STATE OF NEW YORK

10201

IN ASSEMBLY

March 24, 2020

Introduced by M. of A. BUTTENSCHON, SCHIMMINGER -- read once and referred to the Committee on Economic Development

AN ACT to amend the New York state urban development corporation act, in relation to marketing and expanding export trade

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

Section 1. Short title. This act shall be known and may be cited as the "marketing and expanding export trade - New York act" or "MEET-NY act".

§ 2. Legislative intent. Participation in the fast-paced and intensely competitive global marketplace by New York state businesses is critical for the long term economic stability of the state. Several barriers exist, however, for businesses seeking to expand into or enter in the export market. Businesses, especially small and medium businesses are often overlooked as potential exporters of goods and services thus information to begin and maintain an export program is therefore not targeted to them. Businesses need support in the form of updated information, technical expertise and to develop working alliances to position themselves to maximize trade potential with other countries, states and regionally within New York state. The state cannot remain static if it is to grow, and it must develop a comprehensive strategy to encourage and assist all businesses to realize the promises of expanded international, inter-state and intra-state trade.

§ 3. Section 1 of chapter 174 of the laws of 1968, constituting the New York state urban development corporation act, is amended by adding a new section 16-bb to read as follows:

§ 16-bb. Marketing and expanding export trade - New York (MEET-NY). 1. The corporation is hereby authorized, using available appropriations, to provide assistance to export trade development projects designed to encourage and assist businesses, industrial firms or industry groups to engage in export trade regionally and globally, and to coordinate other state economic development programs with such projects.

2. The corporation shall develop a comprehensive export trade program that seeks to market and expand export trade by New York manufacturing

EXPLANATION--Matter in *italics* (underscored) is new; matter in brackets [-] is old law to be omitted.

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and service-orientated businesses internationally, inter-state, and intra-state. The marketing and expanding export trade programs would be required to, but not be limited to, (a) initiate and encourage export opportunities that market and promote the products and services that are grown, made, processed or manufactured in New York internationally, to other states or within other regions of New York state; (b) promote coordinated business access to warehouses, freight transportation and other transportation logistics that work to maximize export opportunities for New York state businesses; (c) assist New York state businesses by developing online state and regional directories for business export assistance, including strategic financial information and assistance, such as access to capital, shared freight and transportation logistics that are essential to the growth of business exports; (d) provide technical guidance for international trade; and (e) encourage and promote job development within the state.

§ 4. This act shall take effect immediately.