



# Join Global NY's Multi-Sector Trade Mission to Israel

**MARCH 25–28, 2019  
TEL AVIV AND JERUSALEM**

## Explore Export Opportunities in the “Startup Nation”

Global NY is recruiting up to 10 NYS companies to participate in a March trade mission to Israel. Join us to gain access to this key global market.

### Why Israel?

Israel, a major international hub of innovation and technology is a natural market for US goods and is New York's 5th largest export market. Trade between the US and Israel has increased eight-fold since the signing of the Free Trade Agreement in 1985 and has led to the *elimination of virtually all trade tariffs*. GDP growth in 2017 was 3.4% and unemployment was 3.7%.

### Major Industries and Opportunities:

- Aerospace/Defense/Homeland Security
- Communications, Telecom equipment
- Medical Devices
- Fiber Optics
- Computer Hardware & Software
- Food Products
- Pharma/Biotech

### Details:

The trade mission fee is \$1,000. Each participant will receive a customized schedule of B2B meetings with prospective customers and/or business partners and will benefit from group networking events, all group ground transportation, including airport transfers in Israel and some select sightseeing activities (time permitting).

### The STEP Program:

One way Global NY helps business export products and services is by connecting them to the **State Trade Expansion Program (STEP)**, offering funding by the U.S. Small Business Administration (SBA) through Empire State Development (ESD). *For eligible companies, the STEP grant can reimburse a significant portion of your travel and lodging expenses, plus the participation fee.*

### Is Your Business Eligible?

To be eligible **for a STEP grant**, your business must meet SBA's business criteria. To find out more, contact Global NY directly to discuss the criteria and any questions you may have. Ineligible business includes law firms, non-profit organizations retailers and educational institutions. Companies that act as intermediaries for others or are recruiting foreign investment are also ineligible.

**The deadline for registration is January 18, 2019.**

**To find out more about the Trade Mission and 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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