

## INTERNATIONAL IMPACT

With more than 95% of the world's population and 80 percent of the world's purchasing power outside of the United States, the health of the Upstate economy depends heavily on international trade and investment. According to the annual IBM-Plant Location International-Global Location Trends, South Carolina leads the nation in creation of jobs tied to foreign investment. In fact, **more than 20 percent of South Carolina jobs** depend on international trade and investment.

As economies outside the United States continue to grow, the Upstate must dedicate itself to increasing its share of international trade and investment. The following describes how the Upstate will develop the strategies needed to maintain and grow its share of the global economy.

### Upstate Global Facts

- 375 international companies representing 31 countries
- \$14.8 billion in exports (2012)
- 4 Sister Cities relationships

## UPSTATE SC ALLIANCE & GLOBAL CITIES INITIATIVE

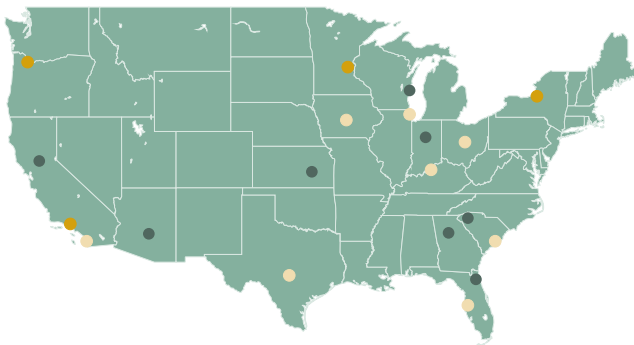
In late 2013, the Upstate (representing the 10-county Greenville-Spartanburg-Anderson CSA) was selected for the Global Cities Exchange through a competitive application process. Over the next four years, our team will work alongside the fellow Exchange members to develop the practical knowledge, policy ideas, and networks needed to become more globally connected and competitive.

Through comprehensive research, globally-focused events, and the Exchange network, the initiative will help the Upstate to:

- Develop and implement regional strategies to boost global trade and investment
- Forge partnerships between U.S. and international areas
- Advocate for state and national policy changes

## GOAL: TO INCREASE THE GLOBAL COMPETITIVENESS OF THE UPSTATE REGION

### Members of the Exchange



- **2011 Pilot Cities, Metropolitan Export Initiative**  
Portland, Los Angeles, Syracuse, Minneapolis-St. Paul
- **2012 Inaugural Cohort, Metropolitan Export Initiative**  
San Diego, San Antonio, Tampa Bay, Des Moines, Chicago, Louisville-Lexington, Charleston, Columbus
- **2013 Inaugural Cohort, Global Cities Initiative**  
Sacramento, Phoenix, Wichita, Milwaukee, Indianapolis, Atlanta, Jacksonville, Upstate SC

## TIMELINE

### Stage One: Export Plan

### Stage Two: Foreign Direct Investment Plan

### Stage Three: Other Global Strategies

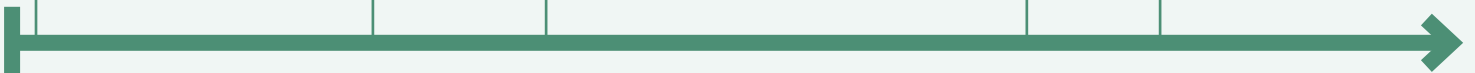
Conduct Market Assessment  
January - April 2014

Complete Market Assessment and Draft Export Strategies  
May 2014

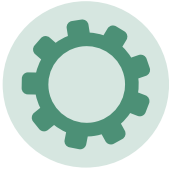
Develop Export Plan with Stakeholders  
June - August 2014

Release Final Export Plan  
October - November 2014

Export Plan Implementation  
2015



**GET INVOLVED**



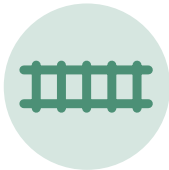
**Manufacturing and Business Services**

Complete the market assessment survey to help us understand your exporting activity, export-related challenges and policy measures you feel could encourage further growth in exporting.



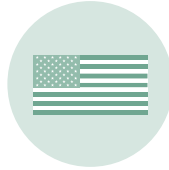
**Business or Community Leaders**

Get educated on the program and become an advocate for increasing the global engagement and competitiveness of the Upstate. Support future strategies by contributing to the Upstate SC Alliance and its global marketing efforts.



**Export Service Providers**

If your organization provides services related to international trade and investment development, international tourism or education exchange, complete the market assessment to help us understand your services and capabilities.



**Elected Officials**

Get educated on the program and become an advocate. Learn how increased global engagement can positively affect your constituents and increase your tax base.

**ABOUT BROOKINGS AND THE GLOBAL CITIES INITIATIVE**

The Brookings Institution is consistently ranked as the most influential, most quoted and most trusted think tank in the world. Its mission is to conduct high-quality, independent research and, based on that research, to provide innovative, practical recommendations for policymakers and the public. Since 1970, 16 Nobel economists have written papers discussing economic activity for the Brookings Institution. To learn more, visit [www.brookings.edu](http://www.brookings.edu).

The Global Cities Initiative, a joint project of Brookings and JPMorgan Chase, was launched in 2012 to help regional and metropolitan leaders reorient their economic development strategies towards greater engagement in world markets.

For more information, visit <http://www.brookings.edu/about/projects/global-cities>.

**CORE TEAM**

The Core Team will assist in the design and implementation of the plan as well as direct the actions of a larger steering committee.



Clarke Thompson  
SC Department of Commerce



David Shellhorse  
Appalachian Council of Governments



Mayor Rick Danner  
City of Greer



Dr. Kathleen Brady  
University of South Carolina



Jack Ellenberg  
SC Ports Authority



Elizabeth Feather  
Upstate SC Alliance

 **Connect with Us**

The Upstate SC Alliance is a public/private regional economic development organization designed to market and brand the Upstate SC Region to the world. Connect with us to learn more about how we are positioning the Upstate for future economic success.



[www.upstateSCAlliance.com/goglobal](http://www.upstateSCAlliance.com/goglobal)

Elizabeth Feather  
Marketing Research Manager  
[efeather@upstatealliance.com](mailto:efeather@upstatealliance.com)  
T. 864.283.2306 | F. 864.283.2310

Upstate SC Alliance | [www.upstatescalliance.com](http://www.upstatescalliance.com)  
124 Verdae Boulevard – Suite 202 | Greenville, SC 29607

