

Global Cities Initiative, Metro JAX/Northeast Florida

Report to City of Jacksonville: 2019/Q2 (May 1 – July 31, 2019)

Summary

The Global Cities Initiative co-sponsored and presented three Global Competitiveness Programs. World City magazine's "Trade Numbers" event included a presentation on trade statistics and discussion of Jacksonville's trade with the world. An introduction to exporting program, "How to Grow a Global Business", was conducted for local manufacturers. A representative from the U.S. Embassy in Colombia provided a country-market briefing highlighting opportunities for Jacksonville region companies in a "Doing Business in Colombia" program. Nearly 190 counseling sessions were conducted with 50 Jacksonville-region companies. Four foreign direct investment projects were opened. Four companies reported making a total of \$23 million in export sales in Q2 2019.

Deliverables

Plan Implementation – *Continue serving as a one-stop, single entry point and roadmap for businesses seeking international trade and development assistance within JAXUSA offices.*

Status: Ongoing. Program coordination continues to be managed within JAXUSA offices. Businesses seeking international trade assistance are triaged and introductions facilitated to the appropriate international assistance resource. Information has been provided to foreign-based businesses seeking information on the Jacksonville region.

Program Management – *Continue follow up with organizations assigned lead responsibility in Plan for strategies and tactics to determine progress, schedule additional resources and/or modify strategies and tactics as necessary.*

Status: Ongoing. Regular communication and interaction with lead organizations to discuss strategies, tactics, and milestones for completion continues.

Global Cities Advocacy Team – *Ongoing administration of a Global Cities Advocacy Team (GCAT) that includes business leadership, including members of the original Plan's Steering and Core committees. GCAT members serve as subject matter experts and will be called on as necessary for plan implementation.*

Status: Ongoing. Global Cities Advocacy Team members in the banking, legal, logistics and trade assistance professions have been called upon to provide guidance. Eighteen professionals representing manufacturing, services, legal, banking, freight forwarding, trade associations, and community organizations continue to be available to assist as and when appropriate. Additional subject matter experts will be added as needed.

Business Outreach – *Meet with existing companies to document level of international trade and commerce experience and make referrals to international program providers. Conduct at least 30 meetings with regional businesses.*

Status: In process. 50 company meetings this quarter.

Global Competitiveness Programs: *Position the region for global opportunities by conducting five Global Competitiveness programs (i.e. market intelligence, trade finance or case studies) to inspire and prepare middle market companies for success in international trade and commerce.*

Status: In process. Three programs with 150 participants conducted this quarter. World City's "Trade Numbers" event facilitated a discussion of Jacksonville's trade with the world. Conducted an introduction to exporting program, "How to Grow a Global Business", for local manufacturers. A representative from the U.S. Embassy in Colombia provided a briefing on business opportunities in that country-market at a "Doing Business in Colombia" program.

Export Assistance Concierge Program – *Meet with 25 companies to assess their potential for success and for development of a customized export marketing plan.*

Status: In process. 10 company meetings completed this quarter. Two export marketing plans completed and delivered. One export marketing plan initiated this quarter.

Strengthening International Connectivity- *Meet with five foreign embassy or consular officers to build relationships and raise awareness of the region as a prime gateway for trade. Encourage the establishment of consular or honorary consular offices in the region. Conduct strategic trade development with JAXPORT.*

Status: In process. During their visit to Jacksonville region met with Belize's Deputy Prime Minister, Lord Governor and Deputy Chief of Mission, Embassy of Belize to discuss a future inbound commercial visit to Jacksonville.

Foreign Direct Investment (FDI) – *To increase regional value and attractiveness as a hub in the global value chain of targeted industries, initiate a confidential project with five foreign-owned enterprises, or their US headquartered subsidiary evaluating Northeast Florida for a potential new location or expansion. Execute annual sales mission to UK.*

Status: In process. Four projects initiated with foreign-owned enterprises in Q2 2019.

Mentoring Program – *Identify 10 small to middle market companies seeking to grow their activity. Partner with the Central-North Florida District Export Council membership to provide industry specific mentoring expertise to mentee companies.*

Status: In process. Six Jacksonville-region companies pursuing growth through exporting have applied to participate in a statewide Export Sales Mission to Colombia. Discussions are ongoing with the Central-North Florida District Export Council for that group to serve as mentors for export marketing plan recipients and other exporting companies.

Marketing – *As part of overall JAXUSA marketing outreach program, promote the seven-county Jacksonville region’s global brand and incorporate branding strategies for global corporate audience. Continue to enhance jaxglobaltrade.com website.*

Status: In process. Collaborating with the JAXUSA marketing team to update website. Changes include translation capability for over 100 foreign languages.