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Weekly highlights from the
North Carolina Department of Commerce



(Left-right) L-R Dale Carroll with Denver Global Products Executives: CFO Michael Parkins, CEO Roger Leon, COO David Agee and CAO Jeanne Hendrix, and Lincoln EDA Director Crystal Gettys

Denver Global Products to create 450 jobs in Lincoln County

Governor Bev Perdue announced Oct. 15 that Denver Global Products, Inc., a subsidiary of Chongqing RATO Power Company Ltd., will establish its manufacturing, distribution and R & D facilities in Lincoln County. The project was made possible in part by a Job Development Investment Grant. To meet the targets established in this performance-based grant, the company plans to create 450 jobs over four years and make a capital investment of \$30.2 million in Lincoln County. The N.C. Department of Commerce's [David Spratley](#) was the developer on this project.

"North Carolina continues to be a top choice for companies looking to establish advanced manufacturing as well as research and development facilities," Perdue said. "This proves how important our investment in education and infrastructure is, and that it's resulting in good jobs for North Carolinians."

Denver Global concentrates on innovating solutions for consumer products. The manufacturing facility will produce DGP developed products as well as RATO products.



N.C. Department of Commerce Secretary Keith Crisco (right) presents a state flag to LS Cable & System President and CEO John Son (left).

Superior Essex opens first North American plant

Atlanta-based Superior Essex Inc. held a grand opening of its first North American energy cable manufacturing plant. N.C. Department of Commerce Secretary Keith Crisco spoke at the ceremony, which took place on Oct. 9 in Tarboro.

"North Carolina is a state for building things," Crisco said. "Our heritage in manufacturing is part of what's gotten us to where we are today, and that tradition continues with the opening of this cable manufacturing facility."

The opening follows a two-year, collaborative effort between LS Cable & System, Superior Essex, and the City of Tarboro. The new manufacturing plant will allow for a significant increase in production of energy cables to meet the demands of commercial, industrial and utility customers. The 250,000-square-foot facility includes a 125-foot tower to produce medium voltage cables and additional equipment to cover a wide range of energy applications. The building design and cable technology were supplied by LS Cable & System, the parent company of Superior Essex and one of the top four global manufacturers in the energy cable market.

Incorporated in North Carolina in 2010, Denver Global was acquired by Chongqing RATO Power in January. The company currently employs 27 people at its Lincoln County location.

Based in Chongqing, China, RATO manufactures and distributes thermo-power products and general-purpose engines for all-terrain vehicles, motorcycles, water pumps and generators. The new Denver Global campus in Lincoln County will accommodate the company's administrative sales, manufacturing, distribution, and research and development operations.

Other partners that assisted with this project include: the N.C. Department of Commerce, N.C. Community Colleges, Lincoln County, Lincoln Economic Development Association, the N.C. Rural Economic Development Center and the N.C. Ports Authority. [Read more.](#)

[Engine Manufacturer to locate in Lincoln County N.C.](#) (Lincoln County Economic Development Association)



(Left-right) N.C. Department of Commerce Secretary Keith Crisco, Governor Bev Perdue, and Economic Development Board Chair Allen Joines at the final board meeting

Economic Development Board members honored for service

The N.C. Economic Development Board honored its members for their service to the board during its meeting, the final one of the Perdue administration, in Raleigh on Oct. 12. The board oversees state economic development research and planning, and makes policy recommendations to the secretary of the N.C. Department of Commerce, the governor and the General Assembly.

Governor Bev Perdue thanked the 39 members of the board for their service with a presentation of certificates. Membership on the board includes state government officials, eight members from the N.C. General Assembly, and citizens - representing non-profits, economic development organizations and private industry - appointed by the governor.

Chairman Allen Joines reviewed the numerous accomplishments of the board's strategic plan. Eighty percent



(Left-right) Jim and Cece Leonard of International Market Solutions, N.C. Department of Commerce Secretary Keith Crisco, International Market Solutions Managing Director Jorman Fields, and N.C. Department of Commerce Textiles Analyst Tammy Lester, Textiles International Trade Director Glenn Jackman, and Director of Foreign Operations Derek Chen

Commerce sponsors military textiles and apparel conference

The N.C. Department of Commerce on Oct. 11 sponsored a textile conference in Greensboro that focused on the markets for military and performance textile and apparel products. Commerce sponsored a similar conference since 2009.

This year's agenda combined business speakers, several government partners and military contractors. Innovation and flexibility were themes throughout several presentations. N.C. Department of Commerce Secretary Keith Crisco spoke on partnering for success and on the military opportunities in North Carolina; Textiles International Trade Director Glenn Jackman briefed businesses on international opportunities. Approximately 100 people attended the event. Conference materials, including the presentations and speaker contact information, are available for the 2012 and previous conferences at: www.internationalmarketsolutions.com/conferences.html.



N.C. Department of Commerce Director of International Trade Jean Davis at the MED Week awards luncheon

Davis keynotes Durham MED Week luncheon

of the objectives within the plan's three goals were accomplished. These were create a globally competitive business and economic development system; develop and promote North Carolina as a global leader in innovation and technology with a highly educated and qualified workforce; and improve the prosperity of disadvantaged populations and communities across North Carolina.

The board's achievements included such efforts as analyzing North Carolina's targeted industries for economic development, identifying financing alternatives for infrastructure in low-resource communities and advocating for the N.C. Department of Commerce's legislative priorities.

Gubernatorial candidates share visions on economic development in N.C.

The N.C. Economic Developers Association held its annual fall conference Oct. 9-10 at the Grandover Resort & Conference Center in Greensboro. Speakers included gubernatorial candidates Democrat Walter Dalton and Republican Pat McCrory, who discussed their strategies for job creation and economic development in the state. Each spoke for about 30 minutes and took several questions from the audience.

The theme of this year's conference was "The Changing Face of Manufacturing." Developments in modern manufacturing are directly impacting North Carolina communities and their ability to remain competitive in challenging economic times. Economic developers in attendance heard from a panel of manufacturers based in the state and received a briefing on the "[Manufactured in North Carolina](#)" Web portal, a statewide effort to build an online directory of manufacturers based in the state. The program also featured remarks from N.C. Department of Commerce Secretary Keith Crisco and Deputy Secretary and COO Dale Carroll.

[Gubernatorial candidates stump in Greensboro](#) (N.C. Public Radio, Oct. 10)



Governor Bev Perdue flies the F-35 Lightning II simulator with Commander Allen Reeves (U.S. Navy, retired) (left) and Lieutenant Colonel Mike Barton (U.S. Air Force, retired) (right) at the Carolinas Aviation Museum in Charlotte.

Perdue, defense contractors promote F-35 in Charlotte

N.C. Department of Commerce Director of International Trade Jean Davis was this year's keynote speaker at the annual [Minority Enterprise Development Week](#) awards luncheon in Durham on Oct. 1. The theme for this year's event was "Job Creation in America: Build It Here - Sell It Everywhere." Davis spoke to the group about the work Commerce's International Trade Division has been doing to help women- and minority-owned small businesses in North Carolina to increase their international export sales. The program included awards to two Durham small businesses for their job creation efforts. As part of MED Week, the N.C. Export Team presented an international trade seminar on Oct. 4 to provide export assistance to more than 20 area firms.



N.C. delegation at TEAMS

Event-holders meet with N.C. delegation during TEAMS Conference & Expo

Twenty-eight partners joined the N.C. Department of Commerce's Division of Tourism, Film and Sports Development Group Travel Manager Kristi Driver to promote the state's sports industry during the annual TEAMS (Travel, Events And Management in Sports) Conference & Expo earlier this month. Attendance at this year's meeting of the sporting events conference in Detroit, Mich., was approximately 2,500. TEAMS is the world's leading conference and expo for the sports-event industry.

The SportsNC team hosted its annual invitation-only event for sports event organizers. This very successful event allowed SportsNC partners one-on-one time with 40 decision-makers of numerous sporting events. During the conference, the SportsNC team conducted appointments with more than 100 events rights holders, sports associations and sports industry leaders. Numerous networking sessions and social functions helped build valuable relationships with suppliers and buyers alike as well. Its educational sessions, one-on-one appointments and trade show offered a variety of opportunities for those with sporting event sites and destinations to meet with those who hold sporting events rights.

Governor Bev Perdue and officials with Lockheed Martin made a stop on Oct. 10 in Charlotte to tout the economic benefits of the F-35 Lightning II fighter jet, which is set to become the armed forces' new workhorse warplane.

[Perdue, defense contractors promote F-35 in Charlotte](#)
(Charlotte Observer, Oct. 10)

Food distributor to create 90 jobs in Rowan County

Governor Bev Perdue on Oct. 12 announced that Freshouse II, a distributor of fresh produce, will expand its operations in Rowan County. The company plans to create 90 jobs and invest \$6.3 million over the next three years in Salisbury. The project was made possible in part by a \$100,000 grant from the [One North Carolina Fund](#). The N.C. Department of Commerce's [Uconda Dunn](#) was the developer on this project.

Freshouse is a full service distribution and packing facility headquartered in Salisbury. The company aims to provide high-quality produce with benefits such as consolidation, state of the art repacking, re-grading, inventory control and just-in time delivery. Freshouse also features private label packaging to promote customer loyalty and increase sales. The company currently employs more than 115 people in North Carolina.

Through use of the One NC Fund, more than 60,000 jobs and \$11 billion in investment have been created since 2001. Other partners that helped with this project include: N.C. Community Colleges, Rowan County, the City of Salisbury and Duke Energy. [Read more.](#)



(Front row, left-right) Gary Clementson of Principal Financial Group, Triangle BABCNC President Steve Cain, N.C. Department of Commerce Secretary Keith Crisco, Chris Hare of The nTeTe Group and British Honorary Consul for North Carolina Michael Teden OBE (Back row, left-right) N.C. Department of Commerce European Investment Director Martyn Johnson, Rick Deckelbaum of Deckelbaum & Associates LLC, The Special Event Company's Sally Webb Berry, Her Majesty's Consul General Annabelle Malins of the British Consulate-General in Atlanta, Jennifer Parsar of Poyner Spruill LLP, Meg Deal of Dixon Hughes Goodman LLP, and Andrea Carska-Sheppard of Smith Moore Leatherwood LLP

British American Business Council launches Triangle/Eastern Chapter

The [British American Business Council](#), an organization with a mission to stimulate commerce between the United States and

Delegates from North Carolina included sports commissioners, sports directors and various other sports development leaders. For more information on the Division's sports marketing efforts, contact [Kristi Driver](#) at (919) 733-7413.

N.C. team meets with more than 100 Canadian travel pros

Six partners will join the N.C. Department of Commerce Division of Tourism, Film and Sports Development in Canada this week to provide training for tour operators and Canadian Automobile Association agents. Division staff will team with partners from Visit Charlotte, Cabarrus County Convention and Visitors Bureau, Heart of Carolina Visitors Bureau, NASCAR Hall of Fame, Outer Banks Visitors Bureau and Visit Raleigh to conduct training sessions in Montreal and Toronto, while the PR team will share new developments with media representatives in both cities. In addition, there will be events in each city to engage more media and trade representatives. In total, more than 100 travel professionals and media will learn more about North Carolina as a travel destination.

In 2011, more than one million Canadians visited North Carolina, with half of them spending the night. Overall Canadian spending was \$144 million, up 17 percent over the previous year. For more information on the Division's international marketing program, contact [Heidi Walters](#) at (919) 715-6702.

LEAD announces new economic overview format

The Labor and Economic Analysis Division of the N.C. Department of Commerce has announced the launch of a new look for the N.C. Economic Overview. The new Economic Overview will feature an array of up-to-date economic information in a more compact, easy-to-read format.

Although there are many sources of economic information available today, LEAD intends for the new overview to offer information that succinctly provides information on North Carolina's economy and its relationship with the United States and global economies. In addition to including the most recent unemployment statistics available, the economic overview will offer information on the national economy, international trade, the housing market and other data that impact the state's economy.

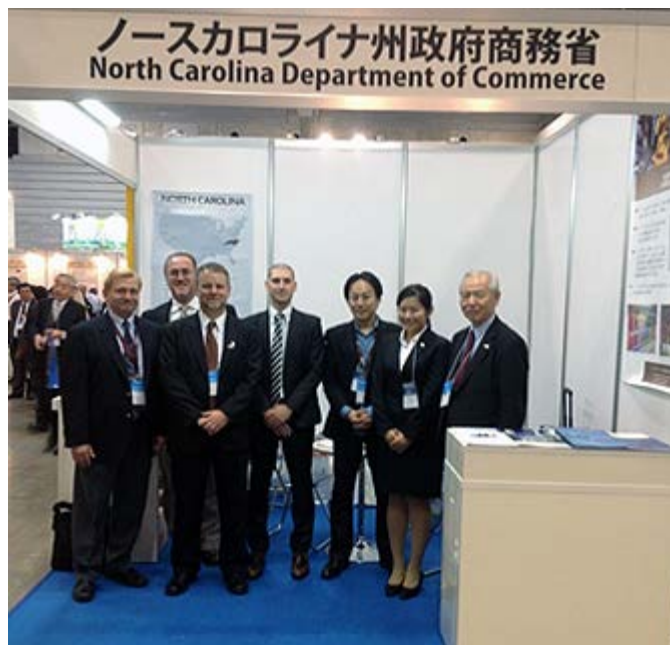
Issues will be distributed monthly in concordance with the state unemployment rate release, starting on Oct. 19. Please contact Economist [Tim Aylor](#) with any questions about the new N.C. Economic Overview.

the United Kingdom, has launched its [Triangle/Eastern N.C. Chapter](#). The council hosted North Carolina government and business leaders, as well as potential members at an introductory event at the State Capitol on Oct. 3, with speakers including N.C. Department of Commerce Secretary Keith Crisco, BHer Majesty's Consul General Annabelle Malins of the British Consulate-General in Atlanta and BABC Triangle Chapter President Steve Cain.

"Our aim at the North Carolina Department of Commerce is to promote economic development in order to keep our state competitive and thriving," said Crisco. "The creation of the British American Business Council's local chapter speaks to this goal, as they will now play a critical role to foster bilateral trade and investment with the U.K. Best of luck to the chapter's executive team and members as they launch in the Triangle and Eastern regions of North Carolina."

The BABC was founded in 1954 and has since grown to more than 25 chapters nationwide. Acting as a liaison between American and British businesses, the organization has a roster of more than 3,000 member companies, and is strongly linked to America's local and federal governments, as well as the British Embassy and U.K. market.

[Group seeks to boost N.C.-U.K. trade and investment](#) (N.C. Public Radio, Oct. 4)



(Left-right) Terry Marquardt of SCYNEXIS, N.C. Department of Commerce Director of Global Commerce John Loyack, Peter Newsome of PharmAgra Labs, Casey Canizio of Quintiles, Shingo Nakamura of Catalent, State of North Carolina Japan Office Intern Risa Okada and Trade Representative Sumo Shibata in the North Carolina booth at BioJapan

N.C. companies showcase biotech products and services in Japan

BioJapan 2012 was held last week in Yokohama. With more than 500 exhibitors from 75 countries showcasing a wide range of new products and latest technologies, the event brought together hundreds of buyers and sellers to discuss various business opportunities in the field of biotechnology and life sciences. More than 3,500 visitors attended the show, which has been held annually for the last 14 years.



Chimney Rock featured on cover of Budget Travel

The cover of the Sept./Oct. issue of [Budget Travel](#) features Chimney Rock with the headline "America the Beautiful: Why leave home when home looks like this?" Budget Travel has a readership of two million.

State improves usability of NC.gov

North Carolina has redesigned its primary website, www.nc.gov, to make it easier for the public to learn about state services, conduct business and find contacts across state government. State Chief Information Officer Jonathan Womer said businesses will also benefit from the site.

"Existing businesses - and those thinking of relocating to North Carolina - will find useful information from across state government, all in one place," said Womer.

The new website is optimized for desktop computers, tablets and mobile phones. [Read more.](#)

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

With support from the N.C. Department of Commerce's International Trade Division, several North Carolina companies exhibited at the show and reported strong lead generation and results. These included PharmAgra Labs of Brevard, Patheon Inc., Quintiles Inc. and SCYNEXIS Inc. of Durham, Catalent Inc. and Fujifilm Diosynth Biotechnologies of Morrisville. Representatives from the N.C. Biotechnology Center also attended the event.

State of North Carolina Trade Representative Sumio Shibata and N.C. Commerce Director of Global Commerce John Loyack participated in the event to facilitate North Carolina exports and to assist the companies in forging new partnerships and strengthening existing business relationships in the life sciences market.



(Left-right) NC REAL Coordinator Shannon Gallagher, Business Link North Carolina Business Counselor Harry Swendsen, and McDonnell Boehnen Hulbert & Berghoff Attorney Steven Sarussi participate in a roundtable discussion on improving the entrepreneurship environment in Eastern North Carolina.

N.C.'s Eastern Region hosts entrepreneurship summit

Entrepreneurship plays a crucial role in rebounding from an economic recession. In fact, tough economic times serve as a motivation for many to consider starting a new business. To further that end, likeminded partners came together in Greenville on Oct. 2 to present the Eastern N.C. Entrepreneurship Summit. East Carolina University's Entrepreneurial Initiative, with support from the Colleges of Business and Technology & Computer Science and N.C.'s Eastern Region Economic Development Partnership, hosted the event. Event sponsors included the Small Business Technology and Development Center, the Eastern Office of the N.C. Biotechnology Center, Greenville Utilities Commission, Pitt County Economic Development Commission, the City of Greenville, N.C.'s Northeast Economic Development Partnership, Business Link North Carolina and McDonnell Boehnen Hulbert & Berghoff, LLP.

More than 100 participants attended the event, which included tracks for both entrepreneurs and community and economic developers. Topics ranged from "Accelerating Your Go-to Market Strategy" to "Money Saving Ideas and Lessons Learned." Bill Whitley, the founder of three successful startups

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

Jan. 1 - Oct. 16, 2012

New projects assigned:	319
Projects announced:	104
Jobs announced:	13,154
Capital investment announced:	\$2.89B
Industry visits by existing industry staff:	981
Calls to Business Link N.C.:	15,731

N.C. in the News

This Week's Highlights

- [In Mooresville, Langtree backers plan 14-story building with hotel](#) (*Business Today*, Oct. 15)
- [1 year in, change visible at Wells Fargo](#) (*The Charlotte Observer*, Oct. 15)
- [Every century or so, N.C. crop farmers get a year like this](#) (*The News & Observer - Raleigh*, Oct. 13)
- [CPCC, other NC colleges share \\$4.3M grant](#) (*Charlotte Business Journal*, Oct. 12)
- [R3 Center announces October workshops](#) (*Salisbury Post*, Oct. 11)
- [Solar shines in Catawba County](#) (*Charlotte Observer*, Oct. 10)
- [Plan would be to keep local film crews busy year-round](#) (*StarNews - Wilmington*, Oct. 10)
- [Lexington Barbecue Festival featured in Condé Nast Traveler](#) (*Charlotte Business Journal*, Oct. 9)
- [As sales near \\$3B, SAS keeps hiring, plans two buildings in Cary](#) (*WRAL.com*, Oct. 9)
- [N.C. among top states for women-owned businesses](#) (*Charlotte Business Journal*, Oct. 8)
- [\\$500K to rehab homes](#) (*Shelby Star*, Oct. 4)

and author of "The Rainmaker" along with a panel of local entrepreneurs were among the speakers. The event, served the purpose of building a stronger local and regional economy by connecting resources to entrepreneurs and beginning what stakeholders hope will be a culture of excitement and optimism regarding local start-ups. [Read more.](#)

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