








THE EMPIRE STATE

NEW YORK

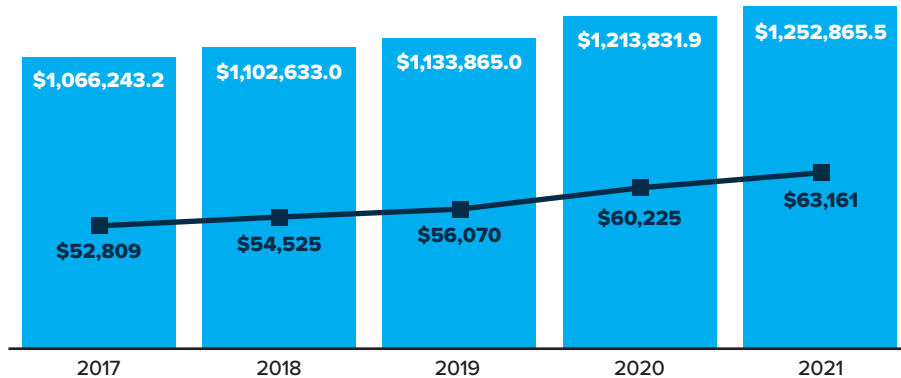
Located on the northeastern coast of the United States, New York is the most populous of the mid-Atlantic states and the fourth most populous in the country. It is known for its diversity, innovation and influence, renowned landmarks such as the Statue of Liberty and Niagara Falls, and, of course, New York City, which is by far the most populous city in the US.

MAJOR INDUSTRIES

-  Finance, insurance, real estate, rental, and leasing
-  Professional and business services
-  Education
-  Healthcare
-  Retail Trade
-  Manufacturing
-  Tourism

DISPOSABLE PERSONAL INCOME

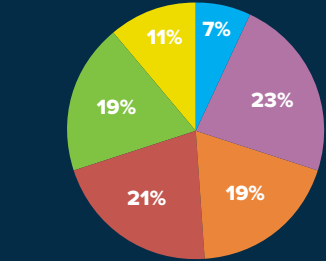
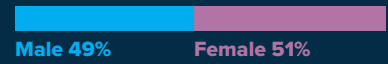
In 2021, New York had a personal income of \$1,515,756.9, with a per capita personal income of \$76,415 (up 7% from 2020), ranking third in the United States.



Disposable personal income (in millions) Per capita disposable personal income (dollars)

Facts and figures on this page were sourced from the US Bureau of Economic Analysis (bea.gov) and the US Census Bureau (census.gov).

POPULATION: 19.8 MILLION



- Silent gen (>74)
- Baby boomers (55-73)
- Gen X (39-54)
- Millenials (24-38)
- Gen Z (9-23)
- Gen A (0-8)

- 69.6% White*
 - 17.6% Black or African American*
 - 1.0% American Indian & Alaska Native*
 - 9.0% Asian*
 - 0.1% Native Hawaiian & Other Pacific Islander*
 - 2.7% Two or More Races
 - 19.3% Hispanic or Latino
 - 55.3% White*, not Hispanic or Latino
- * alone

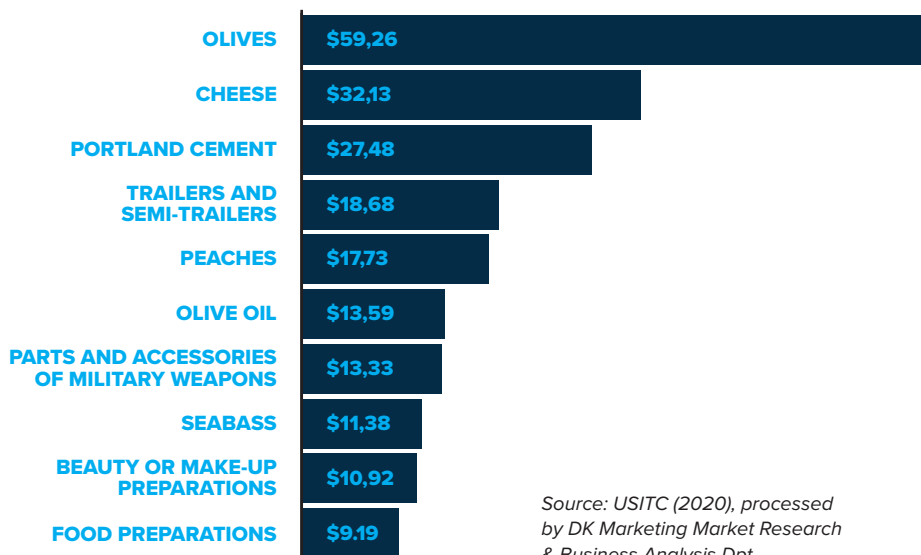
MAJOR CITIES AND TOWNS

- 1 New York City - 8,804,190
- 2 Hempstead - 793,409
- 3 Brookhaven - 486,040
- 4 Islip - 339,938
- 5 Oyster Bay - 301,332
- 6 Buffalo - 278,349
- 7 North Hempstead - 237,639
- 8 Babylon - 218,223
- 9 Yonkers - 211,569
- 10 Rochester - 211,328

GDP: \$1.85 TRILLION

With a current-dollar GDP of \$1.85T in 2021, the State of New York has the third largest economy in the United States, behind the much larger states of California and Texas. If New York was a country, it would rank as the 10th largest economy in the world.

STATE CAPITAL: ALBANY



Source: USITC (2020), processed by DK Marketing Market Research & Business Analysis Dpt.

GREEK EXPORTS TO NY IN 2020

Among New York’s most significant industries, the construction industry and the food services and drinking places industry are among those showing particularly high promise for Greek exports. The state’s construction industry is the fourth largest in the United States with a pre-pandemic annual employment growth rate of 2.9% over 2015-2019, while the food services and drinking places employed 463,400 workers in 2020 and is expected to grow by 2.4% over 2018-2028.



TRADE USA

Exploring Opportunities™

Established in 2013, TradeUSA is the international trade department of the American-Hellenic Chamber of Commerce. Through a multitude of actions and initiatives, it provides invaluable information, insight, support and guidance to Greek companies seeking to successfully enter and/or further expand their export opportunities in the US market. TradeUSA regularly organizes targeted workshops and seminars for aspiring exporters in cities across Greece, in collaboration with local authorities, and also provides one-on-one consulting services, including on regulatory compliance with the FDA. Through a host of trade missions, exhibitions and B2B meetings, it creates networking opportunities to bring Greek exporters together with US importers, distributors and buyers. In 2016, TradeUSA also launched the annual ExportUSA Forum, which is the only forum in Greece focusing solely on exporting to the US market.

Featured Exporter



With a focus on New York, Business Partners reached out to winemaker Angelos Iatridis, owner of Alpha Estate, whose award-winning wines have successfully penetrated the NY market, to find out more about the company’s venture and products.

What is it that distinguishes Alpha Estate wine?

Greek ecosystems—mountainous, semi-mountainous, coastal, continental, and volcanic—create the conditions for of a wide range of unique wines. Wines produced at Alpha Estate in Amyndeon are balanced, with a crisp, pure expression of each grape variety and a long aftertaste. The winery is located in the heart of our vineyard, so we have total control of the process, from vine to bottle.

How has the perception of Greek wine abroad evolved over the years?

The Greek wine renaissance is a team effort. Greek winemakers have worked together to create a solid and unified image of Greek wine varieties, travelling the world in order to raise awareness of the complexity, authenticity and distinctiveness of Greek indigenous grape varieties. The new generation of Greek wines are enjoying growing recognition. There is still much to do, but we’re on the right path. We sensibly maintain deeply rooted traditions while facing the future with determination and innovative spirit.

Which Alpha Estate wines are you most proud of?

Alpha Estate Xinomavro from Amyndeon is distinguished by its finesse, superlative freshness and balance. It has a complex bouquet of forest fruits, leather and spices and a long finish. Furthermore, the only appellation (PDO) rosé in Greece comes exclusively from Amyndeon Xinomavro grapes. The elegance of Xinomavro from Amyndeon and the area’s unique ecosystem are the key to the multi-dimensional (red, rose, sparkling, dessert) expression this variety holds in Amyndeon appellation.