

syncTM Weekly highlights from the North Carolina Department of Commerce



Governor Pat McCrory with Dr. William F. Greenlee, President & CEO of The Hamner Institutes for Health Sciences and Rodney Carson, Director of Strategic Partnerships for The Centennial Campus Partnership Office at the North Carolina BIO Reception in Chicago last week.

N.C. hosts life science executives at BIO International Convention

As part of the N.C. Department of Commerce's ongoing program to market the state to life science and biotechnology decision makers, the department once again led a major marketing initiative for North Carolina at the BIO International Convention, the industry's premier conference and trade show. The 2013 edition of the conference was held in Chicago, April 22-25, and Commerce's impact was felt both on the trade show floor and at the signature North Carolina BIO Reception, which has become one of the conference's "hot-tickets" in recent years.

The 2,800-square-foot pavilion in McCormick Place featured the "Thrive in North Carolina" branding. Tony Almeida, senior advisor to Governor Pat McCrory for Jobs and the Economy, met with company executives over the course of the four-day conference, along with recruiters from the department's Business & Industry Division. Overall, more than 50 sponsoring organizations participated in this year's state pavilion, showcasing the many aspects of North Carolina's biotechnology, pharmaceutical and life sciences industry. Organization of the pavilion was spearheaded this year by the North Carolina Biotechnology Center.

On the evening of April 23, Commerce organized the North



"Iron Man 3" Executive Producer Charles Neuwirth, N.C. Commerce Secretary Sharon Decker, Chairman & CEO of the MPAA Chris Dodd, and N.C. Film Office Director Aaron Syrett at the "Iron Man 3" premiere in Wilmington on April 28

MPAA report shows Iron Man 3's financial impact on N.C.

U.S. box office returns for Iron Man 3 won't be in until this weekend, but a new analysis released today (April 30) shows the [film's financial impact on North Carolina's economy](#) was significant. According to the Motion Picture Association of America (MPAA), the movie, which filmed in North Carolina between December 2011 and December 2012, resulted in \$179.8 million in spending and 2,043 jobs in the state. Spending associated with the film involved more than 700 vendors in 84 communities statewide.

"These findings are just the latest evidence of the economic benefit that film and television production has meant for North Carolina," said Chris Dodd, Chairman and CEO of the MPAA. "Thanks to a reliable and refundable production incentive, North Carolinians have been able to reap the benefits of direct spending and job creation across the state. Marvel's Iron Man 3, like so many productions that choose to shoot in North Carolina, generated hundreds of millions of dollars in revenue for local businesses in dozens of communities and thousands of jobs for North Carolina workers."

Iron Man 3 received \$20 million in support through state tax incentives. This investment by the state resulted in the following economic benefits:

Carolina BIO Reception at the Adler Planetarium, hosted by Governor McCrory. The high-profile event, sponsored by the Friends of North Carolina organization, drew nearly 400 life sciences industry executives from around the world.



Wood products manufacturer to create 31 jobs in Montgomery County

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced on April 22 that Jordan Forest Products, a wood products manufacturing company, will expand its operations in Montgomery County. The company plans to create 31 jobs and invest more than \$1.4 million over the next three years in Biscoe. The N.C. Department of Commerce's [Jan Critz](#) was the developer on this project.

Jordan Forest Products, an affiliate of Jordan Lumber and Supply, has become one of the most respected mills on the East Coast and one of the largest privately-owned lumber companies in the country. With its headquarters in Mount Gilead, the company plans to expand its operations to produce wooden pallet components. Jordan Lumber and its subsidiaries currently employ 301 people in Montgomery County and also have a facility in Georgia.

The project was made possible in part by a performance-based grant from the [One North Carolina Fund](#) of up to \$43,600. The grant is contingent upon proof of job creation and receipt of a local funding match.

Other partners that helped with this project include: N.C. Community Colleges, Montgomery County, Town of Biscoe and the Montgomery County Economic Development Corporation. [Read more.](#)



N.C. Commerce Secretary Sharon Decker (center in gray jacket) with Commerce staff and the state's foreign trade representatives on April 22 at Stanley Furniture's showroom in the High Point Furniture Market, which also houses the company's new corporate headquarters

International Trade Division holds annual road show

- \$8.99 in economic output for every dollar of tax credit received by the production.
- \$6.50 in Gross State Product for every dollar of tax credit received by the production.
- 102 full-time equivalent positions for every \$1 million in tax credit received.
- \$5.20 in labor income for every dollar of tax credit received by the production.

Read the full report [here.](#)

Non-woven media manufacturer to create 52 jobs in Beaufort County

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced on April 26 that ProNamic Industries, a non-woven media manufacturer, will locate its operations in Beaufort County. The company plans to create 52 jobs and invest more than \$8.5 million over the next three years in Washington. The N.C. Department of Commerce's [Tim Ivey](#) was the developer on this project.

"ProNamic Industries is a great fit for North Carolina and Beaufort County," said Governor McCrory. "We're focusing on recruiting companies and growing jobs in key economic sectors so our state has what it takes for businesses to succeed, and advanced manufacturing is high on that list."

ProNamic Industries is a raw material provider to the filtration industry. The company also provides media solutions to the air filtration industry. ProNamic Industries plans to acquire a facility in the Beaufort County Industrial Park.

The project was made possible in part by a performance-based grant from the [One North Carolina Fund](#) of up to \$156,000. The grant is contingent upon proof of job creation and receipt of a local funding match. The One NC Fund provides financial assistance, through local governments, to attract business projects that will stimulate economic activity and create new jobs in the state. Companies receive no money up front and must meet job creation and investment performance standards to qualify for grant funds.

Other partners that helped with this project include: N.C. Community Colleges, Beaufort County, Town of Washington and the Beaufort County Economic Development Commission. [Read more.](#)

The N.C. Department of Commerce's International Trade Division wrapped up a very successful 2013 Go Global Road show earlier this month. During the week of April 15, representatives from the state's seven overseas offices traveled across the state meeting one-on-one with North Carolina companies to help them increase exports of their products and services. The week included 176 appointments as well as "lunch and learn" sessions in Raleigh, Charlotte and Hickory. Those lunchtime presentations included insight on foreign market opportunities as well as inspiring stories from North Carolina firms that are finding great success overseas.

Last year North Carolina companies exported almost \$29 billion worth of goods and services around the world. More companies are growing jobs in the state due to increased international sales.

In addition, the ITD team members attended the High Point Furniture Market, where they hosted seminars for and interacted with overseas buyers who attended the market.



North Carolina's exhibit at the LAAD Trade Show in Brazil. Derek Chen from Commerce's International Trade Division (far right) led the state delegation.

N.C. Commerce participates in the LAAD Show in Brazil

South America's largest defense and security trade show was held in Rio de Janeiro, Brazil, April 9-12. The Latin American Aero and Defense (LAAD) trade show drew participants from more than 40 countries, with 693 exhibitors and 24 national pavilions. This show covered a wide range of products and services including those related to military and defense operations, tactical equipment, communications, IT, public and corporate security, simulation and training. The show had numerous official delegates including Brazilian ministers, senior staff and armed forces representatives in defense procurement, federal, civil and municipal police as well as numerous defense and security executives.

For the first time ever, the North Carolina International Trade Division exhibited at LAAD and was pleased to showcase six outstanding North Carolina companies. Special recognition is due to the Small Business Administration, which contributed to



Workforce Solutions grant receives top national designation

This past March, the [N.C. State Energy Sector Partnership training grant](#), in the N.C. Department of Commerce's Division of Workforce Solutions, was named one of the highest performing High Growth and Emerging Industry grantees from across the nation. This designation is the result of participant performance, program innovation, systemic change and the sustainability of training programs created to meet local employer needs. To date, 1,074 individuals in the state have received industry-recognized credentials and 810 individuals have been verified to be in training-related employment.

In January 2010, North Carolina received an ARRA State Energy Sector Partnership Grant from the U.S. Department of Labor for \$5.9 million to carry out training programs in the energy efficiency and renewable energy fields. There are four regional teams representing 38 rural counties across the state that facilitate training and certification of individuals in fields such as weatherization, solar voltaic installation, sustainable agriculture and green construction and deconstruction.



Durham finds success touting 'Tastiest Town' recognition

The news that *Southern Living* named Durham "The Tastiest Town in the South" in an online poll that was announced April 9 was well received by the press. The total program yielded 41 million media impressions to date. Media coverage included [USA Today](#), [The New York Times](#), and [Eater](#). The Durham

the booth costs through the State Trade and Export Promotion (STEP) Grant Program. The N.C. exhibitors covered a wide range of industry sectors including medical and tactical equipment, law enforcement and intelligence matters.

North Carolina exhibiting companies included: XGO of West End, Strategic Solutions Unlimited of Fayetteville, Centice of Morrisville, DARG Medical Group of Iron Station, Diamondback Tactical of Spindale and Combat Medical Systems of Fayetteville. Thanks to this participation, the companies were able to better understand the market opportunities and all companies were able to interview potential representatives or distributors for the Brazilian market. Each participating company indicated their pre-show objectives were exceeded, and those surveyed felt that the return on this event was outstanding.

Greenville named a Top Ten City of the Future

Greenville has been named a top 10 Micro City in *fDi Magazine's* "American Cities of the Future 2013/14." The rankings focus on a mixture of data and expert opinion to showcase cities that have the best prospects for inward investment, economic development and business expansion.

fDi Magazine, from the Financial Times, compiled research and created shortlists from more than 400 cities in North and South America. This collection of data includes five categories: economic potential, human resources, cost effectiveness, infrastructure and business friendliness. A sixth category, foreign direct investment strategy, was judged and scored by an independent panel based on more than 100 city submissions.

"This latest recognition by the Financial Times serves to bolster Greenville's growing reputation as a top tier Southern university and medical marketplace," says Carl Rees, economic development manager for the City of Greenville. "We are honored to be acknowledged based on the type of objective data that makes up this report."

Greenville is listed as the #10 Overall Micro City of the Future, #8 Micro City for Human Resources, and #8 Micro City for FDI Strategy. Greenville is ranked in the Micro Cities category, which includes cities with populations under 100,000.

The Financial Times, one of the world's leading business news organizations, is recognized internationally for business intelligence on the Web, providing an essential source of news, comment, data and analysis for the global business community.

Convention and Visitors Bureau played up the honor on its website and on social media with an email blast to 33,000 people and released it on its news service.

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 - April 29, 2013

New projects assigned:	144
Projects announced:	40
Jobs announced:	6,201
Capital investment announced:	\$554M
Industry visits by existing industry staff:	433
Calls to Business Link N.C.:	7,159

N.C. in the News

This Week's Highlights

- [Iron Man 3, filmed in NC, debuts in Hollywood](#) (*Charlotte Business Journal*, April 25)
- [Promising 250 jobs for Wake. Ipreo headed to downtown Raleigh](#) (*Triangle Business Journal*, April 25)
- [Local Boys & Girls Club making progress](#) (*Lincoln Times-News*, April 25)
- [American Sprinkle buys building, will relocate to Charlotte](#) (*Charlotte Business Journal*, April 24)
- [The way I work: Ken Grossman, Sierra Nevada \(Inc., April 24\)](#)
- [Pet travel company relocating HQ to Wake Forest](#) (*Triangle Business Journal*, April 23)
- [Unilin reopens plant](#) (*The Dispatch - Lexington*, April 23)
- [Pactera to bring 200 jobs. U.S. headquarters to Charlotte](#) (*Charlotte Business Journal*, April 22)
- [Shenandoah Furniture to buy Henredon plant in Mount Airy](#) (*The Business Journal of the Greater Triad*, April 22)
- [MetLife ramps up to hire for Charlotte hub](#) (*The Charlotte Observer*, April 22)
- [BlackGold Biofuels opens first East Coast recycling facility in Charlotte](#) (*Charlotte Business Journal*, April 22)
- [Triad conference looks to help companies](#)

(919) 733-4151

[Business Services](#) | [Community Services](#)
[Tourism Services](#) | [Workforce Services](#) | [Press Room](#)

Building Location:
301 North Wilmington Street
Raleigh, NC 27601-1058

Mailing Address:
4301 Mail Service Center
Raleigh, NC 27699-4301

[Invite a Friend](#) [Unsubscribe](#) [Subscribe](#) feedback@nc-sync.com [SYNC archive](#)

© 2013 North Carolina Department of Commerce | SYNC™ is a trademark of the N.C. Department of Commerce.
