

# Interested in Exporting to Europe?

## Meet Global NY's European Representative



**Global  
NY**

### Doing Business in Europe

An average of US \$23 billion is recorded in export sales to Europe each month. About half of New York's top trading partners belong to the European Union. Learn how you can begin to export your products or services to this market or what New York State can do to help you expand there. Meet Terry Potter, Senior Project Manager at Global NY's European Office, at several events around New York State.

Born and educated in London, Terry has spent more than 30 years working with international companies to help them develop their business overseas. She has gained an excellent perspective of commercial business and honed her organizational talent and abilities to assist companies looking to expand into Europe. Terry developed her research skills in a wide range of sectors and geographic areas during her early years at the Irish Trade Board in London, where she promoted and advised Irish industrial companies, and since then at IBDG, working with UK and International clients. She has extensive experience of accessing key decision makers in leading companies, engaging with them and gaining a deep understanding of their business agenda. Today she leads the IBDG's trade consultancy team in Europe on behalf of Empire State Development in New York.

### NYS Events:

#### Albany:

*Presented by the Tech Valley  
Global Business Network*

**Monday, October 24, 11:30 a.m. – 1 p.m.**

Capital Region Chamber Albany Office  
5 Computer Drive South  
Colonie, NY 12205

Register [online](#) or call Jennifer Sims  
(518) 431-1418

#### Rochester:

**Tuesday, October 25, 11:30 a.m. – 1:00 p.m.**

Burgundy Basin Inn  
1361 Marsh Road  
Pittsford, NY 14534

#### Buffalo:

**Wednesday, October 26, 9:00 a.m. – 10:30 a.m.**

Buffalo Niagara Partnership  
257 West Genesee Street, Suite 600  
Buffalo, NY 14202

Register [online](#) or call Catherine Muth  
(716) 541-1739

#### Long Island:

*(with Global NY Sr. Executive VP Erin Cole)*

**Thursday, October 27, 3:00 p.m. – 5:00 p.m.**

ESD Long Island Regional Office  
150 Motor Parkway  
Hauppauge, NY 11788

#### Manhattan:

**Friday, October 28, 9:30 a.m. – 11:30 a.m.**

ESD NYC Office  
633 Third Avenue (at 41st )  
New York, NY 10017

**How to Register:** Except where noted above, please email [globalny@esd.ny.gov](mailto:globalny@esd.ny.gov) and include:

First Name, Last Name, Title, Business/Organization Name, Telephone, Email Address

*Please specify which location you will attend in the subject line: Global NY Europe event: Location*