

# sync<sup>TM</sup>

Weekly highlights from the  
North Carolina Department of Commerce



N.C. Commerce Secretary Sharon Decker with Stanadyne Jacksonville Plant Manager Bart Brashear

## Decker Attends Community Day in Jacksonville

N.C. Commerce Secretary Sharon Decker participated in Jacksonville's Community Day on July 16. Jacksonville Onslow Economic Development organized the event. This visit is the first of Decker's listening tours across the state. During the tours, Decker, the newly formed N.C. Economic Development Board and Governor McCrory's Senior Advisor for Jobs and the Economy Tony Almeida will meet with public and private



The KSM Castings groundbreaking on July 17 in Shelby

## KSM Castings Breaks Ground on its First Casting Facility in the U.S.

Germany-based KSM Castings celebrated the groundbreaking of its Shelby facility less than six months after its public announcement to invest more than \$45 million and to create 189 new jobs. The project is considered a strategic investment to further diversify the manufacturing footprint of the company. The N.C. Department of Commerce's [Martyn Johnson](#) was the original developer on this project.

By opening up new business opportunities in the U.S., KSM Castings is further expanding its leading position as a provider of complex light-metal components for powertrain and chassis components in the automotive industry. In establishing its first location in the U.S., the company is addressing the rising demands of its international customers for high-quality castings.

"In addition to expansion projects in our existing facilities, our investment strategy is based on increased globalization of our manufacturing network," explained KSM Castings CEO Dr. Frank Boshoff. "The new production site in North Carolina will enable us to supply our current and future customers in the growing U.S. market on a more local basis."

The site on Plato Lee Road will provide a 100,000-square-foot state-of-the-art casting facility with a yearly capacity of 6,000 tons of aluminum castings. The final plant design will be inspired by the technology and look of

sector representatives, including many involved with local and regional economic development activities.

That morning Decker toured Stanadyne Corporation's Jacksonville facility. Stanadyne is a global manufacturer of engine fuel systems for the automotive industry. The Connecticut-based company has two facilities in North Carolina - in Jacksonville and Washington - as well as plants in Italy, China and India.

During lunch, Decker met with city and Onslow County officials at City Hall. Later that afternoon, Decker held a town hall meeting with Jacksonville Mayor Sammy Phillips, the city council and other local officials. During [her presentation](#), Decker outlined her vision for North Carolina and how she hopes to improve the economic health of the state's 100 counties.

Decker plans to return to Onslow County for a visit to Camp Lejeune in a few months.

[State commerce secretary speaks in Jacksonville](#) (*The Daily News* -- Jacksonville, July 16)

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## International Visitors Spend More Than \$314M in N.C. in 2012

The N.C. Department of Commerce's Division of Tourism, Film and Sports Development recently completed the 2012 analysis of international visitation to the state. The analysis concludes that in 2012, more than 669,000 international visitors spent time in North Carolina spending more than \$314 million. These estimates do not include Canadian visitation.

The top countries of origin for N.C. were the U.K. (87,203) and Germany (73,847), followed by China (33,310), Mexico (32,151), Japan (29,902) and India (29,599). These top countries accounted for more than 40 percent of the international spending in the state.

Interesting information from the analysis includes:

- German visitation increased more than 20 percent from 2011, edging Germany closer to the U.K. in terms of visitor volume. U.K. visitation was up 7 percent.
- Visitors from China have the highest per person spending (\$788), followed by visitors from Switzerland (\$620).
- Visitors to North Carolina from India and Japan spend a larger proportion of their total spending on lodging than other Asian visitors, followed by European visitors. Visitors from South America spend the smallest proportion of total spending on lodging.
- European visitors to North Carolina tend to spend more on restaurants and dining, while visitors from South America and India spend more in supermarkets, indicating that they may be cooking in their places of lodging rather than eating out.
- German, Japanese, Swiss and Italian visitors have the highest propensity to rent cars while in North Carolina, spending a larger proportion of their total spending on auto rental and oil/gasoline than visitors from other countries.
- The proportion of total spending on clothing and jewelry ranks high for all countries of origin, particularly Venezuela, China/Hong Kong and Sweden.

The report data represents conservative projected estimates by the Division based on presumptions derived from

modern KSM plants in Europe. Production capabilities will be comprised of highly productive machining equipment that enables KSM to offer machined ready casting solutions.

"KSM Castings is also listed in the top ranks of Germany's most innovative small and medium-sized enterprises," added Project Manager Jan-Christoph Schwarck. "We are committed to apply these same operating principles in our new Shelby facility. It is exciting to think of what can be achieved here, when we combine these corporate characteristics with the talented and inspired workforce we expect to find in the Shelby area."

The new facility is scheduled to be operational in spring 2014 and expected to begin hiring and staffing in late 2013.

[KSM Castings expects to begin making auto parts in 2015](#) (*Charlotte Business Journal*, July 17)

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## Orange County Unveils Solar Farm Through Partnership With Strata Solar

Orange County and Strata Solar are jointly announcing a new solar farm facility that the home-grown company will establish in the county's White Cross community.

This action follows the Orange County Board of Commissioners unanimous approval in 2012 to grant a special use permit for the facility. The Orange County Economic Development Department and the Orange County Planning & Inspections Department assisted Strata Solar in this project's site approval.

The 35-acre solar farm, the first of its size in Orange County, will be located on White Cross Road, near the White Cross Community Center. Construction began in early July and will last approximately 12 weeks.

Once completed, this will be a 6-megawatt solar farm, consisting of more than 26,000 solar panels, and capable of powering approximately 750 homes. Additionally, the farm will displace 4,224 tons of carbon dioxide annually.

"Strata Solar is making great strides in bringing solar power to Orange County. White Cross Farm is the first of many projects, and we look forward to continuing to bring long term jobs, local investment and clean energy to the residents of North Carolina," said Strata's COO John Morrison.

"We are very excited about our relationship with Strata Solar," said Orange County's Economic Development Department Director Steve Brantley. "The capital investment in

government data, market penetration data, other independent research sources and aggregate Visa usage data provided by VisaVue Travel for the period of calendar year 2012. [Read more.](#)



(Left-Right) N.C. Commerce International Trade Division staff Mike Hayes, Tiffanie Taylor, Rick Hill, Derek Chen, John Loyack, Bethany Khouri, Jean Davis, Lisa Law, Theresa Spera and Kuldip Wasson

## ITD Staff Volunteers at Inter-Faith Food Shuttle

As part of the state government's community service program at the N.C. Department of Commerce, International Trade Division staff worked with the Raleigh-based Inter-Faith Food Shuttle on July 12 to harvest produce that goes to needy families. The organization's goal is to build a hunger-free community in the Triangle.

The ITD team harvested vegetables, collected eggs, built a fence for farm animals, worked with chickens and goats, and donated cash for hunger relief.

Orange County is significant without any requirement for additional school, sewers, roads or other county services. Orange County and Strata Solar hold the same values at our core - promoting energy independence, job growth and growing a clean energy base in the county."

[Orange County solar farm arising on land formerly zoned for trailer park](#) (News & Observer - Raleigh, July 16)

## 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 - July 22, 2013

<b>New projects assigned:</b>	220
<b>Projects announced:</b>	71
<b>Jobs announced:</b>	10,041
<b>Capital investment announced:</b>	\$927M
<b>Industry visits by existing industry staff:</b>	747
<b>Calls to Business Link N.C.:</b>	11,472

## N.C. in the News

### This Week's Highlights

- [GE Aviation work draws new supplier to area](#) (Greater Wilmington Business Journal, July 19)
- [Stakeholders plant seeds for the future of industries, education](#) (The Daily Dispatch - Henderson, July 18)
- [N.C.-filmed 'Homeland' scores big with Emmy nominations](#) (StarNews - Wilmington, July 18)
- [Volvo Group planning \\$15M office near Greensboro campus](#) (The Business Journal of the Greater Triad, July 17)
- [Collecting data on Internet connections](#) (Smoky Mountain News, July 17)
- [Chemtex picks Duplin County firm for ethanol plant supplies](#) (Triangle Business Journal, July 17)
- [Fur real: Dog hotel coming to Greensboro](#)

(News & Record - Greensboro, July 17)

- [Innovate Catawba works to keep young folks, jobs in Hickory area](#) (Charlotte Business Journal, July 17)
- [Gulfstream finds success fishing in Triad talent pool](#) (The Business Journal of the Greater Triad, July 17)
- [Colorado outdoors company relocates to Asheville](#) (Citizen-Times - Asheville, July 16)
- [City holds job fair for people with criminal convictions](#) (The Durham News, July 15)

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