

syncTM Weekly highlights from the North Carolina Department of Commerce



Commerce Secretary Sharon Allred Decker (seated at left) meets with members of the N.C. Partnership for Economic Development

NCPED holds quarterly board meeting

N.C. Department of Commerce Secretary Sharon Allred Decker and Deputy Secretary and COO Dale Carroll attended the N.C. Partnership for Economic Development quarterly board meeting, held Jan. 18 at the offices of the Research Triangle Regional Partnership. The NCPED board consists of the chairmen (or board designees) from each of the seven regional partnerships, plus the secretary of Commerce. The secretary serves as permanent co-chairman, sharing leadership duties alongside an annually elected co-chairman.



Commerce Secretary Sharon Decker with Israeli Consul General



Caldwell County EDC Executive Director Deborah Murray, N.C. Department of Commerce Deputy Secretary Dale Carroll, Bakers Waste Equipment CEO Ric Raines, N.C. House Majority Leader Edgar Starnes and Caldwell County EDC Chairman William Howard III (photo courtesy of Caldwell County EDC)

Bakers Waste Equipment to add 60 metalworking jobs in WNC

On Jan. 7 the Caldwell County EDC welcomed Bakers Waste Equipment to the Lenoir area. The metalworking company will expand into and adapt a vacant furniture building to add 60 jobs to the current workforce of about 90 in Western North Carolina. Bakers Waste Equipment manufactures steel containers and compactors for the waste, construction, recycling, manufacturing, and retail industries in the southeastern United States. Welders and metal fabricators will be trained at Caldwell Community College and Technical Institute. The Caldwell County EDC, City of Lenoir, Caldwell County, Rep. Edgar Starnes and Commerce, including developer [Bill Payne](#), worked closely together on the project.



The port of Wilmington

Decker meets Israeli consul general

On Jan. 15 at the N.C. Capitol in Raleigh, N.C. Department of Commerce Secretary Sharon Allred Decker met with Israeli Consul General Opher Aviran to discuss ways to attract foreign investment and increase trade between North Carolina and Israel. Appointed in 2010 and based in the Consulate General in Atlanta, Aviran serves as the Consul General of Israel to the Southeastern U.S. He promotes political and strategic cooperation between the State of Israel and the southeast U.S. His goal is to further the economic, commercial, scientific and cultural cooperation in this region.



(Left-right) Bart Brown of Division of Workforce Solutions Veteran Services, Marilyn Williams of Division of Workforce Solutions Hendersonville, Rick Elingburg of Division of Workforce Solutions Asheville, N.C. Department of Commerce Secretary and COO Dale Carroll, and Clark Duncan of Economic Development Coalition of Asheville-Buncombe County

Job fair in WNC attracts 86 employers with 1,200 to 1,500 openings

On Jan. 3, the 7th Annual Homecoming Job Fair was held in Asheville. The job fair attracted 86 employers from across the region, who identified about 1,200 - 1,500 openings available in the first quarter of 2013. The Economic Development Coalition of Asheville-Buncombe County and the N.C. Department of Commerce Division of Workforce Solutions estimated more than 2,000 job seekers attended the job fair.



N.C. World Trade Association hosts ambassadors in Wilmington

The Cape Fear chapter of the N.C. World Trade Association is kicking off 2013 with visits and presentations in Wilmington by distinguished international guests based in Washington, D.C.

On Jan. 10, Ambassador Hunaina Sultan Al-Mughairy of Oman presented at an NCWTA-sponsored event in Wilmington to an audience interested in learning how to do business in Oman. N.C. Department of Commerce International Trade Division Director of Foreign Operations Derek Chen joined in the discussion to remind North Carolina business owners that exporting creates opportunities for a business to expand and diversify its customer base, enhance sales for seasonal products and increase job opportunities and stability for its employees at home.

On Jan. 24, Datuk Othman Hashim, the ambassador of Malaysia to the U.S., will be in Wilmington to present on "Business and Growth in Malaysia". This event also will be hosted by the Cape Fear chapter of the NCWTA from noon to 1:30 p.m. Registration is required and those interested in attending should register [here](#). N.C. Department of Commerce International Trade Division Director of Global Commerce John Loyack will be on hand to discuss export assistance programs offered by the Division as well as potential grant opportunities available to small businesses.



North Carolina's marine industry will be well-represented at the Miami International Boat Show next month

State to make global connections at Miami Boat Show

Approximately 35 North Carolina companies will be exhibiting at the [Miami International Boat Show](#) Feb. 14-18. At the show the N.C. Department of Commerce's International Trade Division will partner with the U.S. Department of Commerce's International Buyer Program and the National Marine Manufacturers Association to host trade

The Tourism float during the Inaugural Parade last weekend

Inaugural parade showcases tourism

Tourism was one of the key industries in North Carolina that was featured in the Inaugural Parade in Raleigh on Jan. 12. The N.C. Department of Commerce's Division of Tourism, Film and Sports Development worked with several industry partners to ensure tourism was well-represented, showcasing the economic impact of tourism to the state and the variety of attractions within the state. The Tourism float was third in the parade, following Governor and Mrs. Pat McCrory.

28th annual Emerging Issues Forum focuses on manufacturing

Manufacturing has changed dramatically in recent years. Labor-intensive practices have been replaced with innovative technological processes and a highly skilled workforce. Major manufacturers are bringing their offshore jobs back to the U.S. Companies no longer solely rely on internal talent. They integrate themselves horizontally, working across multiple sectors and platforms to create the best product. These industry changes are creating significant multiplier effects within communities, and North Carolina is uniquely positioned to maximize the opportunities. It is the fourth largest manufacturing state in the country and ranks first among southeastern states in terms of manufacturing employment.

Recognizing the enduring, changing, growing, but often-forgotten importance of manufacturing for North Carolina's and the nation's economies, the [Institute for Emerging Issues](#) is focusing its [2013 Emerging issues Forum](#) on "Manufacturing Works for North Carolina." The 28th annual forum will be held at the Raleigh Convention Center Feb. 11-12. Registration for the forum is open, and the [agenda](#) is posted online.

Biofuels Center expands sector development capabilities in WNC

As a chief component of its 2012-2013 grants award process targeting biofuels development in the western part of the state, the [Biofuels Center of North Carolina](#) will award \$766,256 to a consortium of partners led by AdvantageWest Economic Development Group to fortify the biofuels sector and trigger its expansion in the region. The project, "Planting the Seeds for a Robust WNC Biofuels Sector," will be collaboratively executed by AdvantageWest and 13 other entities, including: N.C. State University Mountain Horticultural Crops Research and Extension Center, Catawba and Transylvania counties, Appalachian State University Energy Center, Asheville-Buncombe Technical Community College, the N.C. Department of Agriculture & Consumer Services, Bent Creek Institute, Biltmore Estate, Blue Ridge Biofuels, Land-of-Sky Regional Council, Renewable Developers, Mountain Research Station, and communities and organizations brought together by a unique multiparty partnership.

The project partners will invest a 50 percent matching contribution of \$383,128, for a total project investment of \$1,149,384. The project also dovetails well with ongoing Biofuels Center-supported projects from previous grant cycles, including feedstock efficiency projects, woody biomass-to-biofuels feasibility analyses, and the Field to Fryer to Fuel initiative.

The partnership project will measurably increase biofuels

delegations from Japan, Costa Rica, Brazil, Panama, Chile, and Turkey.

For the first time, the boat show has been chosen to be a part of the [International Buyer Program](#), which was created to connect international customers and buyers with U.S. companies looking for new sales opportunities. The three organizations will help organize business-to-business matchmaking between the foreign delegates and the North Carolina exhibitors at the show.

The Miami International Boat Show is one of the largest boat shows in the world with more than 100,000 attendees, more than 3,000 boats and 2,000 exhibitors from all over the globe. The show is produced by the NMMA, the world's largest producer of boat shows and the leading association representing the recreational boating industry. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters and anglers throughout the U.S. and Canada.

The IBP is a joint government-industry effort that brings thousands of international buyers to the U.S. for business-to-business matchmaking with American firms exhibiting at major industry trade shows. Every year, the IBP results in approximately one billion dollars in new business for American companies, and increased international attendance for participating American trade show organizers.

For more information, please contact N.C. Department of Commerce Business Development Manager [Glenn Jackman](#), who will be at the boat show.

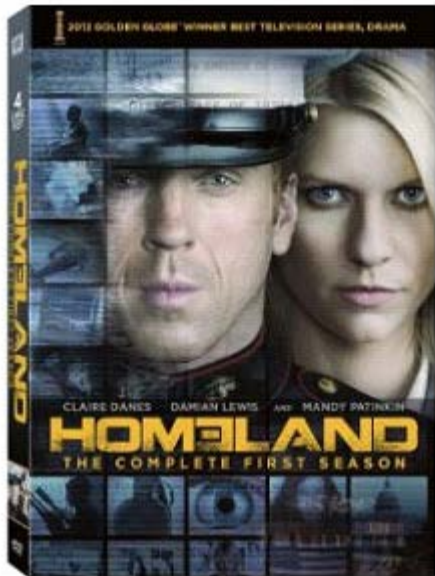


Visitors enjoy a wine tasting at Flint Hill Vineyards in East Bend

Study: Most N.C. winery customers are in-state visitors

A [new research study on visitation to North Carolina wineries](#) revealed that 80 percent of winery customers are visitors to the community, with more than 70 percent coming from inside the state. Most overnight visitors went to North Carolina wineries as an activity during their vacation while only 12.4 percent indicated that visiting the winery or a winery

production and use in western North Carolina through four central goals: (1) expand feedstock reliability, including oil crops, spent brewery grains, and woody biomass; (2) improve value-chain economics through coproduct opportunities, including harnessing nutraceutical fractionations and waste glycerin; (3) expand demand through the establishment of a new biofuels-testing laboratory and development of outreach tools; and (4) ensure regional coordination from a new strategic western North Carolina biofuels coordinator, and investigate a multi-tenant biofuels and bioproducts industrial park. [Read more.](#)



N.C.-filmed 'Homeland' strikes gold again

The North Carolina-filmed series "Homeland" once again walked away the big winner in television from the Golden Globe Awards, presented on Jan. 13 in Los Angeles. The series brought home the honor of Best Television Series-Drama for the second consecutive year. In addition, Claire Danes and Damian Lewis each won for Best Performance by an Actress and Actor, respectively, in a Television Series-Drama. In addition, the series was also once again named one of the top productions of the year by the American Film Institute earlier this month.

"Homeland" has filmed primarily in North Carolina for its two seasons. During that time, it is estimated to have had a direct in-state spend in excess of \$80 million while providing more than 8,000 job opportunities including 150 well-paying crew positions each season for the state's highly skilled film professionals. The production was heavily recruited to the state by the N.C. Film Office and cites the state's 25 percent film incentive, strong crew base and established infrastructure, and the ability of the Charlotte area to easily double for Washington, D.C. suburbs as reasons for choosing to film in North Carolina.

In addition to "Homeland," Fayetteville native Julianne Moore received her first individual Golden Globe honor for Best Performance by an Actress in a Mini-Series or Motion Picture Made for Television for her portrayal of Sarah Palin in the HBO movie "Game Change." [Read more.](#)

event was the primary reason for their trip, according to research by the N.C. Department of Commerce's Division of Tourism, Film and Sports Development and UNC-Greensboro.

Study findings indicate three distinct markets in the context of North Carolina winery visitation: local customers, day visitors and overnight visitors. Findings also indicate that special events are likely to attract greater numbers of customers from within North Carolina and are primarily viewed as benefits of client-to-winery relationships rather than as attractors for general North Carolina wine tourism.

In addition, overnight visitors were nearly 80 percent likely to make a return visit to a North Carolina winery and nearly 85 percent said they were likely to recommend the winery to others. Plus, overnight winery visitors are seeking a vacation experience, looking for additional attractions and reasonably priced accommodations. [Read more.](#)

[N.C. winery study: Most visitors are North Carolinians](#) (*The Business Journal of the Greater Triad*, Jan. 14)

Year-to-date Metrics

Below are year-to-date metrics tracked by the N.C. Department of Commerce's Division of Business and Industry Development that illustrate some of the recent activities of the Division. The metrics include the number of new economic development projects assigned to B&I development staff; the number of economic development project announcements; the number of announced jobs created and capital invested; the number of interactions existing industry staff had with businesses throughout the state; and the number of contacts received by the Business Link North Carolina/Business ServiCenter.

Jan. 1 - 22, 2013

New projects assigned:	31
Projects announced:	4
Jobs announced:	100
Capital investment announced:	\$45M
Industry visits by existing industry staff:	37
Calls to Business Link N.C.:	1,210

N.C. in the News

This Week's Highlights

- [N.C. No. 2 in jobs from foreign investments](#) (*Triangle Business Journal*, Jan. 17)
- [Jeld-Wen to expand Wilkes plant](#) (*The Charlotte Observer*, Jan. 16)
- [Blue Bell Creameries to open distribution, sales office in Morrisville](#) (*Triangle*)

Business Journal, Jan. 15)

- [N.C. small businesses gain foothold overseas](#) (*News and Observer* - Raleigh, Jan. 14)

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