

NEWS

RELEASE



NICHOLAS J. PIRRO
COUNTY EXECUTIVE

COUNTY OF ONONDAGA

DEPARTMENT

Office of the County Executive

RELEASE DATE

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**For More Information Contact:
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County Executive Nicholas Pirro announced today that Syracuse will be hosting the 16th International Business Exchange (IBE) of the Sesame network to be held May 18-21 2003.

The Sesame Network is an international organization founded in 1992 whose main purpose is to promote economic and cultural cooperation among member cities around the world. The network was created to develop economic, business, and institutional partnerships between member towns, their businesses, and communities. Onondaga County became an official member of the network in 1998.

Onondaga County will be the host for this 16th IBE and "We are looking forward to hosting this most important event", Pirro says. He said too that "We expect over 150 foreign visitors from the 15 member and invited cities." Member and invited cities include: Badalona, Spain; Coimbra, Portugal; San Pedro de la Paz, Chile; Gottingen, Germany; Korolev, Russia; Lafayette, Louisiana; Longueuil, Quebec; Moncton, New-Brunswick; Namur, Belgium; Northampton, United Kingdom; Parma, Italy; Poitiers, France; Uppsala, Sweden; Vaasa, Finland; Zhengzhou, China.

The main focus of the IBE will be the business matching process and related industry presentations, which, according to Pirro, "is an excellent opportunity for our local businesses to expand into the international marketplace. Our companies will be able to meet with representatives from potential vendors or customers from other countries." This IBE will be focusing on 4 main industry clusters: Indoor

Air Quality, Electronic components, Handcrafted Manufacturing, and Bio-Tech and Medical. We will also have programs and meetings to coordinate Universities and Chambers of Commerce.

According to Mr Luc Arnould, the SESAME Network Secretary General from Namur, Belgium, “member cities are very excited to participate at this IBE because it generates so many opportunities for the hosting city as well as for the other members”.

For more information on the Syracuse IBE visit www.SyracuseCentral.com/ibe or call the Onondaga County Office of Economic Development at 435-3770 or Martin Farrell at 435-3516.