

ExportNY An International Business Academy for NYS Executives

A world of opportunity is out there – if you know how and where to fulfill your company’s potential for success on an international scale.

But, how can you get there from here? As a small- or mid-sized business, your resources don’t exactly span the globe. Yet – if you had access to the international marketing expertise and training you need, could your company become an effective competitor in the global marketplace? More than ever, it’s a question worth asking.

A powerful resource exists to help your company fulfill its potential. ExportNY is an innovative partnership created to provide expert assistance to help managers enhance their international marketing skills.

Working with international business experts from Syracuse University and industry, you will gain the expertise enabling you to identify new markets, expand into new territories, and maximize company specific strengths and opportunities.

The Program: a 9-Month Launch into the Global Marketplace

ExportNY consists of nine monthly sessions of six hours each. It is designed for executives responsible for their company’s international marketing, finance, and operations. Participating businesses typically have some international experience, but none is required.

The program gives companies a jump start in international business by providing classroom training, market research, tools and resources in a stimulating, interactive and supportive environment. In addition to class material presented by the School of Management, guest speakers from industry share their expertise on:

- international banking
- intellectual property
- selecting foreign partners
- risk management
- currencies
- contracts
- supply chains
- China
- cultures
- marketing
- transit
- and more!

MBA interns from S.U. provide no-cost research support for companies in developing the target countries and products. Through the course of the program with the support of the ExportNY team, you will develop an international marketing plan tailored to your business and begin its implementation.

Unlock Your Global Potential...

For more information, contact Sue Kuhns at TDO at (315) 425-5144 or skuhns@tdo.org. Call now! Space is limited.

A collaboration between Syracuse University, the Central New York TDO, Onondaga County, and Empire State Development.



ExportNY was awarded the 2002 Program Excellence Award by North American Small Business International Trade Educators (NASBITE), which facilitates professional development for international trade educators. The selection committee chair noted, “Your program stood out in every regard: uniqueness, success in meeting clearly identified objectives, strength and quality of program, impact, benefits to program participants, and strategic alliances and partnerships formed.”

“What’s great about the program, aside from working with other local companies, is that the curriculum is very practical – I will be able to apply the knowledge now.”

– Thom Theriault
Marketing Director, DestiNY USA

“Accessing international markets plays an important role in our growth expectations. ExportNY provided a disciplined approach to planning for international markets and the decisions prior to investing including market and resource identification.”

– Dr. Richard Hezel
President, Hezel Associates



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