

Foreign Direct Investment Mandate – New York State

Introduction

Explorer Solutions has been contracted to support the State of New York in attracting business through Foreign Direct Investments. The specific tasks associated with the contract are presented herein.

Trade Development and Investment Attraction

Explorer Solutions shall provide business development services in the Designated Area to create export sales opportunities for NYS companies that produce, manufacture, develop technologies, and offer goods and/or services for sale.

Explorer Solutions shall help qualified New York State companies, industry associations and regional entities representing best prospects for export expansion.

Explorer Solutions shall actively identify, qualify, and provide leads/projects for the attraction of international investment to NYS. As part of this contract and under the direction of the department, Explorer Solutions will design and execute a direct marketing campaign to targeted businesses outside New York State and in the targeted market. The Contractor shall be responsible for identifying firms, and for qualifying investment leads and projects for inward investment attraction, as well as for providing operational support for the department in industry-related investment attraction activities and promotions. Such international investment attraction work shall focus on NYS's key industry clusters and technologies with the objective of creating quality jobs in NYS.

Target markets

The Contractor should focus on the regional markets and sectors that offer the most promising opportunities for meeting NYS export expansion and FDI objectives, and focus on leading NYS industry sectors for trade and FDI attraction efforts, as outlined below, and as further specified by the Department as future market opportunities and business conditions evolve. The Contractor would also be expected to provide trade and/or FDI assistance in other sectors, based on the Department's requests and the potential for new business opportunities in Canada identified by the Contractor. Some leading NYS manufacturing sectors for trade development efforts include:

- Aircraft and spacecraft and related parts
- Beverages and spirits (beer, wine, ciders, distilled spirits, etc.). Cosmetics, fragrances and related products
- Food products
- Electric machinery
- Industrial machinery – including computers Jewelry with precious gems and metals
Miscellaneous Chemical products Optical/photographic/surgical/medical instruments
Plastics and plastic articles
- Pharmaceuticals
- Vehicles and related parts.
- Significant services export sectors include business consulting, engineering, marketing, finance, higher education and tourism.
- The strategic industries of focus for international investment attraction include: Business & Professional Services
- Clean Technology
- Communication & Media Services
- Distribution
- Financial Services
- High-Tech Electronics and Software Industrial Machinery & Systems Insurance
- Biotechnology/Life Sciences Materials Processing Nanotechnology Transportation Equipment