

Global Cities Initiative, Metro JAX/Northeast Florida

Report to City of Jacksonville: 2019/Q3 (August 1 - October 31, 2019)

Summary

The Global Cities Initiative co-sponsored and presented two Global Competitiveness Programs. A U.S.-Mexico-Canada Agreement briefing provided an update of the status of that agreement and trade opportunities between these three countries. An Indonesia/U.S. Business Summit provided a market overview and best prospects for Northeast Florida opportunities interested in trade with Indonesia. The Jacksonville region was promoted in presentations to consuls general and one ambassador from three nations. 241 counseling sessions were conducted with 43 Jacksonville-region companies. Three foreign direct investment projects were opened. 12 companies reported making a total of \$54,700,00 in export sales in Q3 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. 32 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. Two programs with 70 participants conducted this quarter. An Indonesian/U.S. Business Summit provided Jacksonville region companies a country market briefing, awareness of trade opportunities and one on one meetings with Indonesian embassy representatives. Washington, D.C.-based U.S. Department of Commerce representatives conducted a U.S.-Mexico-Canada Agreement briefing on the status and opportunities offered in this trade block.
- **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. 11 company meetings completed this quarter. Two export marketing plans completed and delivered. One new 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. Hosted ambassador and 4 consular representatives from Indonesia for an Indonesia/U. S. Business Summit. Hosted Consul General and two trade representatives from the United Kingdom Consulate. Met with Consul General from Japan. Hosted and provided Jacksonville region economic development overview for 11 Lithuanian government officials.
- **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. Three projects initiated with foreign-owned enterprises in Q3 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: 11 companies seeking to grow their export activity identified. Assisting with the development of a mentorship program to partner exporting District Export Council

members with Small Business Development Center clients interested in obtaining District Export Council guidance.

- **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. Continuing collaboration with the JAXUSA marketing team to update website and create marketing collateral for international audiences.