

# STATE OF NEW YORK

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5238

2021-2022 Regular Sessions

## IN SENATE

February 26, 2021

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Introduced by Sen. KAPLAN -- read twice and ordered printed, and when printed to be committed to the Committee on Corporations, Authorities and Commissions

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:

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

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

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

21 § 16-bb. Marketing and expanding export trade - New York (MEET-NY). 1.  
22 The corporation is hereby authorized, using available appropriations, to  
23 provide assistance to export trade development projects designed to  
24 encourage and assist businesses, industrial firms or industry groups to

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

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1 engage in export trade regionally and globally, and to coordinate other  
2 state economic development programs with such projects.

3 2. The corporation shall develop a comprehensive export trade program  
4 that seeks to market and expand export trade by New York manufacturing  
5 and service-orientated businesses internationally, inter-state, and  
6 intra-state. The marketing and expanding export trade programs would be  
7 required to, but not be limited to, (a) initiate and encourage  
8 export opportunities that market and promote the products and services  
9 that are grown, made, processed or manufactured in New York interna-  
10 tionally, to other states or within other regions of New York state; (b)  
11 promote coordinated business access to warehouses, freight transporta-  
12 tion and other transportation logistics that work to maximize export  
13 opportunities for New York state businesses; (c) assist New York state  
14 businesses by developing online state and regional directories for busi-  
15 ness export assistance, including strategic financial information and  
16 assistance, such as access to capital, shared freight and transportation  
17 logistics that are essential to the growth of business exports; (d)  
18 provide technical guidance for international trade; and (e) encourage  
19 and promote job development within the state.

20 § 4. This act shall take effect immediately.