



## Export Marketing Assistance Service (EMAS) Guidelines 2024 – 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

- 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\*, Canada, the Caribbean\*, China, Europe\*, India, Israel, Mexico, South America\* and Taiwan. 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](mailto: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	-\$2
	Licenses, royalties, and fees paid for non-NYS intellectual	-\$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](mailto: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 <a href="mailto:Kathryn.Bamberger@esd.ny.gov">Kathryn.Bamberger@esd.ny.gov</a> 518-270-1133
Central New York	Cayuga, Cortland, Madison, Onondaga and Oswego	Carolyn Baker-Scott <a href="mailto:Carolyn.Baker-Scott@esd.ny.gov">Carolyn.Baker-Scott@esd.ny.gov</a> 585-399-7060
Finger Lakes	Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates	Carolyn Baker-Scott <a href="mailto:Carolyn.Baker-Scott@esd.ny.gov">Carolyn.Baker-Scott@esd.ny.gov</a> 585-399-7060
Long Island	Nassau and Suffolk	Loretta Beine <a href="mailto:Loretta.Beine@esd.ny.gov">Loretta.Beine@esd.ny.gov</a> 631-435-0717
Mid-Hudson	Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster and Westchester	Neel Nayak <a href="mailto:Neel.Nayak@esd.ny.gov">Neel.Nayak@esd.ny.gov</a> 845-500-9203
Mohawk Valley	Fulton, Herkimer, Montgomery, Oneida, Otsego and Schoharie	Kathryn Bamberger <a href="mailto:Kathryn.Bamberger@esd.ny.gov">Kathryn.Bamberger@esd.ny.gov</a> 518-270-1133
New York City	Bronx, Kings, New York, Queens and Richmond	Brian Teubner <a href="mailto:Brian.Teubner@esd.ny.gov">Brian.Teubner@esd.ny.gov</a> 212-803-2346
North Country	Clinton, Essex, Hamilton, Jefferson, Lewis, Franklin and Saint Lawrence	Kathryn Bamberger <a href="mailto:Kathryn.Bamberger@esd.ny.gov">Kathryn.Bamberger@esd.ny.gov</a> 518-270-1133
Southern Tier	Broome, Chemung, Chenango, Delaware, Schuyler, Steuben, Tioga and Tompkins	Neel Nayak <a href="mailto:Neel.Nayak@esd.ny.gov">Neel.Nayak@esd.ny.gov</a> 845-500-9203
Western NY	Allegany, Cattaraugus, Chautauqua, Erie and Niagara	Mo Sumbundu <a href="mailto:Mo.Sumbundu@esd.ny.gov">Mo.Sumbundu@esd.ny.gov</a> 716-846-8347