The START-UP NY program could bring new businesses and jobs to the Binghamton area, but entrepreneurs and others need to learn more of the area, according to speakers at a Greater Binghamton Chamber of Commerce meeting.

The state program — coordinated here through Binghamton University and SUNY Broome — offers generous tax breaks and other assistance to start-ups or expanding businesses.

On Wednesday, the state announced 12 new businesses were enrolled in the program. However, eight were in Buffalo and the only one in the region was in the Ithaca area.

“No one knows about Binghamton. They don’t have a clue,” said Per Stromhaug, assistant Vice President for innovation and economic development at BU. He said state government is sending businesses to Buffalo and elsewhere. Use your contacts and network to interest potential businesses in this area, he urged.

Robert C. Murphy, the city’s director of economic development, said regional cooperation is essential to attract the start-ups.

“We need to challenge New York not to forget us,” he said.

Stromhaug and Murphy were panelists at the session with SUNY Broome President Kevin Drumm and Kenneth S. Kamlet of Hinman, Howard & Kattell.