



Strategic Partnerships Program

ABOUT THE STRATEGIC PARTNERSHIPS PROGRAM

The Strategic Partnerships Program is a unique opportunity for companies to gain greater international market share. Strategic partnerships allow international companies to increase access to the North American market at a lower cost while also opening up new markets to U.S. exporters. This partnership can take many forms, including a non-equity strategic alliance that facilitates learning transfers and technology sharing, contract manufacturing and licensing, co-marketing agreements, or an equity-based joint venture that serves as a more long-term commitment.

WHAT IS BUSINESSPA?

BusinessPA, the team dedicated to Getting It Done for business, provides three key services for international expansion.



Foreign direct investment support for foreign-owned companies interested in expanding in Pennsylvania.



Export development support for Pennsylvania companies looking to enter new international markets.



Strategic partnership development for international firms interested in exploring a strategic alliance or joint venture with Pennsylvania companies.

DOING BUSINESS IN PA

Pennsylvania has a long history of international connections. Pennsylvania is home to more than 7,300 foreign-owned businesses employing more than 436,000 people. We are also one of the fastest-growing exporting states in the U.S.

This unique program allows all types of companies the opportunity to expand their business into a market that is diverse, strategically located, and rapidly expanding.



INTERNATIONAL COMPANIES

The Strategic Partnerships Program is driven by international companies of any size that are looking for a Pennsylvania partner. An international company should reach out to Authorized Investment and Trade Representatives in their home market to begin the conversation. If there is no representative in your country, please contact Alex Mederos at BusinessPA.

Small and medium-sized international companies often invest in the U.S. market in stages, beginning with contract manufacturing, joint ventures, and other partnerships to hold down costs and minimize risk, while steadily building up market share in the world's largest economy: the United States. Depending on the company's expansion strategy and goals, BusinessPA can connect them with Pennsylvania-based firms to establish either a non-equity strategic alliance or an equity-based joint venture.

The size and type of the project is not a qualifying factor. Rather, BusinessPA evaluates potential strategic partnerships on their economic impact in the local market. Therefore, it is imperative that international companies clearly state how the partnership is mutually beneficial to both parties, impactful on the local economy, and a part of a broader expansion strategy in the United States.

Once approved, projects are anonymized and presented on **The Strategic Partnerships Program** website.

PENNSYLVANIA COMPANIES

The Strategic Partnerships Program is more than a match-making service for international firms. Pennsylvania companies benefit from partnership in many ways including knowledge and technology transfer, sales of expertise and operational capacity, and potential access to foreign markets through reciprocal trade.

Pennsylvania companies, economic development organizations, and local governments are invited to review the opportunities listed on **The Strategic Partnerships Program** website to see if any might be of interest to their company, or a company in their community. Once a Pennsylvania company has identified an opportunity that is of interest, the company should reach out to their local economic development partners and Alex Mederos at BusinessPA with some background on their company, its capabilities, and its interests in the opportunity. BusinessPA will then pass the background information to the international company. If the international company believes the Pennsylvania company would be a good match, BusinessPA will facilitate an introductory conversation.



CONTACT

For information about the program, available opportunities, and/or to be added to the email list, please contact:

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