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An International Business Academy for New York State Executives

ExportNY – New Session Starting April 24!

Exporting is one of the most effective means of expanding sales and markets for healthy businesses. Is your company eyeing – or already exploring – markets abroad? If so, you could benefit from the ExportNY program offered by the Kiebach Center for International Business Studies at Syracuse University in conjunction with TDO.

ExportNY is an interactive course on international business development offered to senior level executives. The program gives companies a jump-start in international business by providing classroom training, market research, tools and resources in a stimulating, interactive and supportive environment. Participants meet once a month at Syracuse University for nine months. In addition to class material presented by the School of Management, guest speakers from industry share their expertise on banking, contracts, currencies, cultures, intellectual property, marketing, selecting foreign partners, transit, supply chains, legal aspects of international business and more. Interns from the School of Management provide research support for companies in developing target countries and products.

The program is targeted at companies with \$2-50 million of sales and ideally (but not required) some limited experience with exporting. Both product-based and service companies can benefit. Over the past eight years, the ExportNY program has proven itself to be a springboard for growth and opportunity for many companies. The program is made possible by funding from the Onondaga County Industrial Development Agency and Empire State Development.

Enrollment is limited. If you are interested in embarking on a journey of international expansion and want to learn more, please call Sue Kuhns at TDO at (315) 425-5144 or skuhns@tdo.org.

The Central New York Technology Development Organization (TDO) is a not-for-profit economic development organization receiving significant financial support from the New York State Foundation for Science, Technology and Innovation (NYSTAR), New York's high-technology economic development agency, and the National Institute of Standards and Technology (NIST) Manufacturing Extension Partnership (MEP). TDO serves as NYSTAR's designated Regional Technology Development Center for Central New York and is one of nearly 350 MEP locations across the country.

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