

Syracuse

GREATER SYRACUSE ECONOMIC GROWTH COUNCIL RESOURCE CENTER

INTERNATIONAL

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International Marketing

Local government and business organizations are continually searching for worldwide relationships to help local companies enter and succeed in the global marketplace. Ranked 76th in the country for export sales with sales of \$1,553,706,000 in 1999, the Syracuse MSA exports to every major county in the world.

Central New York International Business Alliance

To assist local businesses to participate in the global marketplace, the Central New York International Business Alliance (CNYIBA) was launched in 2002 by a group of interested participants representing private enterprise, economic development agencies and government. Its goal is to provide resources to assist Central New York organizations with advancement of international business, while enhancing this region's reputation as a world-class, global leader.

Sesame Network

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

International Business Exchange

Sesame's principal method of promoting business opportunities and technology transfers between companies is via the International Business Exchange (IBE). This annual three-day event visits one of the member cities and gives participants an opportunity to develop international business relationships. During the last ten years, attendance at the IBE has more than doubled and business matches quadrupled to a record high of 1,237 in 1998.

The main focus of the IBE is the business matching process that will help identify contacts and potential partners for trading around the world. At the IBE you will have pre-arranged appointments with companies of like interests that could save you months of difficult research and help you move ahead of your competition. This unique, bilingual business matching process provides an unparalleled opportunity to meet with people, companies and organizations who have expressed an interest in your


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product, service, or technology.

The 20th International Business Exchange is scheduled for June 26-29, 2007 in Victoriaville, Québec, Canada. Click [here](#) for additional details.

Additional Resources

For a list of additional resources and internet links to assist you in your international marketing planning, [click here](#).

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