

**International Business Development**  
New York State SBDC Central Administration

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*Funded in part through a Cooperative Agreement with the U.S. Small Business Administration*

# INTERNATIONAL BUSINESS DEVELOPMENT



## NEW YORK STATE SBDC

The New York State Small Business Development Center (NY SBDC) is the premier business assistance organization funded by the U.S. Small Business Administration and the State of New York. The program provides a wide range of assistance and services to start-up and existing businesses across the state.

Through its 23 regional centers and outreach offices, the NY SBDC applies the resources of government, higher education, and the private sector to solve business problems and foster entrepreneurship. The NY SBDC focuses on technology-oriented companies, manufacturers, exporters, and projects that advance investment, job development, and the economic growth priorities of New York State. Business assistance services are available to all New Yorkers that request them.

The NY SBDC Business Research Network – one of the most advanced business information resources in the United States, provides NY SBDC business advisors with the latest economic development, business, demographic, regulatory, and other information that can have an impact on business success.



The NY SBDC works closely with other government economic development agencies, higher education institutions, financial institutions, and representatives from private industry to direct resources toward assisting businesses and entrepreneurs.

## 国际业务部

美国纽约州中小企业发展中心总署国际业务部，是美国纽约州中小企业发展中心总署的重要组成部分，其职能是帮助各类中小企业进入、开发和拓展国际市场和业务。

国际业务部向各类中小企业提供多方面的专业咨询与服务，协助企业寻找和利用商机，并直接协助企业进入和拓展国外市场，推动企业与国外的合作。同时也为中国的企业进入和投资美国市场提供对接与协助。

国际业务部与国外一些政府经济发展部门和企业界有着广泛的联系，并建立了长期密切的合作关系，通过多方通力合作，实现资源共享，把握商机，降低风险，有效地推动和扩大双方的商贸往来，促进共同的经济的发展。

### 国际业务部向企业提供的服务和协助包括：

- 推荐对外投资、国际项目、对外贸易，对接并协调双边的合作
- 提供对外项目投资、国际贸易商机信息，协助市场调研、评估和选择
- 提供政府相关政策、法规、税收、商务运作、文化习俗等方面咨询和指导
- 协助寻找国外合作方、制造商、批发商、代理商，对接与建立合作关系
- 帮助建立合资企业和独资企业，协助投资、项目外包、出口加工业务的对接
- 提供专题培训，组织和安排各类讲座、论坛、商贸洽谈对接会、大型会议
- 组织美国政府、企业工商贸易代表团赴国外进行商务考察访问，协调各类商务活动
- 协调与安排来访的外国政府、企业、工商贸易代表团组在美国的官方和商务活动



## 美国纽约州中小企业发展中心总署

美国纽约州中小企业发展中心总署，是美国联邦政府中小企业管理署和纽约州政府主要的中小企业服务部门。其职能是向纽约州现有的和新创业的企业提供全方位的商务服务和协助。

总署下设23个地区中心和地方办公室，分设在各地，其服务涵盖各类企业，并充分利用各种资源协助企业解决存在的问题，促进工商企业的提升和发展。美国纽约州中小企业发展中心重点扶持科技型企业、先进制造业、国际贸易、以及能推动投资、创造就业、和经济增长的优先发展项目。

为企业提供一些列的服务和协助包括：

- 商务发展计划制定
- 国际项目、投资与贸易
- 新企业创业指导
- 企业增效提升协助
- 企业扩展咨询指导
- 贷款信息 / 融资服务
- 财务规划 / 财会指导
- 市场拓展和技术支持
- 商务信息与资源支持
- 企业投资项目咨询指导
- 技术孵化和转让支持
- 各类商务专题培训

总署的商务信息服务中心，是美国最先进的商务信息源数据库之一，为商务咨询人员提供美国国内外的各类商务和企业的信息资源。先进和专业化信息服务对企业的创新发展和成功发挥了重要作用。

总署与其它政府经济发展部门、高等院校科研机构、金融机构、和工商企业行业机构有着密切的协作关系，充分利用各种资源和渠道，更好地为企业的创业和发展提供服务。



## INTERNATIONAL BUSINESS DEVELOPMENT

The International Business Development (IBD) program, an important part of the NY SBDC, has strategically positioned small and medium-sized businesses to take advantage of trade and business development opportunities that exist in the global marketplace.



The IBD provides expert counseling and assistance services to businesses on a variety of issues in international trade and business development. The IBD has major contacts and resources, and an unparalleled network within government and business circles at national, regional, and local levels in both the US and overseas.

The IBD works closely with the NY SBDC regional centers providing a variety of training sessions, seminars, round-table discussions, conferences and other activities that focus on practices, opportunities and challenges, information exchange involved in business and trade development. The IBD also works with other state economic development agencies to support small businesses for their new-to-market and export expansion development activities so as to maximize New York advantages and opportunities in today's global marketplace.

IBD's direct assistance helps companies enter, expand, and develop their business and trade in a cost-effective way, and maximizes new opportunities and navigates a course to profitability through a wide range of cultural/linguistic business practices and regulatory matters in some of the largest and fastest developing countries in the world.



The IBD orchestrates business and trade missions to other countries, invites foreign government and business delegations to the U.S., and coordinates and matches business activities during all these missions. The IBD also works to attract and facilitate foreign business investment and development in the US market.



### Counseling and Assistance Services:

- Matchmaking and coordinating foreign investment, international project, export and trade cooperation
- Information and opportunities of international trade and business development, market research, evaluation of market potentials, and market selection
- Counseling on international business practice, culture and custom, taxation, relevant government policies and regulations
- Matchmaking and selection of partners, suppliers, manufacturers, distributors, agents, etc.
- Identification and assistance for foreign investment, joint venture, WFOE, sourcing, export processing
- Training sessions, seminars, business / market matchmaking meetings, featured conferences
- Organization of business/trade missions to foreign countries, and coordination of business activities
- Coordination of visiting delegations to U.S. for business and trade activities and events

