The Bulk of Economic Growth is Occurring Outside the U.S.

- Job growth in the U.S. between 1990-2008 from tradeable sectors: 2%
- Share of global economic growth occurring outside the U.S., 2013-2018: 83%

The Bulk of Economic Growth is Occurring Outside the U.S.

$17$ trillion

global middle class consumption in $2000$

Source: Homi Kharas, "The Emerging Middle Class in Developing Countries," OECD Development Center, 2010.
The Bulk of Economic Growth is Occurring Outside the U.S.

$35\text{ trillion}

global middle class consumption in 2020

Source: Homi Kharas, "The Emerging Middle Class in Developing Countries," OECD Development Center, 2010.
Global Middle Class Consumption
Share by Region, 2000-2050

Source: Homi Kharas, "The Emerging Middle Class in Developing Countries," OECD Development Center, 2010.
Global Middle Class Consumption
Billions, 2000-2050

Source: Homi Kharas, "The Emerging Middle Class in Developing Countries," OECD Development Center, 2010.
Exports Are Fueling the U.S. Recovery

Exports Share of U.S. GDP Growth
(2009-2012)

Exports Are Fueling the U.S. Recovery

Exports Share of Top 100 Metro GDP Growth (2009-2012)

Yet Few Firms Are Exporters

4% of all U.S. employer firms export

58% of U.S. exporters sell to only one foreign market

More U.S. Metro Areas Are Being Intentional About Their Global Futures

Atlanta
Charleston
Chicago
Columbus
Dallas
Denver
Des Moines
Houston
Indianapolis
Jacksonville
Louisville
Lexington
Milwaukee
Los Angeles
Miami
Minneapolis-St. Paul
Phoenix
Portland
San Antonio
San Diego
Sacramento
Syracuse
Tampa Bay
Upstate SC
Wichita
Traded Sectors Are Key to High Quality Economic Growth

Tradable Sector Job = Local Jobs

5,690 jobs per $1 billion in exports


Lessons from Metro Export Planning

- Companies **fear** exporting
- Companies **lack awareness** of global opportunities and services
- **Inadequate pipeline** of export ready companies
- Many companies must be highly **intentional** about exporting
- Exporting typically requires a **case management** approach
- Export services vary in quality and are often **fragmented**
- State and federal efforts often **lack sustained** vision and commitment