

**Fostering Networks
Advancing Learning
Building Partnerships
for Global Success**



Center for International Business Acceleration

CIBA Programs



**Annual Global Trade and
Investment Forum**



**Export New York Program "Launch
into the Global Marketplace"**



Select New York Program



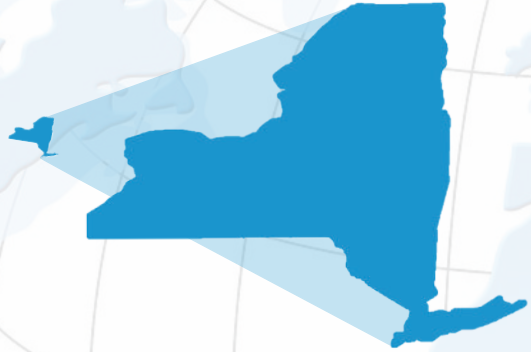
**Global Business Consulting,
Training and Education**



cibanewyork.com

Mission

The Center for International Business Acceleration Inc. (**CIBA**) is a registered nonprofit organization with a mission **to improve the economic conditions and foster job creation in the State of New York** by serving as a source of information, research analyses, programming, coaching and mentorship to (i) those local governments, businesses, entrepreneurs and individuals interested in participating in the global economy and (ii) those foreign companies and entrepreneurs who are interested in entering the U.S. market through the State of New York.



How CIBA Achieves Its Mission

- ✓ **CIBA OFFERS** experiential learning to university students and prepares them for global leadership and professional advancement in a globalized economy;
- ✓ **CIBA EXPANDS** the international exporting capacity of small to mid-sized companies in the region;
- ✓ **CIBA PROMOTES** the region's competitive advantages for investment and provides successful landing & integration of foreign companies into the regional economy;
- ✓ **CIBA MOVES** international trade and foreign direct investment to the forefront of the regional economic development strategies.

CIBA's economic development programming is based on a broad public-private partnership with various regional economic development organizations, government agencies at the local, state and federal levels, as well as academic institutions, business organizations and business service providers.



Cornell
SC Johnson College of Business



NEW YORK
STATE OF
OPPORTUNITY.

Global
NY



CORNELL
TECH



U.S.
COMMERCIAL
SERVICE
United States of America
Department of Commerce



LEADERSHIP
ALLIANCE

THE AGENCY
FOR ECONOMIC DEVELOPMENT

GREATER
BROOKLYN



Why Internationalization Matters for Regional Economic Development

Nearly 1 in 4 Jobs in New York State is Supported by International Trade. (Source: Business Roundtable)

International Trade Promotes Economic Growth

Why Export?

Customers

95% of people and 70% of the world's purchasing power are outside the U.S.

Growth

Exporting companies grow an average of 22% faster. Specifically sales, job creation, and employee earnings grow faster than those of non-exporters.

Risk Mitigation

Companies that export tend to better weather fluctuations in the U.S. economy.

Competition Balance

Exporting companies combat direct competition more effectively.

Competition Advantage

Exporters can capitalize on the U.S. reputation for quality, innovation, customer service, and sound business practices.

Inward Foreign Direct Investment (FDI), also Promotes Economic Growth

Nationwide, FDI Impacts the U.S. Economy in Many Positive Ways:

- ✓ **Creates** New High-Paying Jobs
- ✓ **Boosts** Wages
- ✓ **Increases** U.S. Exports
- ✓ **Strengthens** U.S. Manufacturing & Services
- ✓ **Contributes** to Rising U.S. Productivity



Competitive Jobs
7.9 Million Direct U.S. Jobs



R&D Activity
\$78.3 Billion in Expenditures



U.S. Exports
23% of all U.S. Goods Exports

**7.5% vs
-5.7%**

From 2015 to 2020, New York's FDI employment increased 7.3% while the state's overall private sector employment decreased with 5.7%
(Source: Global Business Alliance)

Annual Global Trade and Investment Forum

Held annually, the Forum is a venue for academics, technology leaders, policy makers and business executives to discuss potential growth opportunities for the regional economy through worldwide connectivity, including exports to international markets, attraction of foreign business investment, and the advancement of international strategic partnerships. The Global Forum is organized in partnership with the Cornell SC Johnson College of Business.

I would like to thank CIBA for holding the 7th Global Trade and Investment Forum, as it was an honor to attend this meaningful event and discuss clean energy and the energy storage industry with the participants. The Southern Tier area of New York provides a lot of business and market potential for Taiwan. We are looking forward to collaborating closely with Empire State Development, CIBA, and other stakeholders to further promote bilateral economic & business relations. I look forward to participating in this meaningful event again next time.

— David Ding, Director of the Taiwan investment and Trade Office in New York

The Seventh CIBA Global Forum was a very effective seminar describing the challenges and opportunities facing us as the area embarks on sustainable recharges [of] economic growth with an emphasis on battery energy storage. Excellently coordinated by Binghamton and Cornell universities. This hopefully will let us all work together to rebuild the economy of the Southern Tier so it again leads the world just as it did with IBM and Link Flight Simulation.

— M. Stanley Whittingham, Binghamton University Distinguished Professor and 2019 Nobel Prize Laureate in Chemistry



Global Business Consulting, Training & Education

This program is designed to engage students in experiential learning and provide customized training and services to companies in the New York State region thus preparing their employees for a successful performance in a globalized economy.





EXPORT NEW YORK PROGRAM

The **Export New York Program** is designed to assist New York companies in increasing their growth potential through successful exporting to international markets and continuous international business development. The program helps participants determine which markets are attractive, prioritize efforts, develop strategies to penetrate each market and tackle legal, cultural, logistical & regulatory issues of doing business abroad.

Completing the Export New York program put on by CIBA has been enormously helpful to our growth as exporters. We have spent the past three years & tens of thousands of dollars trying to grow our exports beyond Canada but have always failed at the last moment due to fear of risk or general unpreparedness. Through the Program we've been educated about exactly what those risks are and the experts, products, and services available to mitigate those risks. We've also developed a solid, step-by-step plan for selecting the most productive future markets, finding and choosing partners overseas, and maintaining strong relationships from across the globe.

*— Patti Wilcox,
Co-Owner of Awestruck Ciders*

Participating in the Export New York program was an invaluable experience for Toonie Moonie Organics. We learned so much about entering the global marketplace, specifically, how important it is for a business to trade outside of the United States, as well as the necessary steps to do so. We wholeheartedly recommend the Program to any business looking to broaden their horizons, particularly if they are considering international trade. The resources offered by the various presenters, experts, students provided an informative and enriching experience.

*— James P. Cummings & Kim Condon,
Founders of Toonie Moonie Organics Ltd.*

The Export New York Program surpassed all my expectations from Day One. The caliber of the CIBA team, guest speakers, and fellow business attendees are exceptional. Through this Program Ice Energy has been able to compile a robust, step-by-step export plan that aligns with our mission and goals. The knowledge, resources, and connections provided within this program are crucial to any company in today's ever expanding global market.

— Alicia Pratt, Supply Chain Purchasing Manager at Ice Energy



Center for International
Business Acceleration

**SELECT
NEW
YORK**

PROGRAM

Select New York is a platform for the promotion of New York to international companies making a foray into the U.S. market. The Program is designed to foster international collaboration and the establishment of mutually beneficial partnerships for the attraction of job-creating foreign direct investment to New York State. The Select New York initiative is developed on the basis of a broad public-private partnership of key community, state and federal stakeholders with a common interest to facilitate the attraction of foreign direct investment to New York State.



Your Partnership Helps Pave an Even Brighter Future

Sponsor Recognition

	BRONZE	SILVER	GOLD	PLATINUM
<u>Get recognition on CIBA's webpage/social media</u>	✓	✓	✓	✓
<u>Add your logo to any CIBA Global Forum event collateral</u>	✓	✓	✓	✓
<u>Get display table at CIBA event to promote your organization</u>		✓	✓	✓
<u>Promote your organization at a CIBA event with a short video/PPT</u>		✓	✓	✓
<u>Choose a CIBA Global Forum theme</u>			✓	✓
<u>Deliver Keynote Address at a CIBA Global Forum</u>				✓

Sponsor Benefits

	BRONZE	SILVER	GOLD	PLATINUM
<u>Network with Southern Tier, NY State & Global Attendees</u>	✓	✓	✓	✓
<u>Market to potential clients, sponsors and partners</u>	✓	✓	✓	✓
<u>Distribute promotional items to each seat</u>		✓	✓	✓
<u>Receive a contact list of all event attendees</u>			✓	✓
<u>Get priority access to CIBA's distinguished speakers/guests</u>				✓
<u>Join CIBA's Advisory Board and help shape its priorities and programs</u>				✓

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