



# TradeMissions

## New York, USA Briefing Kit



## Emergency Contacts

### New York

#### **Australian General Consulate**

42nd Street between Lexington and Third Avenues

T: 1 212 351 6500

F: 1 212 351 6501

W: <http://www.AustraliaNYC.org>

#### **Australian Embassy in Washington DC**

1601 Massachusetts Avenue

Washington DC NW 20036-2273

United States of America

T: 1 202 797 3000

F: 1 202 797 3331

E: [library.washington@dfat.gov.au](mailto:library.washington@dfat.gov.au)

#### **Victorian Government Business Office**

34<sup>th</sup> Floor, 50 East 42<sup>nd</sup> Street

T: 212 687 0934

E: [newyork@invest.vic.gov.au](mailto:newyork@invest.vic.gov.au)

## Location

The island of Manhattan (New York County) is largely a protrusion of granite, rising a few hundred feet from sea level. The southern tip and centre of the island are virtually solid granite, while areas in Greenwich Village and Chelsea are composed of softer soil. As a result of this geologic arrangement, Manhattan's tallest buildings are located in these two large "rocky" areas. Manhattan is flanked on its west side by the Hudson River, and on the east side by the Harlem River (on the north) and the East River (on the south).

Manhattan's street layout consists primarily of avenues and streets. The space between avenues is typically much larger than the space between streets. Avenues run North-South, starting with 1st Avenue on the East Side, and going westward to 12th Avenue. Streets run East-West, starting with 1st Street in Greenwich Village, and increase in value up to 220th Street at the north tip of Manhattan.

- General areas in Manhattan:  
Below 1st Street is considered to be the Downtown area of Manhattan.
- 1st to 14th Street contains the general "Village" area. The area west of Broadway is Greenwich Village, and to the east is East Village.
- 14th to 34th Street west of Broadway is Chelsea, known for its large loft apartments and studios.
- 34th to 59th Street is generally regarded as "Midtown".
- 59th to 110th Street contains the Upper West Side and Upper East Side, respectively. Between the two lies the green oasis of Central Park.
- 110th to 145th Street lies the village of Harlem.
- 145th to 220th Street has no special designation, but does contain the neighbourhood of Washington Heights and the Cloisters.

## Climate

Month	Temperature Ranges	
January	26-38F	-03-03C
February	27-40F	-03-04C
March	34-49F	01-09C
April	44-61F	07-16C
May	53-72F	12-22C
<b>June</b>	<b>63-80F</b>	<b>17-27C</b>
July	68-85F	20-29C
August	67-84F	19-29C
September	60-77F	16-25C
October	50-66F	10-19C
November	41-54F	05-12C
December	31-42F	-01-06C

## Time Difference

Sydney, Melbourne	2	5	8	11	14	17	20	23
New York, USA	12	15	16	21	24	3	6	9

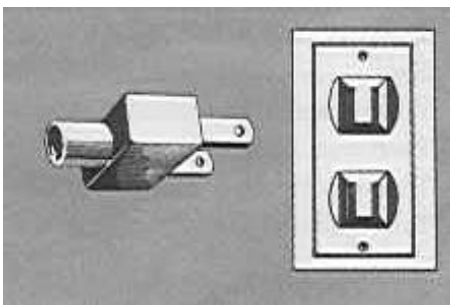
## Mobile Phones

Mobile phones in the USA are commonly known as cell phones. Before you leave Australia, check with your mobile phone company regarding roaming in the USA - only tri-band Australian phones work. Hiring a mobile phone in the USA may be a better and less expensive option. If you do decide to take your mobile remember to bring a charger that is 110-120 volts. Most phone chargers are 240 volts.

**TIP:** If Telstra is your network provider to retrieve voice messages send a blank text message to 101 and you will receive a call back within minutes with the message details.

## Electricity

The US uses 110 to 120 volts AC, 60 cycles. If you are using a European or an Australian appliance, you will need a 110-volt transformer and a plug adapter with two flat parallel pins. These adapters are difficult to find in the States so you are recommended to bring one with you.



## Currency

### Currency Exchange Rate

A dollar exchanges for about USD 0.757. Exchange rates may change at any time according to the market conditions.

### Currency

The currency used in Chicago/USA is the US Dollar (US\$), which is divided into 100 cents. Notes come in denominations of \$1, \$2, \$5, \$10, \$20, \$50 and \$100. There are larger denominations but they are rarely used. Coins used are 1¢ (penny), 5¢ (nickel), 10¢ (dime), 25¢ (quarter), 50¢ and \$1, although the last two aren't seen regularly.

### Traveller's Cheque

Though traveller's checks are widely accepted, make sure that they're denominated in U.S. dollars, as foreign-currency checks are often difficult to exchange. The three traveller's checks that are most widely recognized--and least likely to be denied--are Visa, American Express, and Thomas Cook. Be sure to record the numbers of the checks, and keep that information in a separate place in case they get lost or stolen. Most businesses will accept traveller's checks, but you're better off cashing them at a bank (in small amounts, of course) and paying in cash. *Remember:* you'll need identification, such as a driver's license or passport, to change a traveller's check.

### Credit Card

Credit cards are the most widely used form of payment in the United States: Visa (Barclaycard in Britain), MasterCard (EuroCard in Europe, Access in Britain, Chargex in Canada), American Express, Diners Club, Discover, and Carte Blanche. There are, however, a handful of stores and restaurants that do not take credit cards, so be sure to ask in advance. Most businesses display a sticker near their entrance to let you know which cards they accept.

*Note:* Some businesses require a minimum purchase, usually around \$10, to use a credit card.

It is strongly recommended that you bring at least one major credit card. Hotels, car-rental companies, and airlines usually require a credit-card imprint as a deposit against expenses, and, in an emergency, a credit card can be priceless.

### ATM

You'll find automated teller machines (ATMs) on just about every block at least in almost every town across the country. Some ATMs will allow you to draw U.S. currency against your bank and credit cards. Check with your bank before leaving home, and remember that you will need your personal identification number (PIN) to do so. Most accept Visa, MasterCard, and American Express, as well as ATM cards from other U.S. banks. Expect to be charged up to \$3 per transaction, however, if you're not using your own bank's ATM. One way around these fees is to ask for "cash back" at grocery stores that accept ATM cards and don't charge usage fees. You will have to purchase something first.

### Tipping

Tipping is customary all over America, usually around 15-20% of the bill. Most people in the service industry expect to receive tips. These include taxi drivers, waiters and waitresses, barmen, chambermaids, hotel bellboys and airport luggage porters.

### Trading Hours

Opening hours for shops are generally from 9.00am/10.00am to 6.00pm from Monday to Saturday and on Sundays from midday until 5.00pm. Offices open between 8.00am/9.00am-5.00pm from Monday to Friday. Banks are normally open from 9.00am to 3.00pm on weekdays and some open until lunchtime on Saturdays.

## Transportation from John F. Kennedy International Airport

JFK is located in the southeastern section of Queens County, New York City, on Jamaica Bay. It is fifteen miles by highway from midtown Manhattan. JFK consists of 4,930 acres, including 880 acres in the Central Terminal Area (CTA). The airport has more than 30 miles of roadway and is 12.7 feet above sea level.

Destination	Service	Frequency & Estimated Time of Arrival (ETA)
<b>Manhattan</b> (via connection with NYC subway or Long Island Railroad 'LIRR')	<b>Air Train JFK</b> \$5 Enter/Exit Fare + Subway Fare <b>Howard Beach Station:</b> Connect to the "A" subway train. To JFK from Manhattan, use the "A" train to "Far Rockaway." <b>Jamaica Station:</b> Connect to the "E," "J" or "Z" subway trains or connect to Long Island Rail Road direct to Penn Station.	Every 4-8 minutes 6 AM - 11 PM  Every 12 minutes 11 PM - 6 AM
<b>Midtown Manhattan/West Side</b> Port Authority Bus Terminal (42nd Street & 8th Avenue- (Airport Bus Centre).	<b>New York Airport Service Express Bus</b>  (718) 875-8200 Fare \$15	Every 15-30 minutes 6:15 AM - 10:10 PM  ETA 45 - 65 minutes (longer at peak hours)
<b>Midtown Manhattan/East Side</b> Grand Central Terminal (bus stops at 125 Park Ave. between 41st & 42nd Streets) Transfer available to hotels between 27th & 63rd Streets.	<b>New York Airport Service Express Bus</b>  (718) 875-8200 Fare \$15	Every 15 - 30 minutes 6:15 AM - 11:10 PM  ETA 45 - 65 minutes (longer at peak hours)
<b>Midtown Manhattan/West Side</b> NY Penn Station (33rd Street & 7th Avenue)	<b>New York Airport Service Express Bus</b>  (718) 875-8200 Fare -\$15	Every 15 - 30 minutes 6:15 AM - 10:10 PM
<b>Port Authority Bus Terminal</b> (42nd Street and 8th Avenue Gate 8)	<b>Trans-Bridge Bus Line</b>  1-800-962-9135 Fare \$12 one way	Three trips daily: 3:30 PM 5:30 PM 7:00 PM
<b>Manhattan</b> Anywhere between Battery Park and 227th including all hotels.	<b>Super Shuttle Manhattan</b> Shared door to door service 1-800-258-3826 Fare Range \$17 - \$19	On Demand 24 hours (Reservations required for return service)
<b>Manhattan</b> Anywhere between 14th and 96th Streets.	<b>Airlink New York</b> Shared door to door service 1-877-599-8200 or 718-560-3900 Fare \$17	On Demand 24 hours
<b>Manhattan</b> (via connection with NYC subway)	Q10 (Green Bus) from all terminals to Kew Gardens with connections to the A, J, Z, E and F trains to Manhattan. Bus fares: off-peak \$1.00, peak \$1.50 (6am to 10am and 3pm to 7pm) Subway fare: \$2.00 Discounts and free transfers between bus and subway available with MetroCard. Coins or MetroCard required	Every 15 minutes 24 hours
<b>Manhattan</b>	<b>Taxi</b> Flat rate \$45 (for the first destination) plus tolls Uniformed Taxi Dispatcher	Taxis are available 24 hours a day at taxi stands ETA 40 - 60 minutes, (longer at peak hours)

## Transportation around New York

When it comes to getting around New York, you'll have your pick of transportation in every neighbourhood. The subway and bus networks are thorough, although getting across town can take some extra manoeuvring. While just getting into a taxi costs more than a subway or bus ride, the convenience can be worth it. Depending on the time of day and your destination, walking might be the easiest and most enjoyable option. During weekday rush hours (from 7.30am to 9.30am and 5.00pm to 7.00pm), avoid the jammed midtown area, both in the subways and on the streets; travel time can easily double.

Hopstop provides you with free, online door-to-door subway and walking directory so you can get around the City. It is as easy as entering where you are located and your destination, you will be provided with the best way of getting to your destination. Visit <http://www.hopstop.com>.

### Train

The subway system operates 24 hours a day. It's cheaper than a cab and, during the workweek, often faster than either cabs or buses. Subway fares are \$1.50. If you're just taking a few trips, you should pay with tokens; they are sold at token booths that are usually open at each station, as well as at token vending machines. For four or more subway trips, you might find it easier to use the New York City Transit (MTA)'s MetroCard Gold. When you put \$15 or more on a MetroCard you get one free fare, making the card worthwhile if you are planning on using the subway often. They are sold at all subway stations and at some stores look out for an "Authorised Sales Agent" sign. You can buy a card for a minimum of \$3 (two trips) and a maximum of \$80, in \$6 increments. You can add more money to a card, and more than one person can use the same card. Both tokens and MetroCards permit unlimited transfers within the system. Before entering subway stations, read the signs carefully, one of the most frequent mistakes visitors make is taking the train in the wrong direction. Maps of the full subway system are posted on trains near the doors and at stations.

### Buses

Most bus routes operate 24 hours, but service is infrequent late at night. Buses are great for sightseeing, but traffic jams a potential threat at any time or place in Manhattan can make rides maddeningly slow. Certain bus routes now offer "Limited-Stop Service"; buses on these routes stop only at major cross streets and transfer points and can save travelling time. The "Limited-Stop" buses usually run on weekdays and during rush hours. Bus fare is the same as subway fare: \$1.50, in coins (no change is given) or a subway token or MetroCard. When using a token or cash, you can ask the driver for a free transfer coupon, good for one change to an intersecting route. Legal transfer points are listed on the back of the slip. Transfers have time limits of at least two hours, often longer. You cannot use the transfer to enter the subway system. However, you can transfer free from bus to subway or subway to bus with the MetroCard. You must start with the MetroCard and use it again within two hours to complete your trip. Route maps and schedules are posted at many bus stops in Manhattan and at major stops throughout the other boroughs.

### Taxi

Taxis are usually easy to hail on the street or from a taxi rank in front of major hotels, though finding one at rush hour or in the rain can take some time. You can tell if a cab is available by checking its rooftop light, if the centre panel is lit and the side panels dark, the driver is ready to take passengers. Taxi fares cost \$2 for the first 1/5 min, 30 cents for each 1/5 min thereafter, and 20 cents for each minute not in motion. A 50-cent surcharge is added to rides that begin between 8.00pm and 6.00am. There is no charge for extra passengers, but you must pay any bridge or tunnel tolls incurred during your trip. Taxi drivers expect a 15% tip. To avoid unhappy taxi experiences, try to have a general idea of where you want to go. A few cab drivers are dishonest; some are ignorant; some can barely understand English. If you have no idea of the proper route, you may be taken for a long and costly ride.

## Business Etiquette

When dealing with US business people the use of Australian slang should be avoided as it may lead to confusion and misunderstanding. Ensure you use American spelling on materials targeted at the American market, eg. color not colour.

In the USA, business attire is very important and projects the image of your company. US business people are generally quite sensitive to dress standards, so it's wise to err on the conservative side. A business suit is appropriate for meetings and most trade shows.

Academic credentials are not necessary on business cards. Americans will be more impressed with your understanding of the market, your product, and their company. It is recommended that phone and fax numbers on your business cards should have the International Country Code dialling details.

Face-to-face business meetings are an important element of doing business in the USA.

Other suggestions that will help achieve successful results are:

- Plan appointments at least a month to six weeks in advance, or as soon as you know your travel details.
- Companies use voice mail across the USA as a filtering device. Messages are often never returned. Have a rehearsed message ready so that if you are required to leave a message it is a quality and succinct selling message.
- Confirm appointments the day before and never arrive at an office unannounced.
- US business people will rarely leave their office to meet you, so meet them at their office or at a venue of their choice.
- The concept "time is money" is taken seriously in U.S. business culture. Businesspeople are used to making up their minds quickly and decisively. They value information that is straightforward and to the point.
- In the USA, money is a key priority and an issue that will be used to win most arguments. Status, protocol, and national honour play a smaller role. Similarly, "saving face" and other social niceties and formalities that are vitally important to other cultures are not as important in the United States. Ensure that all necessary information is readily available, including your pricing CIF, delivered, production capabilities and trading terms.
- Remember that your first price is just the starting point for negotiating - the US entity will expect several offers and counter-offers before a mutually acceptable price is reached.
- Be aware that the United States is the most litigious society in the world. There are lawyers who specialise in practically every industry and segment of society. Involve a lawyer to check any contract reached.
- Make sure you clarify what you understand to have taken place at a meeting because Americans are generally courteous and positive in listening to your presentation, which can give a false impression of interest (or commitment) on their part.
- Conclude the meeting with the understanding that you will follow-up - don't rely on the US businessperson to make the next move.
- Fast and comprehensive follow-up is essential - in any follow up go over who you are and when you met as the buyer may meet several hundred sellers a month.

## New York Etiquette

### Dressing for Business in New York

For a first meeting, you cannot go wrong if you dress conservatively. Afterwards, you may want to follow the example of your American counterparts.

In US business culture, dress tends to vary. In some parts of the country the east in particular most people wear business suits. In other areas, such as the west coast, a more relaxed approach to dressing is the norm in many workplaces. Executives in most regions of the country, however, usually dress quite formally.

Business suits or dresses are often the standard attire for women. Pantsuits, in classic styles, are also acceptable. Accessorising, which adds flair to even very simple outfits, is also practiced here.

### Greeting someone in New York

A handshake is the usual greeting throughout the United States. Most people address each other by their first names, but at business meetings and formal functions, the using of a person's title and last name is preferable.

### Business Cards

Your business card will not be refused, but you may not always receive one in return. Try not to be offended in the U.S., the rituals involved in exchanging business cards are sometimes not observed as closely as in other cultures.

The recipient of your card will probably place it into a wallet, which a man may put in the back pocket of his pants. This gesture is done for convenience and is not meant to be a sign of disrespect, as it might be in other cultures. In many cases, business cards are not exchanged unless you want to contact the person later.

### Gifts

The exchange of gifts is common practice in business circles but items are usually limited to small corporate items such as pens and brochures. Ai Group has found that the following gifts are of good quality they are reasonably priced and are well received in Asia. You can purchase them from Potoroo, Shop V10, Southgate Landing, South Bank. For more information contact Jodie on 03 9690 9859 or email [info@potoroo.com.au](mailto:info@potoroo.com.au).

Pewter Kangaroo Chop Stick Rest	\$10.50	Red Gum Chop Sticks	\$9.50
Red Gum Business Card Holder	\$29.50	Small Red Gum Desk Box	\$32.00
Letter Knife with Red Gum Handle	\$19.50	Pewter Letter Knife Kangaroo/Platypus motif	\$29.95
Pewter Bottle Stopper with Aus Animal motif	\$27.50	Pewter Coaster with Aus Animal motif	\$15.95
Pewter Business Card/Letter Holder	\$25.00	Shot Glass with Pewter Aus Animal motif	\$23.50
Pewter Spoons Aus Animal motif	\$22.50	Miniature Pewter Figurines Aus Animal motif	\$10.50

## **New York Tourist Sites**

### **Statue of Liberty**

Located on 12-acre Liberty Island in New York Harbour, the Statue of Liberty was a gift of international friendship from the people of France to the people of the United States and is one of the most universal symbols of political freedom and democracy. The Statue of Liberty was dedicated on October 28, 1886 and was designated a National Monument on October 15, 1924. The Statue was extensively restored in time for her spectacular centennial on July 4, 1986. Current Park Hours: 8:30am - 5:15pm. The last ferry departs the island at: 5:30pm. The park is open daily except Dec. 25th. Visitors experience a special insider's view of the engineering marvel that is the Statue of Liberty. Time passes are needed to enter the monument. A limited number of time passes are available at the ferry ticket offices for walk-ins on a first-come, first-served basis or reserved in advance.

### **Empire State Building**

New York's famous Empire State Building, a New York City Landmark and a National Historic Landmark, soars more than a quarter of a mile into the atmosphere above the heart of Manhattan. Located on the 86<sup>th</sup> floor, 1,050 feet (320 meters) above the city's bustling streets, the Observatory offers panoramic views from within a glass-enclosed pavilion and from the surrounding open-air promenade. Since the Observatory opened to the public in 1931, almost 110 million visitors have thrilled to the awe-inspiring vision of the city beneath them. The building, one of New York City's main tourist attractions, offers a variety of activities for its visitors. One can tour the Observatory 365 days per year, day and night, rain or shine for breathtaking views of Manhattan and beyond. All in all, the feeling and spirit of New York City is embodied in the Empire State Building, which is not only an awe-inspiring landmark which offers one of the most spectacular views on earth but an unequalled symbol of American ingenuity and Art Deco architecture.

### **Central Park**

Central Park came close to never happening at all. It was the poet and newspaper editor William Cullen Bryant who had the idea for an open public space back in 1844. He spent seven years trying to persuade City Hall to carry it out. The park was designed according to the precepts of classic English landscape gardening. They designed 36 elegant bridges, each unique, and planned a revolutionary system of four sunken transverse roads to segregate different kinds of traffic. Central Park opened to the public in 1876 and declared a peoples park. Central Park is one of the urban wonders of the world, a green oasis in the great concrete, high-rise landscape of New York City. It is so naturally part of the Manhattan environment that many people may not realise it is entirely man-made.

### **Grand Central Station**

Completely restored back to its 1913 splendour, Grand Central has become a midtown destination for five exquisite restaurants and cocktail lounges, 20 casual international eateries in the lower level Dining Concourse, gourmet foods from the Grand Central Market and the 50 unique specialty shops throughout the concourses, all in addition to transportation. Grand Central has also transformed itself into a venue for ongoing public events. Throughout the year, Vanderbilt Hall, the Terminal's 12,000 square foot former Main Waiting Room, is the site for ongoing free promotions and entertainment ranging from tennis exhibits to the annual Holiday. Grand Central has become an international example of a successful urban project that gave new life to an historic building which otherwise would have been discarded and destroyed.

## Foods

A large part of visiting New York City is experiencing not just the food but also the culture of dining. New York is a rich port city that can get the best foodstuffs from anywhere in the world and as a major immigration gateway it attracts chefs who know how to cook the world's cuisines properly. As you stroll through the streets of New York heavenly odours seem to emanate from every corner, pizza fresh from the oven, honey roasted nuts from street side vendors, the sweet smell of Indian curry, or tantalizing halal meats being grilled on skewers. It's not hard to work up an appetite.

### Katz's Delicatessen

The oldest delicatessen in New York City (established 1888), Katz's is also the only place in town that still carves all its pastrami and corned beef by hand and it makes a huge difference. It doesn't hurt that these products are the best available, as are the frankfurters, knockwurst, knishes and other Jewish deli staples. The ritual of interacting with the counter men is one of the great New York experiences. One table in the middle of the dining room bears an inconspicuous paper sign taped to its surface: "You are sitting at the table where Harry met Sally."

### Magnolia Bakery

Entering this neighbourhood treasure is like stepping back in time to a favourite college era bakery. These desserts have a cultish following, and it's easy to understand why nothing on the menu administers anything less than a spectacular dose of sugar. Addictive red velvet cupcakes come slathered in an icing that's as pure an expression of sugar, vanilla and butter as you're going to find. Or try a slice of the decadent "cherries jubilee," a moist mini cheesecake or the legendary banana pudding.

### Murray's Bagels

The New York bagel of yore rusty and chewy enough to dislocate your jaw, flavourful enough to eat plain is largely a thing of brunches past. But the aggressively old school Murray's honours tradition, using time tested methods to achieve a glossy sheen, a resistant bite, and a flavour so good we're willing to forgive minor transgressions like sun-dried-tomato bagels and maple-raisin-walnut cream cheese.

## Medical Contact Details

Most visitors to USA aren't covered medically so you will have to pay for any medical treatment received. Make sure to get travel insurance including health insurance before you go. In case of an emergency you may need to visit:

### Manhattan Hospital

(open 24 hours)  
Bellevue, 1<sup>st</sup> Ave and E 27<sup>th</sup> Street  
T: 562 4141

Drugstores, for day-to-day medical products are all over the city.

## References

<http://www.austrade.gov.au>

<http://www.nyc.gov>

<http://www.lonelyplanet.com>