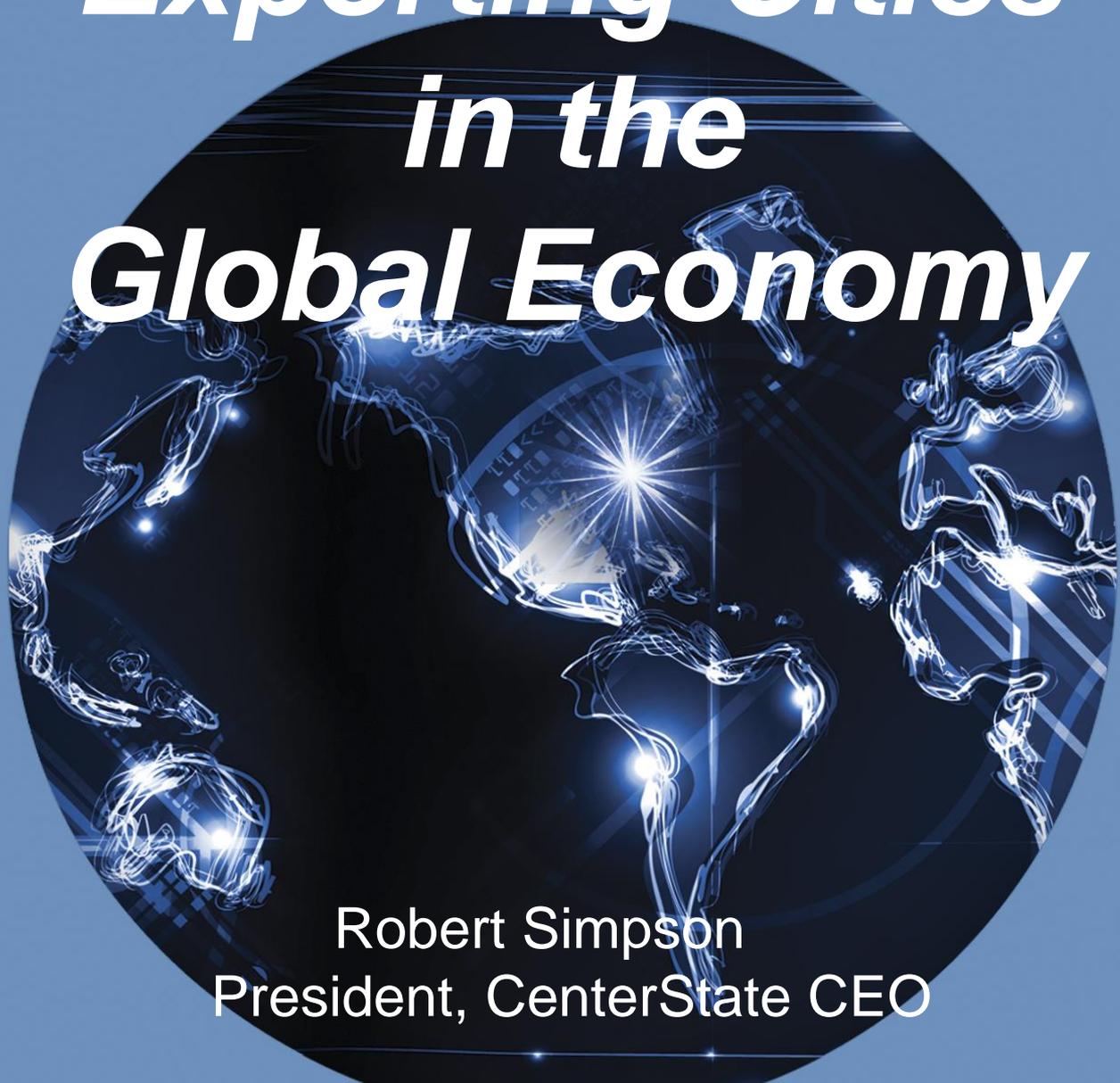


# *Exporting Cities in the Global Economy*

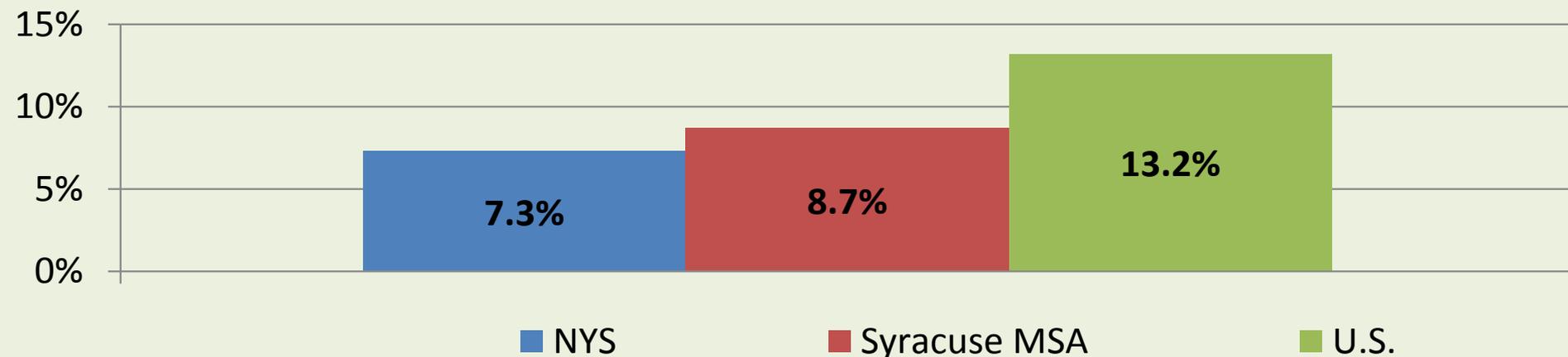
A stylized globe with glowing blue lines and a bright starburst in the center, set against a dark blue background. The globe is composed of glowing blue lines that form the continents and are connected by a network of lines, suggesting global connectivity. A bright starburst is located in the center of the globe, and there are several other smaller glowing points. The background is a dark blue gradient with a grid pattern.

Robert Simpson  
President, CenterState CEO



- **95%** of the world's customers are outside our borders
- Growing worldwide middle class
- In 2010:
  - U.S. exports **grew by 11%**
  - Syracuse MSA exports **grew by 10.3%**

## Total GDP Driven by Exports



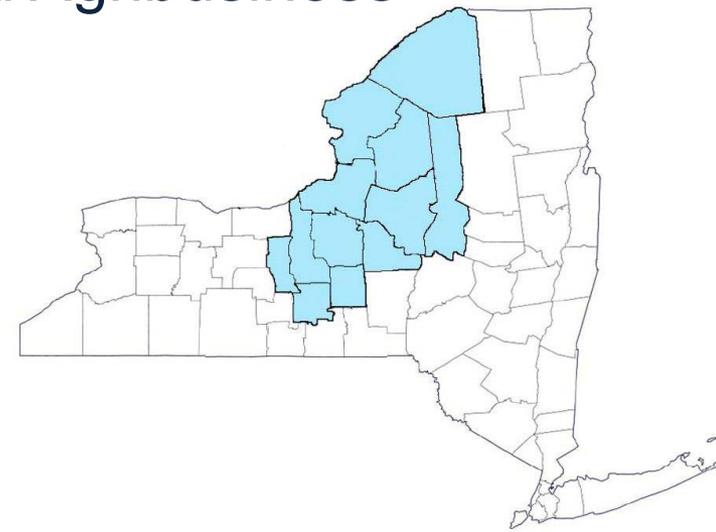
# About CenterState NY



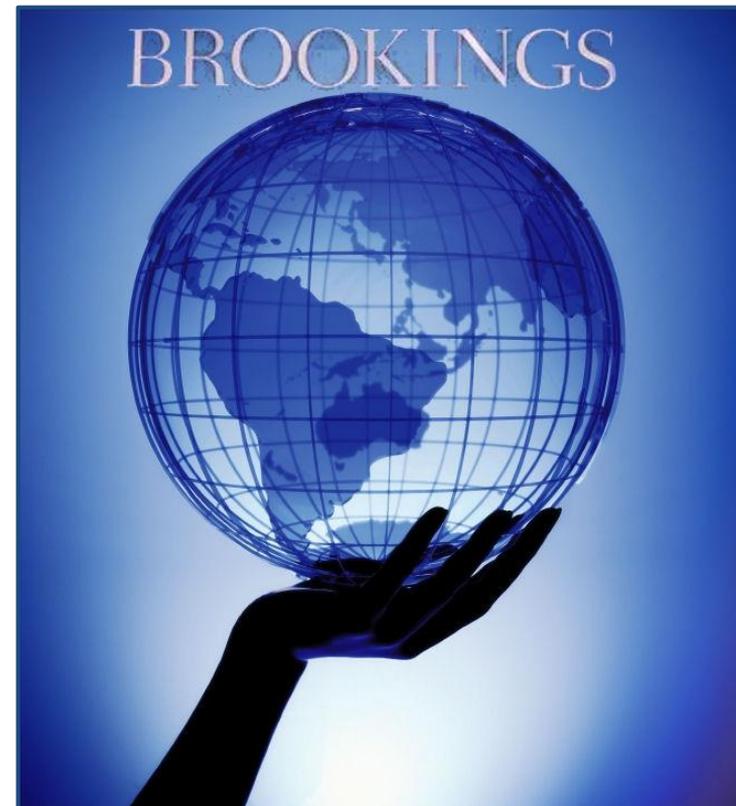
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Population (2010)	12 Counties = 1,483,411
Population (2010)	3 County MSA = 646,084
Population (2010)	Syracuse = 145,170
Output 2009 = \$3.24 billion	
Employment Syracuse MSA = 320,720	

**Key Industry Sectors:** Clean Energy, Sensing Technologies, Healthcare and Biosciences, Financial Services, Advanced Manufacturing, and Agribusiness



- Started in **2011** in collaboration with the **Brookings Institution**
- **Syracuse is one of four** MEI pilot cities –  
Los Angeles, Minneapolis-St. Paul and Portland

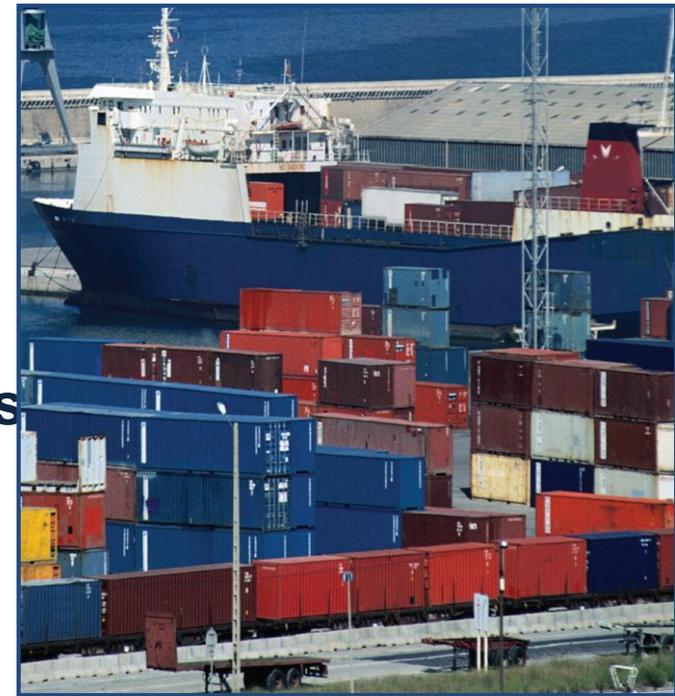


# CenterState's Starting Point



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- Exports account for less than **one tenth of the region's economy** (*United States = 11.4%, top 100 metros 10.3%*)
- In 2008, **two-thirds** of CNY's exports were in **goods, one-third in services**
- Export jobs were highly concentrated in goods (*of 30,470 total jobs, 82.3% in goods, 17.7% in services*)
- Exports for each goods' producing worker = **\$95,519**
- Exports for each service producing worker = **\$222,078**
- **Services 2.3x more productive than goods**
- **75% of Syracuse exports come from ten industries** (*6 of them are manufacturing clusters*)





- For every **\$1 billion** in increased export sales, more than **5,000 jobs** are created
- Doubling exports in the Syracuse metro – from **\$3.3 to \$6.6 billion** – offers the potential to **create 18,000 net new jobs**
- Better paying jobs - for every **\$1 billion** in exports of a metro area industry, workers in that industry earn roughly **1 to 2% higher wages**
- Exporting has the potential to increase competitiveness of manufacturers in region - small and mid-sized manufacturers who



# Metropolitan Export Initiative – Core Strategies



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- Increase export activities of region's existing top exporters
- Build export capacity of small and medium-sized enterprises
- Expand exports of key service providers



**CENTERSTATE  
NEW YORK  
EXPORT PLAN**  
METRO EXPORT INITIATIVE



- In 2013, regional partners revived the **Central New York International Business Alliance (CNYIBA)** to support implementation of the region's export plan and to deliver export assistance activities.

## **CNYIBA provides tailored support to businesses:**

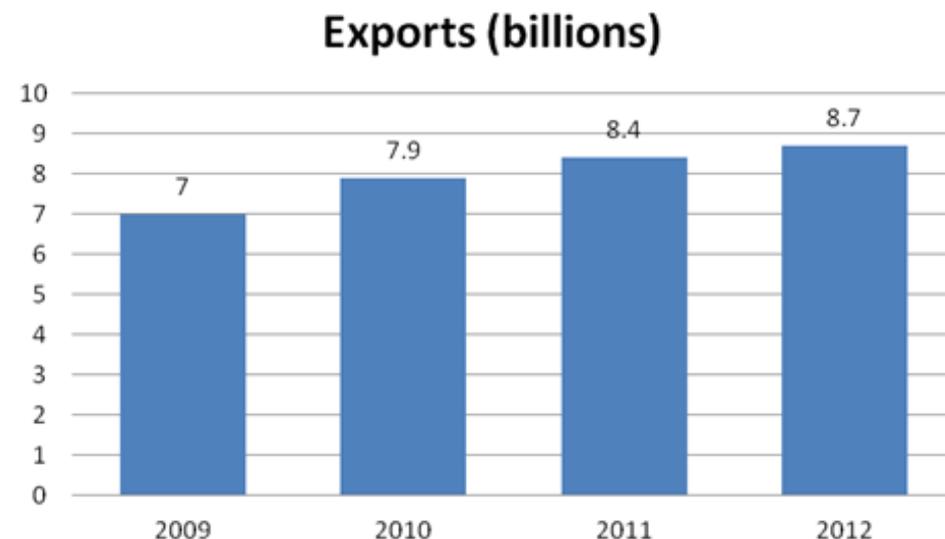
- Marketing the opportunity – educating businesses on the potential growth exporting offers
- Export “one-stop shop”
- Direct consultative services
- Peer mentoring and tag-a-long program
- Education and training
- Overseas missions



- Increase in total foreign sales and goods/services shares
- Export as a % of GMP
- Employment generated by exports
- Output per export job
- Wages of export industries
- New markets entered by existing exporters
- Increase number of companies that export
- Number of companies in mentoring programs
- Services sold to foreign residents



- **24.3% increase** in regional exports since 2009
- In **2009**, **9.2%** of the region's economic output came from exports, which grew to **13.7% in 2012** and continues to trend upwards
- In 2013, CEO met with **100** regional companies looking to begin or expand their exports
- Connecting with all industry sectors across 12 counties
- Building resources and connections to improve export sales



# Success – Prominent Defense Contractor



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- **1,000** employees  
(650 of whom are in CNY)
- Developed new commercial products for export
- **ZERO** in export sales to **\$3 million** in one year
- Potential of **\$8M/year** through exporting



# Success – Small Agriculture Business



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- Roughly **25 employees**
- Located in small rural Upstate community of **2,000 people**
- Female, family owned, 60 year old business
- Sells 40 flavors of ice cream/frozen yogurts including wine ice cream to more than **12 countries**
- Revenues are now **\$7-8M/year through exporting**

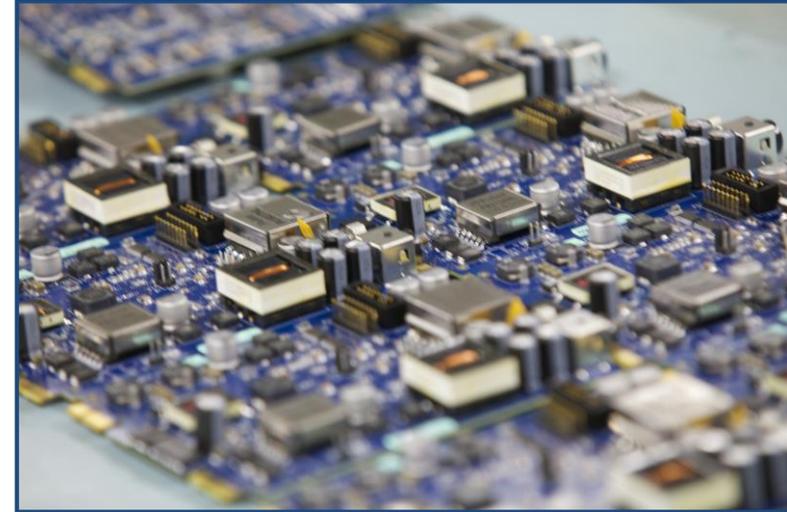


# Success – High-Tech Manufacturer



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- Doubled its exports in the last four years from **\$35.5 million to \$69.8 million** driving a **\$20 million, 64,000-square-foot expansion** while creating **40 new positions** and helping the company **retain 240 jobs**
- Sales total **\$130M a year** from its facility in CNY, **70% of which is exported**
- Exports to more than **50 countries**



- Almost all businesses are global businesses
- Encouraging SME's to make exports a strategic priority is challenging
- At regional and national level this is as much about changing culture as it is business practice

- Between 1990 and 2008 tradeable sectors in the US grew by 2%
- 83% of economic growth is projected to occur outside the US over the next 5 years
- By 2020 global middle class consumption is projected to more than double to \$34 trillion

***Questions?***





**CEO**

**CENTERSTATE  
CORPORATION FOR ECONOMIC OPPORTUNITY**