. Germany 6. Baltics 7. Taiwan 8. Panama 9. Portugal	6. Poland 7. Swaziland/Eswatini 8. Egypt 9. Cote d'Ivoire 10. South Korea 11. Indonesia 12. Romania 13. Austria 14. Switzerland 15. Ecuador 16. Colombia 17. Uruguay 18. Peru 19. Morocco	6. Algeria 7. Vietnam 8. Costa Rica 9. Haiti 10. Argentina 11. Israel 12. Madagascar
Distinct local differences within the market	1. Ghana 2. Benelux 3. Baltics	1. India 2. Canada	3. China 4. Brazil
Friendly trade attempts (i.e. agreements, duty free, special economic zones, tax incentives, established relationship with USA, etc.)	1. Mexico 2. Chile 3. United Arab Emirates 4. Singapore 5. Dominican Republic 6. France 7. Germany 8. Ireland 9. Spain 10. Baltics 11. Denmark 12. Malaysia 13. Panama 14. Portugal 15. Bahrain 16. United Arab Emirates	1. Botswana 2. Angola 3. Zimbabwe 4. Mauritius 5. Tanzania 6. Poland 7. Swaziland/Eswatini 8. Egypt 9. Cote d'Ivoire 10. Indonesia 11. Trinidad and Tobago 12. Bahamas 13. Jamaica 14. Austria 15. Colombia 16. Uruguay 17. Saudi Arabia 18. Qatar 19. Oman 20. Morocco	1. Namibia 2. Zimbabwe 3. Algeria 4. Costa Rica 5. Barbados 6. Israel 7. Madagascar
Business barriers/costs (higher costs from tariffs, regulatory red tape, energy, economy, transportation, political impacts, local/relationship required etc.)	1. Uganda 2. South Africa 3. Germany 4. United Kingdom 5. Finland 6. Norway 7. Portugal 8. United Arab Emirates	1. Botswana 2. Zambia 3. Rwanda 4. Tanzania 5. Poland 6. Sweden 7. Swaziland/Eswatini 8. Egypt 9. Cote d'Ivoire 10. Indonesia	1. Namibia 2. Lesotho 3. Malawi 4. Zimbabwe 5. Mozambique 6. Czech Republic 7. Hungary 8. Bulgaria 9. Algeria 10. Vietnam

	9. Australia	11. Trinidad and Tobago 12. Bahamas 13. Jamaica 14. Belize 15. Guyana 16. Romania 17. Austria 18. Switzerland 19. Ecuador 20. Colombia 21. Uruguay 22. Peru 23. Saudi Arabia 24. Qatar 25. Oman 26. Morocco 27. India	11. Costa Rica 12. Haiti 13. Barbados 14. Argentina 15. Israel 16. Nigeria 17. Madagascar 18. Brazil