# STATE OF NEW YORK

2405

2025-2026 Regular Sessions

# IN ASSEMBLY

January 16, 2025

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

AN ACT to amend the economic development law, in relation to enacting the New York state product promotion act

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

Section 1. The economic development law is amended by adding a new article 8-A to read as follows:

**ARTICLE 8-A**

**NEW YORK STATE PRODUCT PROMOTION ACT**

**Section 207. Short title.**

**208. New York state product promotion registry.**

**209. Product label.**

**§ 207. Short title. This article shall be known and may be cited as the "New York state product promotion act".**

**§ 208. New York state product promotion registry. 1. The commissioner shall develop and implement a New York state product promotion program. The commissioner shall establish a registry for use on the internet that would highlight businesses that manufacture or produce products in this state. All New York state business owners that manufacture or produce products in this state shall have the option to join such online registry. Such registry shall include, but not be limited to; name of business; address and county; contact information, including telephone number, fax, e-mail and website address; manufactured or produced products with a brief description; and any additional information, including history, hours and dates of operation, and number of employees.**

**2. The commissioner shall name such registry and promulgate any rules and regulations necessary for the administration of the registry. The department shall be allowed to charge a reasonable registration fee, to be determined by the commissioner, to cover such administrative costs.**

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

LBD05822-01-5

**3. The commissioner shall establish a media campaign to advertise such registry.**

**§ 209. Product label. The commissioner shall create a product label with the registry website address to help identify products manufactured or produced in this state. The department shall further promulgate any rules and regulations necessary for dispensing the product label.**

§ 2. This act shall take effect on the one hundred eightieth day after it shall have become a law. Effective immediately, the addition, amendment and/or repeal of any rule or regulation necessary for the implementation of this act on its effective date are authorized and directed to be made and completed on or before such effective date.