

NY mayor launches bid to help tech startups

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Mayor Michael Bloomberg, pictured here on January 18, 2013, on Tuesday launched an initiative to attract high-tech startups, the latest step in his campaign to turn New York into an East Coast version of Silicon Valley.

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The "We Are Made in NY" initiative includes a new website "that brings together city resources to help entrepreneurs and attract new startups,"

the mayor's office said in a statement.

The website includes a list of job openings at some 900 local high-[tech startups](#). Currently there are more than 3,000 openings.

Bloomberg's initiative also includes a digital, subway and bus ad campaign promoting "Made in NY" tech companies.

"Growing our local tech industry is an important part of our economic development strategy to bring new businesses to our city and more job opportunities to New Yorkers," Bloomberg said.

"The city offers the ideal location for talented people with groundbreaking ideas to start their companies, and the 'We Are Made in NY' initiative is the latest step we're taking to help them grow here."

The Google offices—a building the size of a city block located in the Chelsea neighborhood—is the Big Apple's high-tech keystone. It is Google's second largest corporate office after their California headquarters.

In July, [Google](#) opened part of its New York office for free to Cornell University for classes as the university completes its own campus, a graduate school to be known as Cornell NYC Tech, on Roosevelt Island in Manhattan.

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