

CITY OF CHARLOTTE TRADE & DIPLOMACY

COUNCIL ECONOMIC
DEVELOPMENT
COMMITTEE
5.09.2022



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- Diplomacy
- Trade
- Small Business



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DIPLOMACY & DELEGATIONS

SUPPORT OF DIPLOMATS, SHARING BEST PRACTICES, AND COORDINATING RELATIONSHIPS



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DIPLOMACY & DELEGATIONS

Support of diplomats, sharing best practices, and coordinating relationships

Protocol

- Local Consular Corps
- Visiting delegations

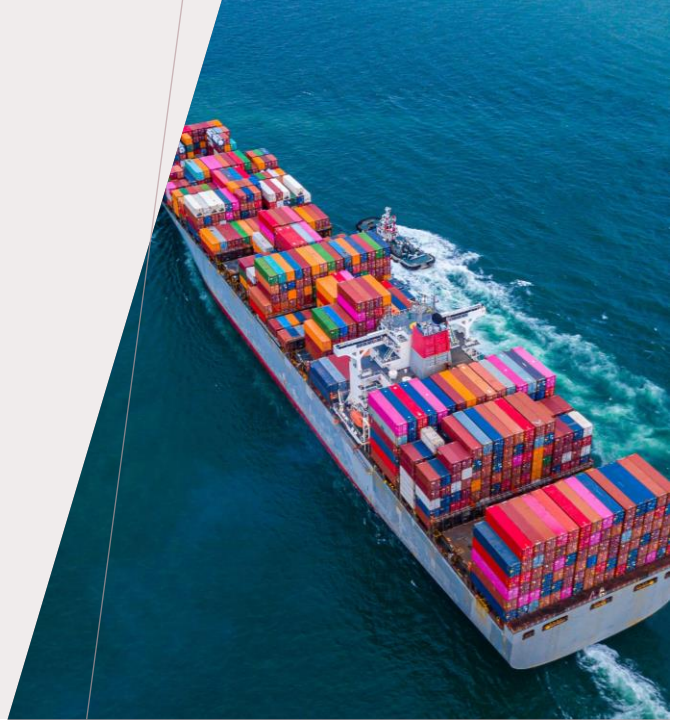
Global Relationships

- Memorandums of Understanding (MOUs)
- Center for Public Diplomacy (CPD) Roundtable
- German Marshall Fund City Directors of International Affairs (GMF CDIA)

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SUPPORTING TRADE

LANDING FDI AND ENCOURAGING EXPORTS



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SUPPORTING TRADE

Landing FDI and Encouraging Exports

Attention, Attraction, and Prestige

- Several foreign owned companies seeking relocation
- Top US City for Tech Investors from Europe/CEE

Select USA Spin-offs

- Cities working to stand out among regions and states
- Bring trade delegations in for targeted pitches

The Mayor's Trade Missions

- Foxx to China in 2011 focused on Energy
- Roberts to China in 2017 focused on FinTech and CleanTech
- Lyles to Paris in 2020 focused on Fintech

Export Assistance

- US Export Assistance Center (USEAC) Cooperation

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GLOBAL SMALL BUSINESSES

BOOSTING LOCAL BUSINESS PRESENCE
IN THE GLOBAL MARKET



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GLOBAL SMALL BUSINESSES

Boosting Local
Business Presence in
the Global Market

Global Markets

- Business Advisory Committee & Export

Immigrant Owned Businesses

- AMP Up Enrollment
- Mayor's International Community Awards
- National League of Cities

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PARTNERS

HIGHLIGHTING CHARLOTTE REGIONAL BUSINESS ALLIANCE



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PARTNERS

Highlighting Charlotte Regional Business Alliance

Strategy

- Establishing a Foreign Direct Investment business development plan

Regional Playbook

- Delivering a regional playbook with data driven business development plans for each regional stakeholder to strategically focus lead generation efforts for the region and partners

Team

- Hire an FDI specialist to build out FDI strategy and then integrate that team member to execute as another lead generator

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