

AABDC Presents
美国亚美商业发展中心

New York in China Center 纽约 (在中国)中心

The New York (in China) Center is a private and public partnership dedicated to the identification, marketing and promotion of business and trade opportunities for New York State businesses and products in China.

The Asian American Business Development Center (AABDC) will be responsible for operating and maintaining the New York Center with the goal of strengthening and expanding export capabilities of small and medium sized businesses in New York State who have limited ability to explore foreign markets.

纽约(在中国)中心“纽约中心”是一个公私合作组织机构，致力于为纽约州企业和产品在中国市场提供认证，市场营销和商务促销的各种商业和贸易机会。

美国亚美商业发展中心

(AABDC)将负责纽约中心的经营和管理，目标在于加强和扩展纽约州中小企业的贸易机会，协助其开拓中国市场。



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NEW YORK (IN CHINA) CENTER

Overview

The New York (in China) Center ("NY Center") is a private and public partnership dedicated to the identification, marketing and promotion of business and trade opportunities for New York State businesses and products in China. The NY Center provides a focal point to introduce and highlight New York's unparalleled position as the center of commerce, culture, education, tourism and high technology of the United States to the world's fastest growing economy. The NY Center will be located in Beijing, China's political, economic and cultural center, and will utilize a network of contacts to disseminate information and attract Chinese enterprises throughout China.

The Asian American Business Development Center (AABDC), a leading trade development organization, technical assistance provider, and business development advocate in New York will be responsible for operating and maintaining the New York Center with the goal of strengthening and expanding export capabilities of small and medium sized businesses in New York State who have limited ability to explore foreign markets.

New York is the first and foremost destination for Chinese visitors to the United States and is the best known and most desired location to conduct business of all kinds for Chinese enterprises. Though New York State is in a unique position as the leading financial and trade gateway to and from China, New York State has no official presence in China unlike some smaller and less well known states and cities that have already established representative offices in China. Establishing a New York Center in China would afford New York businesses, especially small and mid-size companies, as well as government agencies a strategic advantage in terms of accessing the China market. Likewise, the NY Center could also advise Chinese companies who are interested in investing and doing business in New York State.

Through the NY Center both New York and Chinese firms will be able to explore business opportunities in China and in the U.S.—networking with a wide range of business interests and securing valuable assistance on a variety of business needs. The NY Center is envisioned to contain a multi-purpose showroom and office space dedicated to marketing and promoting business services and products from New York State to Chinese enterprises from all parts of China who have desire to do business with New York. The NY Center would be designed to offer a:

- High profile setting for New York industries to showcase their latest products
- Permanent year-round exhibit space
- Visible location for buyers and distributors from different parts of China to visit
- Clearinghouse for information on New York products, services and markets

The center will enable New York government agencies, trade bureaus, trade promotion organizations, business and industry associations and individual companies to establish temporary and permanent offices at the center to promote and market their respective industries.

GOALS OF THE NY CENTER

1. Establish a multifaceted export-oriented business assistance platform linking a network of business promotion organizations and firms in New York and China through the center to develop, maintain and expand markets for New York businesses in China.
2. Implement communication and marketing efforts to gather and disseminate market information and sales leads about the Chinese market to New York businesses, while identifying potential partners to market their product(s) in China with the aim of creating and enhancing export opportunities.
3. Utilize the contacts, information and resources of AABDC and its network of offices in key regions of China to create marketing strategies and build sales networks, provide up-to-date market profiles and access to local distribution channels for New York State products and businesses wanting to respond to opportunities in China.
4. Conduct market and business development activities, including trade missions and trade fairs, conferences and seminars and networking events to enhance New York businesses' network of contact in China.

WHY THE NY CENTER?

"China's evolving market economy and WTO commitments offer American exporters and investors, large and small, an unprecedented and growing commercial opportunities," according to the American Chamber of Commerce in China's White Paper 2006. However, the White Paper warned that our competitiveness in China may be in jeopardy if all branches of the U.S. government do not recognize that "our failure to take full advantage of the opportunity that China presents is contributing to our bilateral trade deficit."

The American Chamber urges "significantly expanding investment in export promotion at the federal and state levels with a focus on helping small- and medium-sized firms to sell more products to China" or we end up ceding market share to competitor countries because they devote substantially more resources to the task.

The U.S.-China trade is tremendously important to both countries. Total U.S.-China trade stood at USD 590 billion in 2014, a 5 percent increase over 2013. While both countries were increasing exports to each other, the United States imported USD 467 billion in good from China, a 6 percent increase over 2013, and exported USD 124 billion to China, a 2 percent over 2013. (<https://www.census.gov/foreign-trade/balance/c5700.html>)

As China modernizes and it's buying power increases more export opportunities will be available for high-end products made in the U.S. In addition, the growing Chinese economy will require more services in which the U.S. has a strong competitive advantage. In surveying its members, the American Chamber found that most are profitable and American companies' competitiveness is robust.

Despite these positive signs, U.S. exporters are trailing the competition in capturing China market share. Several branches of the U.S. federal and state governments conduct trade promotion activities, according to the Chamber, but these activities "are sub-scale and are not well coordinated." At the state level, it noted, only fifteen states have offices in China and often these are "little more than a private consultant with a state signboard."

WHAT OUR COMPETITORS ARE DOING FOR SME EXPORTERS?

The United States is falling behind other countries in helping small and medium sized firms (SMEs) enter the China market. Many American SMEs have never exported and face tough competition from other countries' SMEs that are supported by their governments' aggressive export promotion programs.

The American Chamber cited examples of how other countries help small business exporters:

- The British Outward Missions Program provides travel grants up to 1,500 Pound for small businesses to participate in a trade mission.
- The Netherlands and Australia have grant programs that pay for a substantial portion of new exporters' costs.
- France has set a goal of increasing the number of exporting SMEs by 50 percent over the next five years. France has a goal of helping over 1,000 small businesses trade and invest in China by the end of the year.
- Canada has a web site that allows companies to see a customized view of only the market research, trade events, and procurement opportunities they are interested in.

With limited resources and distance to the market, lack of current and pertinent information about the markets as well as market demand, small and medium sized firms in New York State are facing tough competition.

WHAT THE NY CENTER WILL DO FOR SMEs?

The NY Center intends to address these problems and fill a vacuum created by the absence of a well-planned and structured entity meeting the needs of New York businesses. The Center will provide important services in the following areas:

- Organize trade Shows for companies to access the Chinese market;
- Form alliances with various trade promotion offices located in China—such as the China Council for the Promotion of International Trade ("CCPIT") and the All China Federation of Industry and Commerce ("ACFIC")—to provide first-hand information about markets in China to New York businesses;
- Introduce public and private sector resources in New York and China to each other and connect them with firms that are interested in doing business with them;

- Schedule presentations by New York and Chinese government trade officials to discuss policy issues and identify industries and businesses where opportunities exist;
- Host New York business leaders' visits, as well as Trade Missions for New York businesses to familiarize themselves with China's markets;
- Provide specialized business consulting and training about doing business in the Chinese markets;
- Facilitate overseas trade delegations to meet with New York businesses;
- Organize seminars for businesses in New York State about doing business in China as well as business-to-business networking receptions.

COLLABORATION WITH OTHER ORGANIZATIONS AND BUSINESSES

Obviously, creating a New York Center in China will require the collaboration of both public and private business entities. Since 1994, AABDC has worked with the U.S. Department of Commerce's Export Assistance Center, U.S. Small Business Administration, the Empire State Development Corporation and New York City Economic Development Corporation as well as many New York companies to promote New York-China trade, develop bilateral trade missions, provide networking opportunities, and facilitate business opportunities. It has also partnered with the CCPIT and the ACFIC to create strategic alliances in this area. Likewise, AABDC has collaborated with major New York corporations to sponsor a wide range of New York and China promotional activities. Major corporations such as AIG, Time-Warner, HSBC Bank, UPS, IBM, the New York Times, Daily News, Macy's, Crain's New York and many others actively support such New York-China initiatives organized by AABDC. Among such activities are:

- Conducting two-week New York in China Trade Missions to provide a first-hand experience of "doing business in China" for over 70 New York State Legislators and business leaders since 2001, as well as hosting Chinese Trade Missions to New York City and other major U.S. cities;
- Organizing networking events for New York and Chinese businesses held at the Harvard Club, City Hall and other prestigious locations in New York City. In 2013, for example, [AABDC organized delegations from Putuo District, Shanghai to visit Brooklyn and contributed to the establishment of cooperation between Putuo District and Brooklyn.](#)
- Collaborating with businesses in upstate New York (e.g., Buffalo) as well as New York City to promote such industries as bioscience, ceramics engineering, medical supplies, on-line retailers; software companies, breweries, perfume, and other New York State industries;
- Sponsoring numerous business seminars to support the development of New York minority and women-owned business enterprises.
- Signing a Strategic Alliance Memorandum with the U.S. Small Business Administration for the purpose of developing and fostering mutual understanding and business of solid working relationship between the two organizations.
- Hosting the "Outstanding 50 Asian American Business People Awards" event held annually at the Waldorf Astoria and other New York hotels, with each event attracting more than 800 attendees.

- Facilitating the Celebration of the China Lunar New York Lighting Ceremony atop the Empire State Building, followed by a formal reception at Macy's Herald Square.

Of equal importance, AABDC has developed and nurtured close working relationships with key Chinese governmental and non-governmental agencies, provincial and municipal governments and economic development zones to promote expanding trade activities. In addition to its headquarters in New York City AABDC has established offices in key regions of China -Dalian in the industrial Northeast, Hangzhou in the booming Yangtze River Delta and Chengdu in the center of China and the focus of its ambitious Western Development Plan.

ESTABLISHING THE NY CENTER AND DEVELOPING A MARKETING PLAN

AABDC seeks to raise fund for operating the NY Center and marketing its services to New York State SME exporters and Chinese enterprises poised to do business with New York State. AABDC requests New York State and City's support as well as private sector contribution. The funds will be used toward the rental of office space, staff, marketing and promotion, travel and other office related expenses.

According to the Department of Commerce's 2005 National Export Strategy to Congress, the United States ranks **next to last** (emphasis added) among our competitors in spending on export promotion. New York Center will increase export opportunities for New York State companies by providing resources and information they need to take decisive action leading to the successful export of goods and services to China. As China continues to grow, the demand for services and high-end goods that New York businesses specialize in will also grow, and New York companies should take advantage of those opportunities. By increasing export promotion, we can address the U.S.-China trade deficit and New York Center can help New York companies to capture these opportunities.

To this end, the New York Center will:

- Be a resource and information clearinghouse;
- Link a network of services to assist SMEs from all parts of New York State;
- Engage in activities intended to facilitate New York exports to Chinese markets;
- Offer services that will cover a broad spectrum of industries;
- Increase awareness of trade policies, business culture and the economic landscape in both countries;
- Set up a cohesive bi-lingual marketing effort and develop cooperative agreements with firms in U.S. and China;
- Implement trade shows, trade missions, workshops, technical assistance, information dissemination, and conduct outreach activities in the U.S. and China.

State and city funds will be matched by private sector contributions and the in-kind commitments of resources from New York Center's strategic partners, all of whom are expected to benefit from this initiative through their increased capacity and expand their networks.

