



# Join Global NY's Trade Mission to the Smart City Expo World Congress

**NOV. 15-17, 2016  
BARCELONA, SPAIN**

## Global NY is Recruiting for the Smart City Expo World Congress

Global NY is recruiting NYS companies to participate in an organized exhibition at the Smart City Expo World Congress (SCEWC). The summit brings together city representatives, companies and exhibitors from around the world to discuss and showcase urban transformation ideas, technologies and solutions including:

- Mobility and Transportation
- Technology and Telecommunications
- Energy Efficiency and Sustainability
- Environmental Management
- Resource Management and Infrastructure
- Data Technologies and Cyber Security
- Security and Emergency Management

Last year's SCEWC drew representatives from over 500 cities, 450 exhibitors and 400 speakers. Global NY will help you connect with attendees and find opportunities for your business to join in this important event.

## Application Deadlines and Details:

The deadline for SCEWC applications is on a first-come, first-served basis up to October 14, 2016. For eligible companies, the STEP grant may reimburse a significant portion of your

exhibit, travel and accommodation expenses. You will also be automatically enrolled in Global NY's customized Export Marketing Assistance Service (EMAS) at no extra charge.

Global NY offers one-stop shopping to both local businesses that want to export globally – and to foreign businesses looking to invest in New York. One way we're helping small businesses export their products and services is by connecting them to the **State Trade Expansion Program (STEP)**. Funding – offered by the U.S. Small Business Administration (SBA) through Empire State Development (ESD) – supports a variety of activities, including participation in foreign trade shows like SCEWC. Global NY is also partnering with the U.S. Department of Commerce.

## Is Your Business Eligible?

To be eligible **for a STEP grant**, your business must have 500 or fewer employees, have been profitable for the past year, have a product or service to export and meet the standards and mission of the STEP Program. (MWBE firms and businesses classified as NYS strategic industries are encouraged to apply.)

Ineligible businesses include law firms, non-profit organizations, retailers and educational institutions. Companies that act as intermediaries for others or are recruiting foreign investment are also ineligible.

**To find out more about the STEP Program:**

[global.ny.gov](http://global.ny.gov)   [globalny@esd.ny.gov](mailto:globalny@esd.ny.gov)   (212) 803-2300

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