



2025

# GLOBAL NY SOUTH AMERICA

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The relationship between New York and South America is one of growth, collaboration, and immense potential. As businesses in both regions look to expand and thrive, the opportunities for connection and partnership are vast. We are committed to fostering these connections, driving growth, and creating lasting business relationships that leverage the unique strengths and talents across both New York and South America.



Empire State  
Development



Argentina, Brazil, and Chile are essential to the economic dynamism of South America, playing a key role in expanding trade ties with New York. These countries offer a wealth of opportunities for mutual growth and the exchange of innovation that benefits both markets.

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# GLOBAL NY TEAM

## EMPIRE STATE DEVELOPMENT



Molly Bauer

### Director, External Affairs:

Molly Bauer is the Director of External Affairs at Empire State Development (ESD), where she supports the promotion and expansion of strategic initiatives for New York State's economic development.



Lennox Ruiz

### Vice President

Lennox Ruiz is the Vice President of Global NY at Empire State Development (ESD), leading efforts to promote international trade and attract foreign investment, helping local businesses expand globally and drive economic growth in New York State.



# AGENDA SOUTH AMERICA TRADE MISSION

## **Brazil – São Paulo**

- 7, 8 and 9 of april

## **Chile – Santiago**

- 10 and 11 of april

## **Argentina – Buenos Aires**

- 14 and 15 of april

# DEPCO

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## **Company Description**

Depco Manufacturing is a manufacturer of high-quality therapy putty, specifically designed for use in occupational and physical therapy. The company operates from an FDA-registered facility in the USA, ensuring the highest standards of production and safety. The therapy putty is created to aid in rehabilitation and physical therapy practices, providing professionals with reliable, durable, and safe products.

## **The Product**

The product from Depco Manufacturing is a specialized therapy putty that is widely used in occupational and physical therapy. Made in the USA, the therapy putty is known for its superior quality and effectiveness, providing patients with the right tools for rehabilitation. The company prides itself on producing products that meet the needs of therapy professionals and their patients.

## **Interest in Attending the Mission**

The company seeks to engage with large distributors focused on physical therapy (PT) and occupational therapy (OT) products. While Depco Manufacturing distributes through local partners, it is looking for agents or distributors who can help expand its reach, especially in markets where therapy products are in high demand. The company aims to work with distributors who value the high quality of USA-made products and have experience in PT/OT markets.

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## DEPCO

**Joe Cardone Director of International Sales**



**Healthcare**



Brazil, Chile and Argentina



# RIFTON

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## **Company Description**

Rifton Equipment designs, manufactures, and distributes specialized equipment for pediatric complex rehabilitation. With a focus on mobility, positioning for activity, and hygiene & toileting, Rifton's products are designed to support children with disabilities in clinics, schools, and home environments. The company is dedicated to improving the quality of life for children by providing adaptive solutions that foster independence and support daily activities.

## **The Product**

Rifton offers a range of products specifically designed for children with disabilities. These include equipment for mobility, seating, standing, and hygiene & toileting. Rifton's products are tailored to address the unique needs of pediatric complex rehabilitation, offering essential tools for children to engage in activities and maintain hygiene in a safe and effective way. In many regions, Rifton operates as a standalone product line, while in other markets, distributors may offer complementary products such as powered mobility devices (wheelchairs and scooters).

## **Interest in Attending the Mission**

The company seeks to engage with distributors who have strong market penetration across entire regions. Ideal partners will have a good understanding of the pediatric rehabilitation market and be skilled in utilizing online platforms, such as websites and social media, for marketing and sales. Rifton is particularly interested in working with distributors who have established relationships with hospitals, clinics, and special schools and can introduce its products to these environments. The company values partners who understand the unique needs of pediatric complex rehabilitation as opposed to adult markets.

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## RIFTON

**Jorg Barth International Sales Manager**



**Healthcare**



**Brazil, Chile and Argentina**



# HOHL MACHINE

## **Company Description**

Hohl Machine & Conveyor has been a leading designer and manufacturer of material handling systems and components for over 65 years. Serving industries ranging from automotive to food, pharmaceuticals, and aggregate handling, Hohl Machine offers a wide range of solutions to meet diverse material handling needs. With expertise in engineering services, including concept design, equipment interfacing, mechanical and controls drawings, and installation supervision, the company provides comprehensive support to ensure successful project outcomes. Hohl Machine also boasts advanced fabrication capabilities, offering quality, efficiency, and flexibility in manufacturing.

## **The Product**

Hohl Machine specializes in custom design and fabrication of material handling equipment, with capabilities for both high and low-volume fabrication. The company also offers plastics injection molding and specializes in producing conveyors tailored to specific customer needs. Hohl's experienced engineering staff provides seamless support from design to installation, using tools like AutoCAD, Solid Works, and structural analysis for precise manufacturing. The company's fabrication facilities ensure that each conveyor system is produced with the highest quality and efficiency standards, ensuring customers receive the best solutions for their material handling requirements.

## **Interest in Attending the Mission**

The company seeks to engage with local distributors who are familiar with the material handling market and the unique needs of industries such as automotive, food, and pharmaceuticals. Ideal partners will have strong knowledge of the local market and can help market Hohl's products competitively and aggressively. Hohl Machine is looking for distributors who can help promote its custom-designed material handling equipment, leveraging local access and knowledge to expand its reach and provide tailored solutions to industrial and commercial customers.

## HOHL MACHINE

**Jim Wei General Manager**



**Manufacturing &  
Engineering**



Brazil, Chile and Argentina



# POLYSET

## **Company Description**

Polyset is a leading manufacturer of industrial coatings, adhesives, and expansion joint systems, specializing in corrosion-resistant coatings for steel structures in the marine industry and expansion joint systems for bridge structures. The company offers high-quality products designed to protect and enhance the durability of critical infrastructure in the marine and construction sectors. Polyset's products are known for their reliability and performance in harsh environments, ensuring long-term protection and efficiency.

## **The Product**

Polyset manufactures corrosion-resistant coatings for steel structures in the marine industry and expansion joint systems for bridge structures. These products are essential for maintaining the integrity of infrastructure exposed to extreme conditions, such as marine environments and heavy traffic on bridges. Polyset's solutions help prevent corrosion and ensure the durability and safety of steel and concrete structures, contributing to the longevity of critical infrastructure.

## **Interest in Attending the Mission**

The company seeks to engage with distributors and contractors who have experience in the marine and bridge construction industries. Ideal partners will have a strong understanding of the needs of these sectors and will be able to promote Polyset's products effectively. The company is looking for distributors who can sell its corrosion-resistant coatings and expansion joint systems to construction material and marine product distributors, leveraging their market knowledge to expand Polyset's reach and ensure product application in key infrastructure projects.

## POLYSET

**Niladri Ghoshal CEO**



**Manufacturing &  
Engineering**



Brazil, Chile and Argentina



# INDUSTRIAL METALS

## Company Description

Industrial Metals International Ltd. (IML) is a distributor of raw materials, specializing in the Aerospace and Defense sectors. IML supplies a wide range of materials including BAR, SHEET, TUBE, PLATE, WIRE, FORGED BLOCK, and STRIP in metals such as ALUMINUM, ALLOY STEEL, STAINLESS STEEL, HIGH-TEMPERATURE ALLOYS, TITANIUM, BRASS, BRONZE, and COPPER. The company supports industries involved in aircraft and jet engine manufacturing, as well as the satellite and space sectors. IML holds certifications from major Aerospace OEMs including Pratt & Whitney, Boeing, Airbus, and Rolls-Royce, and specializes in same-day shipments for in-stock materials.

## The Product

IML offers a comprehensive selection of materials, including BAR, SHEET, TUBE, PLATE, FORGED BLOCK, STRIP, and BRAZING MATERIALS in various high-performance metals. These products are essential for aircraft manufacturers, jet engine producers, and MRO (Maintenance, Repair, and Overhaul) facilities. The company provides materials that support new build aircraft, jet engines, and the satellite sector, delivering high-quality solutions to meet the demanding requirements of the aerospace and defense industries.

## Interest in Attending the Mission

The company seeks to engage with distributors who are familiar with the Aerospace and Defense markets, particularly in South America. Ideal partners should have knowledge of the manufacturing and fabrication needs for aircraft and jet engines, as well as MRO facilities. IML has recently hired a representative in Brazil to support its expansion in South America and is looking for agents who can help distribute their high-performance materials to local manufacturers, fabricators, and machine shops, ensuring timely and reliable delivery to the aerospace and defense sectors.

## INDUSTRIAL METALS

**AIMEE OKAMOTO Vice President**



**Manufacturing &  
Engineering**



Brazil, Chile and Argentina



# ROSINA

## Company Description

Rosina Food Products offers a wide range of frozen meatballs, pasta, and entrée products to consumers through supermarket and mass-market retailers across the United States under the Rosina®, Celentano®, and Italian Village® brand names. These great-tasting products, found in the freezer section, are perfect for meals, appetizers, snacks, or side dishes. Rosina's products are available in supermarkets, supercenters, wholesale clubs, military commissaries, cafeterias, and restaurants across North America and internationally. Additionally, Rosina serves as an ingredient in many other food manufacturers' products such as soups, pizzas, and lasagna.

## The Product

Rosina Food Products offers a comprehensive portfolio of frozen meatballs, pasta, and entrée products, providing convenient and delicious meal solutions. The products are sold under three well-known brand names—Rosina®, Celentano®, and Italian Village®—and are used by both consumers and food service distributors. They are popular for their great taste and versatility, making them suitable for a wide range of meal occasions. Rosina's products are also used as ingredients in various food manufacturing applications, expanding their reach in the industry.

## Interest in Attending the Mission

The company seeks to engage with distributors who have experience in the frozen food market, particularly those focused on growth and expanding the reach of frozen products. Ideal partners will have a sales force that is dedicated to increasing market share and have strong connections with supermarkets, food service distributors, and industrial ingredient manufacturers. Rosina is looking for distributors who can help promote its portfolio of frozen meatballs, pasta, and entrée products, with complementary product lines such as cheese, sauces, dough, and dressings.

## ROSINA

**Pablo Cordova Vice-President Sales & Marketing - International Division**



**Food**



**Brazil, Chile and Argentina**



# ALEXANDRIA PROFESSIONAL

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## Company Description

Alexandria Professional is a leading manufacturer, distributor, and educator in the professional beauty industry, specializing in hair removal sugaring products. The company offers a range of products and education for beauty professionals, including its renowned Alexandria Professional® sugaring paste collection, pre and post-treatment products, and retail support items for salon clients. Alexandria Professional has a direct-to-consumer (D2C) online presence with a new product line and serves beauty schools, salons, and professionals across the US and Canada. Additionally, its subsidiary, The House of Smooth, LLC, markets Nature's Sugar, a more affordable sugaring brand available on Amazon.

## The Product

Alexandria Professional offers a comprehensive line of professional-grade hair removal sugar paste, along with pre and post-treatment products for salon professionals. The company also provides retail support products for salon clients, ensuring complete solutions for professional hair removal. Alexandria Professional is a pioneer in the sugaring hair removal industry, recognized globally as the authority in the field. The company's proprietary training programs, including the patented "ErgoWave Glove" and "Six Steps to Perfect Sugaring," help salon professionals achieve the highest standards in sugaring hair removal.

## Interest in Attending the Mission

The company seeks to engage with distributors or agents who are prepared to develop exclusive territories or those who are already established in the beauty supply market, particularly with salon accounts. Ideal partners will have experience in hair removal and beauty products, including training centers and educators on their team, and be open to learning and implementing Alexandria Professional's sugaring hair removal techniques. They should be ready to generate new sugaring accounts, provide certification courses, offer ongoing servicing, and conduct Master Classes.

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## ALEXANDRIA PROFESSIONAL

### Lina Kenndy CEO



**Beauty**



**Brazil, Chile and Argentina**



**YOUTHFUL SAVINGS**

# YOUTHFUL

## **Company Description**

Youthful Savings is a tech-enabled learning ecosystem dedicated to socioeconomic empowerment through youth. The company focuses on mental well-being, economic empowerment, and community development. Their innovative learning products inspire youth to become heart-intelligent world citizens. Youthful Savings offers a variety of platforms, including the Learning Marketplace (TLM), an EdTech platform offering downloadable exercises on topics like entrepreneurship, personal finance, and artificial intelligence; the Youthful Savings Marketplace (YSM), an e-commerce platform featuring youth vendors; and the Youthful Savings Foundation (YSF), which provides monthly capital to engaged learners through a Community Investment Fund (CIF), promoting equality through equity.

## **The Product**

Youthful Savings offers an innovative set of products and services that aim to empower youth and foster economic and social development. TLM provides learning exercises on subjects such as blockchain, vertical farming, and AI, while YSM allows youth entrepreneurs to showcase and sell their products, with 10% of sales contributing to the CIF to support further economic empowerment. The CIF ensures equal access to capital and reduces bias in funding, offering prepaid cards to the youth who participate. The foundation's goal is to help youth become business owners and contributors to their local economies, empowering themselves and their communities.

## **Interest in Attending the Mission**

The company seeks to engage with distributors or agents who have experience in the EdTech sector, particularly those with government access or knowledge of city decision-makers. Ideal partners will be able to support the expansion of Youthful Savings' innovative programs in cities and schools, whether public or private. Youthful Savings is looking for agents who can facilitate access to educational institutions and decision-makers, helping to bring its educational products and community-driven platform to new markets, fostering socioeconomic empowerment for youth globally.

# YOUTHFUL

**Somya R. Munjal, CEO**



**Financial Services**



**Brazil and Chile**

# HYPERION ADVISORY

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## **Company Description**

Hyperion Advisory LLC assists both public and private sector clients in procuring essential goods at close-to-factory-direct prices. Specializing in a wide range of products, including law enforcement essentials, computer hardware, janitorial supplies, office supplies, and medical devices & supplies, Hyperion Advisory ensures that its clients receive the best possible value for their procurement needs. The company works with a variety of industries, providing essential products at competitive prices for organizations worldwide.

## **The Product**

Hyperion Advisory provides a diverse range of products to meet the needs of various sectors. These include law enforcement essentials, such as uniforms and boots; computer hardware, including IT equipment and software licenses; office supplies like printers and tax machines; and janitorial and medical supplies for both medical and public-use facilities. The company's goal is to deliver high-quality products at competitive prices, ensuring that clients receive efficient and cost-effective solutions tailored to their specific needs.

## **Interest in Attending the Mission**

The company seeks to engage with distributors or agents who have strong connections to decision-makers responsible for procurement within their organizations. Ideal partners will be familiar with the procurement processes for law enforcement agencies, academic institutions, corporations, governments, and medical/public-use facilities. Hyperion Advisory is looking for agents who can streamline the purchasing process by eliminating intermediaries and helping clients acquire the products they need directly at the best prices available.

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# HYPERION ADVISORY

**Archel Desir President/Founder**



**Consulting & Advisory  
Services**



Brazil, Chile and Argentina



# LET'S CONNECT WITH SOUTH AMERICA



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South America offers vast growth opportunities, and we are dedicated to being your trusted partner in navigating this dynamic market. We are committed to supporting the expansion of businesses from New York to LATAM, helping you seize these opportunities and take your business to the next level.