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Grow Global with the CNY International Business Alliance

The New CNYIBA Announces New Programs and Services for Exporters and Business Interested Becoming Exporters

Syracuse, NY – Today, the new Central New York International Business Alliance (CNYIBA) invited companies to take advantage of its suite of all-new programs and services. These programs create ways for companies to cultivate their exports and grow new business.

“Whether it’s new technology, new business applications and strategies, or joining a community committed to trade, CNYIBA is a valuable resource to navigate nuances presented by differences between selling abroad versus at home.” Alan Fink, CNYIBA board president and vice president of global physician products at CONMED Corporation, said, “Our region’s businesses hold the potential for enormous growth in the global marketplace.”

The new CNYIBA’s offerings include:

- Experienced Export Consulting
- Export Readiness Analysis
- Organized Trade Missions to Key Growth Markets
- Export Plan Development Assistance
- Detailed Market Research

“The CNYIBA is a one-stop shop for the region’s export assistance activities.” Steven King, director of CNYIBA said, “We are excited to take on our role as a dedicated resource to steer members to a multitude of community export resources.” **To get involved with CNYIBA’s new programs and offerings or for more information, please contact Steven King at sking@cnyiba.net.**

“CenterState CEO is proud to be a partner in this effort and we are excited to be part of the relaunch of the CNYIBA, which has been developed to carry out the key strategies of the CenterState Metropolitan Export Initiative,” said Robert Simpson, president of CenterState CEO. “Businesses in the region are beginning to benefit from the work of

the new CNYIBA with enhanced resources to build connections and improve export sales.”

The CNYIBA announcement was hosted by INFICON, Inc, located in East Syracuse. INFICON is a leading provider of innovative instrumentation, critical sensor technologies, and advanced process control software around the world.

"INFICON has grown exports 20% over the last two years and recently won the President's Export Expansion Award," said Peter Maier, president of INFICON and member of the CNYIBA board of directors. "International sales have been an important driver of growth for INFICON. We hope local businesses will have the chance to take advantage of the new programs offered by CNYIBA to develop their own global impact to their full potential".

About CNYIBA

The Central New York International Business Alliance was formed as a not-for-profit organization to enhance global sales of businesses in the 12-county CenterState New York region. It is the Small Business Administration's designated regional Export Outreach Team. It achieves its goal by: connecting new to export companies with experienced export mentors; providing experienced guidance and counseling to companies looking to expand international sales; encouraging the exchange of ideas among its members; collecting, organizing and providing its members information regarding international trade, financing, marketing and other essential information to support their international business. www.cnyiba.net

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