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THE COUNCIL
OF
THE CITY OF NEW YORK
PETER KOO
COUNCIL MEMBER, 20TH DISTRICT, QUEENS

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E-Zone O2O Trade Show Committee
136-20 38th Ave, Suite 9J
Flushing, NY 11354
Attn: Sally Lu, Co-Chair of E-Zone O2O Trade Show Committee

Dear Co-Chair Lu,

I offer this letter of support for your vision of an E-Zone O2O International Trade Show, a cooperative effort which would use the latest technology and marketing tools to connect global businesses with New York-based entrepreneurs.

Recent years have seen the rise of O2O marketing, which leverages online digital marketing strategies to bring foot traffic to local brick and mortar storefronts. By utilizing state-of-the-art innovative online display technology to integrate elements of traditional, face-to-face communication and virtual sample rooms, your trade show would allow global manufacturers and suppliers to establish relationships with local businesses here in New York.

Our local businesses were severely impacted during COVID and providing them with new tools and partnerships to survive – and thrive – in a post-COVID world are crucial. Furthermore, as our world becomes increasingly connected, bilateral international trading programs and efforts, which would be created by such a trade show, are critical for these businesses.

I wish you and your committee success and look forward to new connections between New York and our future international partners.

Sincerely,

Peter Koo
Council Member
District 20