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**THE TRIANA GROUP SPONSORS NEW YORK TECHNOLOGY COUNCIL**  
*Sponsorship Helps to Connect International and New York Technology Companies*

**NEW YORK – July 7, 2010 – [The Triana Group, Inc.](http://www.trianagroup.com)**, which partners with technology companies to facilitate their international expansion, today announced it's joining the New York Technology Council as a sponsor. This sponsorship will provide the resources necessary to help connect international technology companies with those in New York City, educate international companies on the breadth and depth of opportunities in New York, and ultimately help them establish a foothold in the City.

"The international community is generally not aware of the exciting opportunities for the technology sector in New York City," said Dr. Jabril Bensedrine, managing partner of The Triana Group. "We are proud to partner with the New York Technology Council to introduce international technology companies to those in New York and to help foster growth for all involved."

"The New York Technology Council's mission is to help make New York City a center of excellence for technology by improving and enhancing coordination among businesses, academia and state and local governments," said Donn Morrill, chairman of the New York Technology Council. "We are honored that The Triana Group has chosen to be a sponsor for the Council and will help us generate global visibility for New York City as the ideal place for international technology companies to do business."

As part of the effort to increase awareness about New York City, the New York Technology Council will develop a series of events, starting this fall, that focus on the needs of international technology companies, bridging gaps and underscoring potential opportunities. These events will include panel discussions with various experts and are open to the public. For more information, visit [www.nytech.org](http://www.nytech.org).

**About the Triana Group, Inc**

The Triana Group, Inc. supports small and mid-sized European companies with market entry and development in the U.S. In addition to providing turnkey services, business expertise and operational support, Triana offers its member companies a high-level business network and priority access to financing solutions through its partnership with Meeschaert Capital Markets. The Group's offices are located in Paris, France, and New York, NY.

[www.trianagroup.com](http://www.trianagroup.com).