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Weekly highlights from the
North Carolina Department of Commerce

GKN Driveline to Create 228 Jobs in Catawba County

Governor Pat McCrory and North Carolina Commerce Secretary Sharon Decker announced today that GKN Driveline will expand its Catawba County manufacturing facility. The company plans to create at least 228 new jobs in North Carolina by the end of 2018 and invest more than \$113.8 million in this location.

"Automotive manufacturing companies like GKN know that North Carolina is a strong fit for their company," said Governor McCrory. "The additional skilled manufacturing jobs that they'll create will strengthen the economy of Catawba County and add to our state's already strong base of automotive parts manufacturers."

GKN Driveline is the world's leading supplier of automotive driveline components and systems, serving global vehicle manufacturers, including BMW, Chrysler, GM and Ford. GKN Driveline is a leading producer of constant-velocity joint (CVJ) systems, AWD systems, transaxle solutions and eDrive systems.

"We are committed to creating new jobs in North Carolina with an emphasis on working with existing businesses to help them grow," said Secretary Decker. "We applaud the GKN Driveline team for their commitment to re-invest in North Carolina and expand their presence with us."

"This investment in our North Carolina operations will allow us to better supply the global automotive industry with world-leading driveline systems and further strengthen our customer base," said Robert Willig, President, GKN Driveline Americas. "We're proud to bring more jobs to the state and we thank Governor McCrory and the State of North Carolina for their assistance in this expansion."

[Uconda Dunn](#) served as the developer on the project for the N.C. Department of Commerce.

[Read more.](#)



(left-right) N.C. Commerce Director of Business Development Kuldip Wasson, Dry Corp. International Sales Manager Amanda McCarthy, and Mobile Reach Director of Marketing Communications Brett Cornwright.

N.C. Companies Participate in the Largest Technology Show in Europe

The International Trade Division of the N.C. Department of Commerce recently travelled to Germany as part of its ongoing mission to help North Carolina companies sell more products in overseas markets.

CeBIT 2014 tradeshow was held March 10 - 14 in Hannover, Germany. Recognizing the worldwide nature and importance of digital technology, German Chancellor Angela Merkel inaugurated the show on March 9. More than 210,000 visitors from 100 countries attended the event this year. The featured themes included new products and leading-edge solutions in data protection, large data handling, cloud computing, cyber security, and new mobile technologies. This tradeshow is the No. 1 most effective digital industry event in the world. It brought together thousands of buyers and sellers to discuss various business opportunities in the information and communications technology market.

The International Trade Division had a booth and several North Carolina companies participated at the show. These included Mobile Reach of Cary, Arcatech Systems of Mebane, Dry Corp of Wilmington, Acroprint of Raleigh, and InApp of Chapel Hill. The customer traffic was very good and the N.C. companies reported strong lead generation



N.C. Commerce Secretary Sharon Decker (left) with Mt. Olive Pickle employee Brenda Pemberton during a tour of the company's production facilities April 2.

Decker Visits Mr. Olive Pickle Facilities

N.C. Commerce Secretary Sharon Decker toured Mt. Olive Pickle Company April 2, part of her ongoing engagement program with business leaders across the state.

In addition to the plant tour, Decker met local business, military and university leaders for a round table discussion on issues of concern.

"I am here to listen to you," Secretary Decker said. "I want to hear what your concerns are."

The group's discussions touched on a variety of topics, including employment challenges, the role of agriculture and agribusiness in North Carolina's economy, and ways to strengthen rural communities.

Based at the corner of Cucumber & Vine and in business since 1926, Mt. Olive Pickle Company packs and sells the second best-selling brand of pickles in the U.S.



N.C. Commerce Secretary Sharon Decker (left); Congressman Mark Meadows (second from left), and Gov. Pat McCrory (second from right) at the ribbon cutting ceremony March 28.

Gov. McCrory, Secretary Decker Celebrate Continental AG Expansion

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker joined U.S. Representative Mark Meadows, N.C. Senator Tom Apodaca and N.C. Representative Chuck McGrady, and other leaders March 28 to help Continental AG celebrate the opening of a \$35 million expansion at its Henderson County production plant that will result in 40 new jobs during the next five years.

and results.

Germany is a large export market for North Carolina companies. In 2013, North Carolina exported \$995 million worth of goods and services to Germany. Commerce Business Development Director Kuldip Wasson participated in the event to facilitate N.C. exports and to help the companies form alliances and partnerships with European buyers.



Cartagena Marina Owner Jorge Londono (left) discusses the Columbia boat market with Keith Ammons (right) from North Carolina-based Regulator Marine

North Carolina Marine Companies Showcased in Columbia

Glenn Jackman of the N.C. Department of Commerce's International Trade Division led a delegation of North Carolina marine companies to the 2014 Cartagena International Boat Show, held March 22-24 in Columbia.

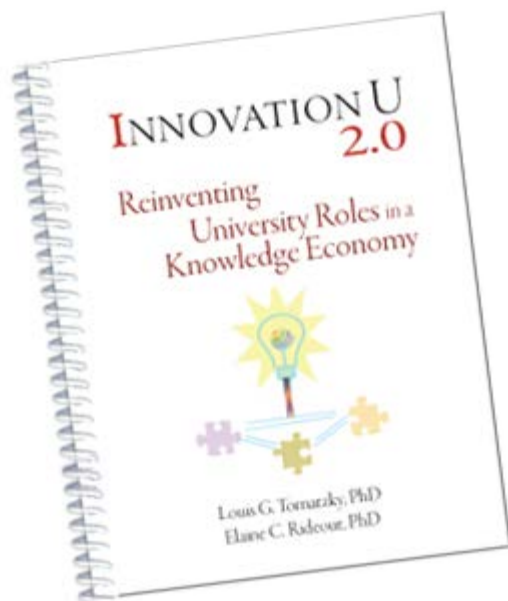
The U.S. Commercial Service and the National Marine Manufacturers Association (NMMA) partnered with the state to ensure that North Carolina's boating companies have an opportunity to establish themselves early in the growing Columbia market. [NMMA](#) is the leading association representing the recreational boating industry in North America.

The Columbia market represents a significant export opportunity for North Carolina companies. Currently 7,336 boats are registered throughout Colombia (with 40% of them based in Cartagena), helping to make it the 26th most important export market for U.S.-made recreational boats and related equipment. Many factors, including a boating-oriented culture, close geographic proximity to the United States, preferential currency

"North Carolina has proven time and time again that it can attract and retain global companies like Continental AG," said Governor McCrory. "We're grateful for its investment, quality products and trust in our state's workforce and economy."

Continental is based in Germany. The Continental plant in Henderson County employs approximately 626 people and manufactures vehicle brakes, chassis and brake calipers.

"We welcome Continental's expansion in Fletcher and see it as another sign of North Carolina's improving economy," said Secretary Decker. "Continental's strengthened commitment to our state is creating needed jobs in western North Carolina. We congratulate them and wish them continued success in helping us grow North Carolina's economy."



Commercialization of University Research Focus of Upcoming Conference

The N.C. Department of Commerce's Office of Science & Technology (OST) is helping organize a national conference for best practices on commercialization of university research. The conference, Innovation U. 2.0: Reinventing University Roles in a Knowledge Economy, will be held June 24-25 in Research Triangle Park.

OST's Assistant Director Scott Doron will be moderating a panel called Public Policy, Politics and Regional Challenges, which features N.C. Representative Tom Murry and N.C. Senator Brent Jackson, as well as OST Executive Director John Hardin. The conference is based on a new report that describes the dozen universities that excel at commercialization, including N.C. State University. Other universities cited include Carnegie Mellon, MIT and Stanford.

The original research team behind the Innovation U. initiative worked from the assumption that, though many universities excelled at commercialization, many more had unrealized economic potential, and the country would benefit economically if these potentialities became realities. The theme fits exactly with the first strategic priority under Innovation & Entrepreneurship in the North Carolina Jobs Plan: "Convert university innovation into jobs."

exchange rates, Free Trade Agreement, and current trading status as Colombia's No. 1 trading partner contribute to Colombia's increasing demand for U.S. boats and equipment.

State marketing efforts at the show were enhanced by the presence of informative exhibition spaces manned by prestigious North Carolina marine companies. The delegation also sponsored the reception area within the USA Pavilion that created a key focal point from which to market North Carolina's advantages and boating companies during the show. Immediately following the conclusion of the show, the NMMA and 19 pavilion exhibitors participated in a full day of touring area marinas with the goal of learning about the benefits, current limitations and needs of that market.

Plans for the 2015 edition of the show, scheduled for March 21-23, are already underway. For further information, contact [Glenn Jackman](#) in the International Trade Division.



Brand North Carolina Project to Showcase Top Idea Entries

The Brand North Carolina Project will hold its [Case Competition Finals](#) and [Creative Submission Showcase](#) on Saturday, April 12 at the N.C. Museum of Natural Sciences in Raleigh.

Case competition finalists will present their arguments and recommendations for a statewide brand from 8:30am to noon. Outstanding creative expression submissions that best capture "North Carolina" will be on display throughout the day. The winners of both competitions will be announced at the recognition and awards reception starting at 1:00.

The Brand North Carolina Project is being conducted by the University of North Carolina's Frank Hawkins Kenan Institute of Private Enterprise, sponsored by the N.C. Department of Commerce. The Project seeks to assemble basic research findings, core concepts and examples of creative expression to support the development of a statewide brand.

Registration for the conference is \$100 and is available [online](#). The report is available for free download at www.innovation-u.com.

For more information about the project, contact [David Rhoades](#) in the Commerce Marketing Division.

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 7, 2014

New projects assigned:	102
Projects announced:	28
Jobs announced:	1,288
Capital investment announced:	\$124M
Industry visits by existing industry staff:	205
Calls to Business Link N.C.:	5,456

N.C. in the News

This Week's Highlights

- [N.C. ranks second in U.S. aerospace job growth](#) (*Triad Business Journal* - April 4)
- [State of Randolph: Megasite would cost \\$50M to assemble](#) (*Triad Business Journal*- April 4)
- [Local, state leaders celebrate at airport](#) (*Lincoln Times-News*- April 4)
- [BizFest hosts 38 businesses in downtown Elkin](#) (*Elkin Tribune*- April 4)
- [Biogen Idec nabs FDA approval for hemophilia product: will manufacture in RTP](#) (*Triangle Business Journal*- March 31)

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