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Weekly highlights from the
North Carolina Department of Commerce

Automotive Engine Manufacturer to Create 127 Jobs in Lincoln County

Today (May 7), Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced that Borghetti Turbos North America, Inc., a manufacturer of turbochargers, gas turbines, compressors and other related automotive parts, will open a new facility in Lincoln County.

The company plans to create 127 jobs and invest more than \$3.7 million over the next three years in Lincoln County. The project was made possible in part by a performance-based grant from the One North Carolina Fund of up to \$99,000. The grant is contingent upon proof of job creation and receipt of a local funding match.

"Secretary Decker and I are working together to ensure that we're attracting new companies to North Carolina that fit with the job sectors we want to promote," said Governor McCrory. "Advanced automotive manufacturing is a strong industry for us and we're excited to welcome Borghetti Turbos to the North Carolina family."

Borghetti Turbos is a privately owned company with its international headquarters in Sao Marcos, Brazil. The company plans to open its first North American manufacturing facility in Lincoln County to manufacture turbochargers for its customer base in the U.S., South Africa and Eastern Europe. The company's products are marketed under the Master Power brand and used in commercial trucks, high-performance automobiles, as well as marine and industrial applications.

[David Spratley](#) served as the developer on the project for the North Carolina Dept. of Commerce.



Tourism Week marks travel industry's record impact on N.C. economy

Governor Pat McCrory has proclaimed May 4-12, 2013, as Tourism Week in North Carolina, joining destinations across the state to celebrate travel and tourism as a record-breaking industry that is vital to the economic stability and growth of the state. North Carolina ranks as the sixth most visited state in the country.

Newly released figures from the U.S. Travel Association show that in 2012, domestic visitor spending reached a record \$19.4 billion, a 5.4 percent increase that outpaced the industry's national growth rate of 4.4 percent. Direct tourism employment in North Carolina grew nearly 3 percent, and state tax receipts as a result of visitor spending approached \$1 billion.

"We attracted 45.4 million travelers from across the United States last year," Governor McCrory said. "The money spent on visits to our mountains, beaches, cities and places in between directly supported nearly 194,000 jobs and more than 40,000 businesses. We can be proud that the quality of North Carolina's travel experiences makes us the sixth most visited state in the nation."

N.C. Commerce Secretary Sharon Decker noted the importance of travel and tourism to growing jobs. "Communities in all of the state's 100 counties benefit from tourism and the jobs that the industry supports," Secretary Decker said. "Each North Carolina household saves \$423 annually in state and local taxes as a result of taxes generated by visitor expenditures."



Tourism division promotes *Iron Man 3*'s connection to N.C. with trip planner, sweepstakes

With *Iron Man 3* opening last weekend in the U.S., the N.C. Department of Commerce's Division of Tourism, Film and Sports Development is capitalizing on many opportunities to promote North Carolina, where the blockbuster film was shot. Filmmakers transformed coastal Wilmington, small-town Rose Hill and suburban Cary into California, Tennessee, Florida and even Afghanistan, in the high-tech adventure, which opened May 3 to rave reviews and record-smashing box office receipts. And as the movie was being shot, the stars found their way to first-rate restaurants and other attractions that boost the state's appeal.

To help travelers find the scenery where fast-paced action unfolds, the Division has created a [trip planner](#) that identifies key locations and places visited by Robert Downey, Jr., Gwyneth Paltrow, Ben Kingsley, Don Cheadle and Guy Pearce. In addition, the Division has partnered with the Wilmington and Island Beaches Convention and Visitors Bureau on a [movie-themed travel sweepstakes](#) featured on the home page of [VisitNC.com](#). Winners will receive free lodging for a three-day/two-night visit to the region, gift certificates to local restaurants and tickets to several area attractions including the Battleship *North Carolina*, a Hollywood Location Walk and the N.C. Aquarium at Fort Fisher.



(Left - right) Anvil Technologies Sales Engineer Christopher Roberts, N.C. Commerce Technology Business Development Director Kuldeep Wasson, Gould & Goodrich President Scott Nelson, Advanced Detection Technology Regional Sales Director Dave Sodergren, and State of North Carolina Foreign Trade Representative William Chu in Singapore

N.C. companies showcase security products in Singapore

[Read more.](#)



(Left-right) N.C. Institute of Minority Economic Development President Andrea Harris, The Alliance of N.C. Black Elected Officials Executive Director Brad Thompson, Governor Pat McCrory's Chief of Staff Thomas Stith, and N.C. Broadband Technical Assistance Director for Eastern North Carolina Dr. Donna Sullivan at the N.C. Black Summit last month

N.C. Broadband focuses on adoption and deployment strategies through collaboration

N.C. Broadband, a division of the N.C. Department of Commerce, served as the major sponsor for the eighth annual N.C. Black Summit, organized by The Alliance of N.C. Black Elected Officials, held April 25-27 at the North Raleigh Hilton.

In North Carolina, as in many states, African Americans are reflected as having lower broadband adoption rates than other populations. In [North Carolina's 2011 Citizen Survey](#), African American respondents reported the lowest percentage of home Internet access use, the second lowest percentage of households with a home computer, and the lowest percentage of respondents saying they use the Internet at all, anywhere. In response, N.C. Broadband organized sessions at the summit focused on how technology and broadband utilization can impact economic empowerment, education and government efficiency.

"This partnership with the Alliance provided a perfect opportunity for focused discussions about the role technology and broadband utilization can play in empowering individuals, small businesses and communities to help develop and grow their own economic potential, especially in the African American community," shared N.C. Broadband's Technical Assistance Director for Eastern

[Global Security Asia 2013](#) was held last month at the Sands Expo and Convention Center in Singapore. The annual event is a premier security exhibition in Asia as it showcases the latest equipment and advanced technological solutions in the global security sector. Companies from around the world wishing to expand their business in the Association of Southeast Asian Nations (ASEAN) region attended this event. This year's show drew participants from 24 countries and law enforcement delegations from INTERPOL and 14 countries. The N.C. Department of Commerce's International Trade Division had a booth in the USA pavilion and three North Carolina companies exhibited at the show. These included Advanced Detection Technology of Mooresville, Gould & Goodrich of Lillington and Anvil Technologies of Greensboro.

Despite continuing uncertainty in the global economy, homeland safety and security is a thriving industry. Growth in the ASEAN region is projected to accelerate due to several planned building and infrastructure projects. The Global Enabling Trade Report by the World Economic Forum ranked Singapore first for having the most open economy for international trade and investment. In 2012, North Carolina exported more than \$351 million worth of products and services to Singapore.

North Carolina companies were able to take part in business-to-business meetings with delegates from Vietnam, Cambodia, Sri Lanka, Malaysia, Brunei, Bangladesh, South Korea, Philippines, Indonesia, Hong Kong and Thailand. Commerce Technology Business Development Director Kuldip Wasson and State of North Carolina Foreign Trade Representative William Chu participated in the event to facilitate North Carolina exports and help the companies in seeking out new markets and new opportunities for trade.



North Carolina celebrates World Trade Week beginning May 20

The North Carolina business community will join business and industry throughout the nation to spotlight the importance of world trade to the U.S. economy during the celebration of World Trade Week, May 20-24. Every year, the President of the United States declares the third full week of May as World Trade Week, which began as a local observance of the Los Angeles Chamber of Commerce in 1927. Its purpose is to call attention to the importance of world trade to the U.S. economy. This year the International Trade Division of the N.C. Department of Commerce will hold [educational events](#) designed to help North Carolina companies expand their business in the international market place.

North Carolina Dr. Donna Sullivan.

As part of the summit, Governor Pat McCrory's Chief of Staff Thomas Stith spoke about the Governor's commitment to economic development. Dr. Nicol Turner-Lee, a national expert on broadband adoption among minorities, gave the keynote address. Turner-Lee created the first National Minority Broadband Adoption Study, which was then cited in the Federal Communications Commission's congressionally mandated National Broadband Plan.

Broadband providers AT&T, CenturyLink and MCNC participated in the summit, with AT&T North Carolina serving as a sponsor. Funding from N.C. Broadband came from its federal grant from the National Telecommunications & Information Administration.

Also last month, N.C. Broadband participated in discussions on innovations in wireless and broadband technology at a seminar in New Bern on April 24. The workshop, led by the N.C. League of Municipalities along with the Carolinas Wireless Association, focused on evolving telecommunications technology and implications for local governments and citizens. N.C. Broadband Senior Telecommunications Specialist Brian Rathbone served as a panelist and spoke about the need for local governments to work closely with private sector providers by identifying assets that can be leveraged to increase broadband deployment opportunities around the state, as well as identifying barriers preventing service from being deployed. AT&T, American Tower and the NCLM presented on the challenges of, and possible solutions to, the deployment and expansion of 4G wireless networks.



Director of Tourism Marketing Wit Tuttell (photo courtesy Garry Hodges/Sunset Studios)

Tuttell discusses N.C. tourism at Rocky Mount's Economic Summit

N.C. Department of Commerce Director of Tourism Marketing Wit Tuttell was the keynote speaker at the Rocky Mount Chamber's 2013

N.C. Southeast launches international investment initiative

Anchored by a deepwater port, one-stop passenger air service to most of the world's major business centers and a solid base of existing international firms, Southeastern North Carolina is no stranger to foreign direct investment, the cash and companies flowing across the globe in search of market access, raw materials and profitable production sites. But the 11-county region stretching from the Atlantic Ocean to the Sandhills is well positioned to draw more attention from global investors, according to a recent study by North Carolina's Southeast Regional Economic Development Partnership, which plans to launch a strategy to attract more FDI to the region.

"The immediate focus of the study was on getting a firm understanding of companies' perspectives and the specific factors they use in making region-to-region comparisons when weighing investment options and to understand the region's competitive positioning in launching a credible FDI strategy," said N.C. Southeast President Steve Yost. As part of the study, N.C. Southeast surveyed existing international businesses in the Southeast, assembled best practices in FDI promotion by economic development organizations in the U.S., and analyzed global investment trends as they relate to Southeastern North Carolina's leading industry "clusters," such as building-products, alternative energy, value-added agribusiness and advanced manufacturing.

Economic data and qualitative input were compiled working closely with UNC-Wilmington, the N.C. Department of Commerce, the N.C. State Ports Authority, the N.C. Biotechnology Center and other partners and allies.

Integrating regional economies with the global marketplace is a critical success factor for economic development organizations working to replace the low-skilled jobs with better-paying opportunities tied to innovation and global markets. "In these times of slower U.S. growth and changing international competitiveness, smart economic development groups are finding ways to grow their economies by being globally active," explained Ted Abernathy, executive director of the Southern Growth Policies Board, a public policy think-tank based in Research Triangle Park. "It is all about attracting global capital and investments to create local jobs." [Read more.](#)

Duke Energy to help prepare several state locations for potential industrial development

Duke Energy Progress has chosen ten North Carolina sites to participate in the utility's 2013 Site Readiness Program to prepare the locations for potential industrial development. The sites are located in Chatham, Harnett, Montgomery, Nash and Randolph counties.

Duke Energy's Site Readiness Program is designed to help communities served by the utility compete for new companies and jobs. More than 35 counties submitted applications for the program in North and South Carolina.

Ideal properties for Duke Energy's program are 75 acres or larger and served by the utility. A qualified site can be suited either for a single, large industrial facility, data center or potential industrial park (multi-tenant site).

Economic Summit on April 30. Tuttell spoke on the state of North Carolina's \$19 billion tourism industry, discussed statewide tourism marketing and branding efforts and talked about the impact of sports events on smaller communities throughout the state. This year's event had a targeted focus toward future regional impact - not ten years down the road, but toward impact over the course of the next year - and included several other presentations on a variety of topics.

Military Women Entrepreneurship Conference coming to Camp Lejeune

Several business support organizations in North Carolina have come together to promote and celebrate entrepreneurship among military women. [A New Mission: How Military Women Become Entrepreneurs](#) is scheduled for 9:30 a.m. - 2:30 p.m. at the Marston Pavilion at Camp Lejeune in Jacksonville on May 21.

Coastal Carolina Community College and its Small Business Center, the Jacksonville Chamber of Commerce, the Women's Business Center of North Carolina, the N.C. Rural Economic Development Center and the N.C. Military Business Center are presenting the event.

The program is designed to connect military women, active duty, veterans and military wives to business resource experts. Attendees will meet leading entrepreneur and veteran support organizations and network with small business professionals. The program will include a panel of women veteran business owners, who will share their stories. Keynote speaker Sue Malone, a pioneer business leader and champion of women veterans, will enliven the audience with her stories and passion for women in business.

More than 20 business and entrepreneurial support organizations from around the state will come together to further the cause of entrepreneurship among military women. [More information is available](#), and advance registration is required to secure a base pass.

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

Duke Energy's program has been recognized by *Southern Business & Development* magazine as one of the South's top site readiness programs. Duke Energy's overall economic development program has also been consistently named by *Site Selection* magazine as one of the nation's "Top 10 Utility Economic Development Programs."

For more information about Duke Energy's economic development programs, visit www.considerthecarolinas.com.

businesses throughout the state; and the number of contacts received by the Business Link North Carolina/Business ServiCenter.

Jan. 1 - May 6, 2013

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| New projects assigned: | 151 |
| Projects announced: | 41 |
| Jobs announced: | 6,240 |
| Capital investment announced: | \$558M |
| Industry visits by existing industry staff: | 454 |
| Calls to Business Link N.C.: | 7,587 |

N.C. in the News

This Week's Highlights

- [All-States Medical Supply hiring 50 employees](#) (press release, May 3)
- [PepsiCo embraces its New Bern roots](#) (*Sun Journal* - New Bern, May 1)
- [Bloomberg: Charlotte and Raleigh among top 'American Boomtowns'](#) (*Charlotte Business Journal*, April 30)
- [Grants help recycling firms expand in Catawba County](#) (*Hickory Daily Record*, April 30)
- [AT&T hiring 100 in N.C., recruiting veterans](#) (*Triangle Business Journal*, April 30)
- [Hickory Springs starts construction of foam tech center in Conover](#) (*Charlotte Business Journal*, April 29)
- [Rural Triad counties get \\$2.2M in state grants](#) (*The Business Journal of the Greater Triad*, April 29)
- [Argol America to hire 20 for Charlotte headquarters](#) (*Charlotte Business Journal*, April 29)
- [Herbalife ready to start work on Winston-Salem plant](#) (*Winston-Salem Journal*, April 28)
- [GE Hitachi deal with Va. utility could bring dozens of jobs](#) (*StarNews* - Wilmington, April 25)

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