

syncTM Weekly highlights from the North Carolina Department of Commerce



Leaders from Japan and seven southeastern states met in Biloxi, Miss. last week at the annual SEUS/Japan Conference. North Carolina Commerce Secretary Sharon Decker (left) headed the state's delegation

Japanese Investment Highlighted at Annual SEUS/Japan Conference

More than 460 business and economic development leaders met in Biloxi, Mississippi last week (Nov. 17-19) to discuss investment and trade opportunities between Japan and the southeastern United States at the annual Southeast U.S./Japan Conference.

Atsutoshi Nishida, chairman of the board for the Toshiba Corporation, led the Japanese delegation for the first time, taking over duties previously held by Hiromasa Yonekura. Japan's ambassador to the United States, Kenichiro Sasae, delivered keynote remarks concerning the Trans-Pacific Partnership trade negotiations. The TPP talks, currently underway, could impact countries that make up nearly 40 percent of the world's economic output. Japan is the fourth ranked export market for North Carolina products.

North Carolina Commerce Secretary Sharon Decker led a delegation of 24 North Carolinians attending the conference. Florida Governor Rick Scott, Tennessee Governor Bill Haslam, and Mississippi Governor Phil Bryant led their states' delegations at the meeting.

Also in attendance were leaders from several Japanese-owned firms located in North Carolina, including Fuji Silysia Chemical, Keihin Carolina System Technology, and Morinaga.

The 2013 Annual Joint Meeting marked the 36th time the group has met since being formed in 1976. Next year, the meeting will be held in Tokyo, Sept. 18-21. For further information, contact David Rhoades in the Commerce



Apprentices at BSH, a European home appliance manufacturer toured by North Carolina recruiters

Commerce Targets European Industry during Business Development Trip

Economic developers Martyn Johnson and Dallas Hardenbrook from the N.C. Department of Commerce and Todd Brennan of the State of North Carolina European office conducted a recruitment trip to Germany and the United Kingdom during late October- early November. The group started their trip by attending the K Trade Fair in Dusseldorf, Germany. Held every three years, the trade show had more than 3,000 exhibitors. Known as the No. 1 trade show for plastics and rubber worldwide, the show had more than 1.6 million sq. ft. of net exhibition space in 19 exhibition halls.

The show was extremely successful for the state with pre-arranged meetings at the show with business leads, active economic development projects, and North Carolina companies in the plastics and rubber industry. The K show's large, broad, international range of exhibits lent itself to the acquisition of additional leads and insights into the plastics and rubber industry.

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[Selected photos from the 2013 SEUS/Japan Conference](#)



One of the training sessions in Germany

German Tour Operators, Media Learn More About N.C.

N.C. Department of Commerce Tourism, Film and Sports Development Division Director Wit Tuttell and International Marketing Manager Heidi Walters, along with Cabarrus County CVB's Donna Carpenter, worked with tour operators and media in Germany and Switzerland earlier this month to promote North Carolina as an international travel destination. In addition to one-on-one planning meetings, the group trained 113 travel agents that book directly with consumers and also met with 10 different media outlets. German-speaking Europe ranks #2 in overseas visitors to the state. In 2012, North Carolina hosted more than 82,000 visitors, spending almost \$30 million. Visitation from Germany alone was up 21 percent over 2011.



The North Carolina delegation at TEAMS 2013

State Fields Strong Team at TEAMS

Division of Tourism, Film and Sports Development Group Travel Manager Kristi Driver, of the N.C. Department of Commerce, led a delegation of 35 industry partners who were promoting the state's sports industry during the annual TEAMS (Travel, Events and Management in Sports) Conference & Expo. Attendance at this year's conference, in Salt Lake City, Utah, Nov. 4-8, was estimated at 2,500.

The SportsNC team hosted its annual invitation-only event for sports event organizers, which allowed SportsNC partners one-on-one time with decision-makers of numerous sporting

The visit to the trade show was followed by meetings with business executives at their facilities in the German states of Bayern, Nordrhein-Westfalen, and Hesse, plus in the English counties of Oxfordshire and Devon. Targeted executives were either active leads, exploring opportunities in North Carolina or already operators of facilities in the state. The industry sectors of the companies visited included automotive, home appliances, medical devices, power generation, performance textiles, and plastics. In addition to a focus on the recruitment of investment and jobs to the state, the trip concentrated on labor force training, in particular apprenticeship training as practiced in Germany.

One example gleaned from the trip was of two apprentices at a home appliance manufacturer. Starting in the 10th grade, the apprentices spend their time between the factory and school to earn their credentials. Once they have these, apprentices may work at the company of their apprenticeship, take a job with another company, or further their studies at technical college or university. This type of training provides German manufacturers with the skilled work force they need to operate in today's highly automated manufacturing environment.

Another highlight of the trip was a reception for German company executives at the Munich home of U.S. Consul General Bill Moeller. The evening was a great success with many German companies showing interest in exchanging their export business to the U.S. for U.S. production hopefully located in North Carolina. The timing of the U.S. Treasury and subsequent European Union statements encouraging Germany to reduce its exports and increase imports helped support the case with the German executives for production in the U.S., specifically in North Carolina.

The North Carolina team joined with the Charlotte Chamber of Commerce's Jeff Edge and Sven Gerzer, plus a small number of Charlotte business leaders in the German State of Bayern. The group met with a number of German companies in the energy, automotive, health care, life sciences and consumer products sectors. The combination of state, local and business proponents provided the targeted company executives with a 360-degree view of the distinctive advantages of doing business in North Carolina.

On the return to their home offices, Hardenbrook, Johnson and Brennan are following up quickly to capitalize on the contacts and information acquired on their trip. [More information on Commerce's global recruitment staff and the international offices can be found online.](#)

events. During the conference, the SportsNC team had appointments with more than 80 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. TEAMS is the world's leading conference and expo for the sports-event industry. Its educational sessions, one-on-one appointments, and trade show offer a variety of opportunities for those with sporting event sites and destinations to meet with those who hold sporting events rights.



(Left-right) North State Vice Chairman, President and COO Royster Tucker III, NCRC Founder, Chairman and CEO of Castle & Cooke Inc. and Dole Food Owner David Murdock, DataChambers CEO Nicholas Kottyan, North State Vice President, CFO, Secretary and Treasurer Jonathan Cage, and North State Vice President of Technology and Operations Mark Dula

N.C. Research Campus Welcomes DataChambers

On Nov. 19, 150 business and community leaders from Cabarrus County and throughout the Charlotte region braved cold and windy weather to attend a groundbreaking ceremony to welcome DataChambers to the N.C. Research Campus.

"In partnership with Mr. Murdock and Castle & Cooke Inc., we will be building one of the largest, most state-of-the-art, third-party data centers in the region. It will be unmatched," said DataChambers CEO Nicholas Kottyan. DataChambers is a North State communications company specializing in information technology services.

"We are proud to be here today," commented David H. Murdock, N.C. Research Campus founder and chairman, CEO of Castle & Cooke Inc. and Owner of Dole Food Company. "We continue to build. The new data center will be buried with a lot of work from all of the new companies that will be here."

Steve Lommel, PhD, interim president of the David H. Murdock Research Institute, added, "We have entered the era of big data and it is transformative. DataChambers' datacenter on the campus is a validation that the greater Charlotte area is



Schletter's ribbon cutting was held in Shelby on Nov. 14

German-Based Clean Energy Manufacturer Holds Grand Opening in Shelby

Schletter, a worldwide leader in photovoltaic mounting systems, held its grand opening and ribbon cutting ceremony at the company's new North American headquarters in Shelby on Nov. 14. The Shelby facility is currently operational as production of solar mounting systems and custom sheet metal fabrication began this past summer. Expansion of the original structure is complete with 140,000 square feet of highly-automated manufacturing space and administrative offices. In Shelby, the company currently employs a staff of 100 and plans to hire 70 more before the end of the year. In the United States, Schletter employs more than 200 individuals, while globally the German-based company employs more than 1,600. The N.C. Department of Commerce's [Martyn Johnson](#) was the original developer on this project.

Located in Cleveland County, the Shelby facility is the company's third North American manufacturing facility opened since starting business in the United States in 2007. The company's original facility in Tucson, Ariz. will continue to supply products to customers in the western United States, while the company's second facility in Ontario will continue to serve the Canadian market. In addition to the three manufacturing facilities, the company maintains offices in Connecticut and has plans to open a new office in Texas in 2014.

"The addition of the Shelby, North Carolina manufacturing facility gives Schletter the largest manufacturing capacity for solar mounting systems in North America - a benefit we have already begun passing on to our customers. Our manufacturing capacity, combined with a high level of automation, is enabling us to drive down costs for our customers and decrease shipping costs, for the East Coast in particular," explained Schletter CEO and President Martin Hausner.

a player in the big data arena. DataChambers is a natural fit for the campus as research is a big data generator, and the presence of DataChambers will help us secure and protect the data so it can best be made useable for new discoveries in health and nutrition."

The 50,000-square-foot data center will be staffed by 20 to 30 IT professionals. DataChambers plans to host client systems at the new facility and to offer a variety of outsourced information technology services, including monitoring and management solutions, data backup, and business recovery services. The new center will be built to withstand hurricane-force winds and will feature state-of-the-art systems for power, security, HVAC and network connectivity. It also will incorporate the latest LEED standards developed by the U.S. Green Building Council for energy-efficient operation.

The facility at the N.C. Research Campus is scheduled to be completed by mid-2014. Charlotte-area businesses have been selected to support the project. DataChambers currently operates data centers in Winston-Salem and Raleigh.

The DataChambers groundbreaking follows on the heels of last month's ceremony that broke ground for a new City of Kannapolis municipal center and police headquarters that will be built on campus. In the last two years, the campus has also opened the NCRC Medical Plaza, Cabarrus Health Alliance headquarters, greenhouse facilities and speculative laboratory space in the David H. Murdock Core Laboratory building. [Read more.](#)

[Murdock welcomes DataChambers to Kannapolis](#) (*The Independent Tribune* -- Concord, Nov. 20)



N.C. Department of Commerce Tourism Development Manager Andre Nabors (left) leads a panel discussion at AARC

Best Practices, RetireNC at Retirement Community Conference

Division of Tourism Development Manager Andre Nabors and Program Assistant Ashlee Kirk represented the state at the American Association of Retirement Communities Conference in Hilton Head, S.C., earlier this month. They learned best practices from industry leaders, comparing strategies and tactics with communities who seek to better understand the needs of the coming wave of Baby Boomer retirees. Nabors also gave presentations on the [N.C. Certified Retirement Community Program](#) as well as the benefits of cultural heritage tourism. The audience consisted of nationally-acclaimed strategic visionaries, decision-makers from the thriving local real estate market, economic development leaders, and others successful at positioning their niche to best attract retirees.

The AARC is a not-for-profit professional association, established in 1994 for the purpose of promoting the economic enhancement of communities through the promotion of retiree attraction as an economic development strategy. Migrating retirees can be a significant economic asset to communities able to attract them. The AARC communicates these benefits and assists communities interested in marketing to this ever increasing portion of the American population.

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

Jan. 1 - Nov. 25, 2013

New projects assigned:	329
Projects announced:	118
Jobs announced:	15,060
Capital investment announced:	\$2.1B
Industry visits by existing industry staff:	975
Calls to Business Link N.C.:	17,703

N.C. in the News

This Week's Highlights

- [State study shows increase in private sector's recycling jobs and businesses](#) (N.C. Political News, Nov. 21)
- [Field to fryer in Asheville](#) (*Citizen-Times* - Asheville, Nov. 21)
- [Companies can apply for workforce development grant](#) (*The Dispatch* - Lexington, Nov. 21)
- [In growth mode, BASF making room for pharma vets](#) (*Triangle Business Journal*, Nov. 21)
- [N.C. Chamber Foundation to launch economic Dashboard created by RTI International](#) (N.C. Political News, Nov. 21)
- [P&G adds 130 jobs to Triad plant. Olay production to start in 2014](#) (*The Business Journal of the Greater Triad*, Nov. 20)
- [Tourism revenue rebounds after cool, rainy spring](#) (*StarNews* - Wilmington, Nov. 20)
- [Convergys expansion underscores call-center growth in Charlotte](#) (*The Charlotte Observer*, Nov. 19)
- [McCrorry visits Facebook](#) (*The Daily Tar Heel*, Nov. 19)
- [STEAG buys Cleveland County mill for additional expansion](#) (*Charlotte Business Journal*, Nov. 18)
- [Manufacturer to create 25 jobs](#) (*The Dispatch* - Lexington, Nov. 18)
- [SPCC in Monroe receives NC Back-to-Work Grant](#) (*The Charlotte Observer*, Nov. 18)
- [MARBIONC facility holds grand opening](#) (*Greater Wilmington Business Journal*, Nov. 18)
- [Maersk lists entire 325,000-square-foot Charlotte office for lease](#) (*Charlotte Business Journal*, Nov. 18)
- [Cucalorus wraps up festival with good vibes, secret screening](#) (*StarNews* - Wilmington, Nov. 17)
- [High-profile tech companies increase campus recruiting in Triangle](#) (*The News & Observer* Raleigh, Nov. 16)
- [Asheville's A-B Tech to train GE Aviation](#)

[workers](#) (*Citizen-Times* - Asheville, Nov. 16)

- [N.C. Commerce Secretary Sharon Decker outlines her push to put people back to work](#) (*The Charlotte Observer*, Nov. 16)

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