

## Global Cities Initiative, Metro JAX/Northeast Florida

Final Report to City of Jacksonville for the period : February 1, 2019 – January 31, 2020

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### Summary

The Global Cities Initiative attained the goals for this period of work and looks forward to continuing to work with small to medium enterprises in the Northeast Florida region, encouraging their pursuit of foreign trade opportunities. 161 companies were met as part of GCI business outreach activities. Eight Global Competitiveness programs provided information on opportunities in Japan, the Caribbean, Colombia, Canada, Mexico and Indonesian markets. Additional programming included an “Exporting with Amazon” webinar to encourage companies to utilize e-commerce channels for exporting, a Trade Numbers highlighting trade statistics and Jacksonville’s trade with the world and a How to Grow a Global Business with local manufacturers. 51 companies were met to assess their export potential and 7 export marketing plans were delivered. 1 foreign ambassador and 12 consular representatives were met. 12 confidential foreign direct investment projects were opened with one foreign-owned corporation announcing plans to establish business operations in Northeast Florida. 29 companies were identified who seek to grow their international business activity. Two Global Cities Core Group members were appointed to the North-Central Florida District Export Council. 67 companies reported making \$86,300,000 in export sales.

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### 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:** Completed. Program coordination managed within JAXUSA offices. Businesses seeking international trade assistance were triaged and introductions facilitated to the appropriate international assistance resource. Information 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:** Completed. Regular communication and interaction occurred with lead organizations to discuss strategies, tactics throughout the period.

**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:** Completed. Global Cities Advocacy Team members in the banking, legal, logistics and trade assistance professions provided guidance. Professionals representing manufacturing,

services, legal, banking, freight forwarding, trade associations, and community organizations engaged as and when appropriate.

**Business Outreach** – *International trade and commerce assistance partners will meet with regional companies to gauge level of international trade and commerce expertise. Conduct 50 meetings with regional businesses.*

**Status:** Completed. GCI partners conducted 161 outreach meetings with companies.

**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:** Completed. Conducted 8 programs.

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

**Status:** Completed. 51 Companies assisted. 7 export marketing plans were completed.

**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:** Completed. Met with 1 foreign ambassador and 12 consular representatives.

Conducted trade development with JAXPORT at two events. Hosted inbound delegations from Poland and Russia. Provided regional briefing to traveling international MBA student cohort.

**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:** Completed. Confidential projects were opened with 12 foreign-owned corporations evaluating the Jacksonville region for relocation or expansion. One foreign-owned corporation announced plans to establish business operations in Northeast Florida. Conducted sales mission to UK resulting in one confidential project opened.

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

**Status:** Completed. 29 companies seeking international growth opportunities counseled. Mentorship program curriculum completed. Execution of program throughout Central-North Florida DEC in progress. Two Global Cities core team members appointed to the Central-North Florida District Export Council.

**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:** Complete – Developed and distributed fintech one-sheeter for the UK sales mission establishing the region as a global leader in the industry and highlighting the region's commitment to prospecting in the UK market. Made JAXUSA.org more user friendly to the international audience with the application of 100+ languages for translation on the site. In process – creating new client presentation with emphasis on global location in addition to our industry competitiveness. Preparing to integrate jaxglobaltrade.com into existing JAXUSA.org for a more user-friendly experience.