

Metro Phoenix Export Plan

Karen Dickinson

Co-Chair, Phoenix Metro Phoenix Export Plan Steering Committee

Shareholder, Polsinelli PC

Chair, Arizona District Export Council

May 2015



Foreign Direct Investments and Exports Matter to the Arizona Economy



- ❑ Goods exports accounted for 6.8% of Arizona's state GDP in 2013 – this does not include services exports.
- ❑ Arizona's goods exports have grown **23% faster** than state GDP since 2003. The average annual export growth during this period was 4.8%, while the average annual state GDP growth was 3.9%.
- ❑ Arizona's top export markets for goods are Mexico, Canada, and China. Its top market for services is Canada.
- ❑ During 2014, Arizona exports increased in excess of 8% over 2013, and are **up 34% in the 5 years since 2009**.

Collaborative Community Planning



Transforming the Greater Phoenix Economy

- ❑ Velocity key initiative.
- ❑ Managed by Greater Phoenix Economic Council.
- ❑ Funded and assisted by Brookings Institute and JP Morgan Chase.
- ❑ Metro Phoenix Export Plan Steering Committee – cross-section of community political, business, and civic leaders.

Co-Chairs

Greg Stanton	Mayor	City of Phoenix
Karen Dickinson	Shareholder	Polsinelli & Chair Arizona District Export Council
Hank Marshall	E.D. Executive Officer	City of Phoenix

Members

Chris Camacho	President & CEO	Greater Phoenix Economic Council
Jason Bagley	Government Affairs Manager	Intel Corporation
Lee Benson	President	Able Engineering
Robert Blaney	District Director	U.S. Small Business Administration
Margie Emmerman	Executive Director (Former)	Arizona-Mexico Commission
Darren George	Corporate Relationship Manager	BBVA Compass
Dennis Hoffman	Professor	ASU W. P. Carey School of Business
Brett Johnson	Partner	Snell & Wilmer
Wendy Jameson	CEO	Colnatec
Gonzalo de la Melena	President & CEO	Arizona Hispanic Chamber of Commerce
Micah Miranda	Economic Development Director	City of Maricopa Chandler
Rick Murray	President	Arizona Small Business Association
Steve Macias	President & CEO	Pivot Manufacturing
Eric Nielsen	Regional Director	U.S. Commercial Service
Curtis Reed Jr,	Market Manager, Arizona and & Nevada	JP Morgan Chase Arizona
Kristian Richardson	Director,	US & Foreign Commercial Service in Arizona
Mark Roberts	Vice President, Specialty Banking	Alliance Bank of Arizona
Melissa Sanderson	Vice President, International Affairs	Freeport McMoran Copper & Gold, Inc.
Dennis Smith	Executive Director	Maricopa Association of Governments
W Marisa Walker	Senior Vice President, Strategic Planning	Arizona Commerce Authority
W Glenn Williamson	Founder & CEO	Canada Arizona Business Council
Z Steve Zylstra	CEO	Arizona Technology Council

Metro Phoenix Market Assessment

- ❑ Great Phoenix was one of the hardest hit metro in the nation, and highlighted economic structural imbalances.
- ❑ Greater Phoenix has a **diverse export sector**, but overall **export growth has slowed** over the last decade.
- ❑ The **aerospace industry** is a significant part of the Greater Phoenix economy and its exports.
- ❑ **Services exports** are leading export growth in Greater Phoenix.
- ❑ Greater Phoenix has the potential to **evolve its legacy industries** into new technology-intensive spaces.
- ❑ Small and mid-size companies **lack the required knowledge** to export their products and services globally.
- ❑ Greater Phoenix has a dynamic entrepreneurial culture and ecosystem that generates new startups, but more needs to be done to **integrate export strategies** in their business plan.
- ❑ **Mexico and Canada** are the region's top export markets and represent robust opportunities for export growth.
- ❑ Improvement to **export-enabling infrastructure** is key to future growth in exports.

Metro Phoenix Export Plan

❑ **GOAL:** Construct a business environment that creates quality jobs, greater prosperity and economic stability to Greater Phoenix by aligning the region to global markets.

❑ **OBJECTIVES**

- ❖ Double the value of exports as a percentage of Greater Phoenix GDP;
- ❖ Increase the number of small and medium-sized exporters in Greater Phoenix;
- ❖ Expand and promote awareness of global business opportunities throughout Greater Phoenix; and
- ❖ Position Greater Phoenix as a global-ready market.

Metro Phoenix Export Plan

□ STRATEGIES

- ❖ Develop a regional model of export collaboration and coordination – implemented as project of Arizona Small Business Association's (ASBA's) Business Education Foundation (BEF).
- ❖ Unify, streamline and leverage the delivery of export education and assistance programs.
- ❖ Foster and advance service sector and advanced industry exports.
- ❖ Strategically promote Greater Phoenix assets, export capabilities and international business opportunities to local and international stakeholders.
- ❖ Support the advancement of export-enabling infrastructure and efforts to improve connectivity with other international commerce hubs.

Metro Phoenix Export Plan Alliance



MPEXA Mission: To *facilitate the coordination* of trade and export support activities in the Greater Phoenix region and to *build collaboration* among key partners, members and stakeholders.

MPEXA: One Stop Shop



STRATEGY: Develop a regional model of export collaboration and coordination

No.	TACTICS	LEAD & SUPPORT ORGANIZATIONS														METRICS						
		MPEXA	US EAC	US SBA	AZDEC	ACA	TTCA	GPEC	EDDT	MAG	CC	GC	AZTC	ASBA	MBDA		ASU/ TBIRD	PCVB/OCVB	PHX	AOT	ADOT	AMC
1.1	<ul style="list-style-type: none"> Form the Metro Phoenix Export Alliance (MPEXA) The MPEXA's key role is to facilitate the coordination of trade and export support activities in the Greater Phoenix region and to build collaboration among key partners and members and stakeholders. 	L	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S	<ul style="list-style-type: none"> Establish the Metro Phoenix Export Alliance.
1.2	<ul style="list-style-type: none"> Formalize partnerships among key stakeholders. The MPEXA will sign a memorandum of understanding as needed with the U.S. Department of Commerce and International Trade Administration, and other key partners and stakeholders, committing to find pathways to work together towards improving access to trade opportunities for local businesses. 	L	L		S																	<ul style="list-style-type: none"> Sign MOU as necessary

MPEXA:

Collaborative Community Effort Continues

❑ Home: Arizona Small Business Association

- ❖ Business Education Foundation
- ❖ Focus on SMEs
- ❖ State-Wide for the future



❑ Advisory Board

- ❖ Quarterly meetings
- ❖ Advise and assist Working Board
- ❖ All volunteer
- ❖ Cross-section of the Phoenix Metro community in terms of industry sector, size of company, key partners, members and stakeholders, geographic location in the Phoenix Metro, demographic diversity, etc.
- ❖ 25% SME exporter representatives, 25% key global trade partners, members and stakeholders representatives, policy makers, and 25% representatives from large exporter companies



MPEXA:

Collaborative Community Effort Continues

❑ Working Board: All Volunteer, Monthly Meetings

- ❖ Implement 90-day plan
 - Formulating the Metro Phoenix Export Alliance and fundraising
 - Formalizing partnerships among key partners, members and stakeholders
 - Launching an Export Alliance website
 - Creating a calendar of new trade events
 - Starting educational workshops across the region
 - Promoting available regional, state and federal export assistance services through city-lead business retention and expansion programs
- ❖ Develop and manage MPEXA long-term operational plan based on Export Plan, including annual budgets, staffing, functional structure, fundraising, and reports to the BEF Board
- ❖ Outreach and engagement with partner organizations and the broader community to garner support
- ❖ Cross-section of the Phoenix Metro community in terms of industry sector, size of company, key partners, members and stakeholders, geographic location in the Phoenix Metro, demographic diversity, etc.
- ❖ 25% SME exporter representatives, 25% key global trade partners, members and stakeholders representatives, policy makers, and 25% representatives from large exporter companies



MPEXA Launch!

Metropolitan Phoenix Export Alliance

[View this email in your browser](#)



METROPOLITAN PHOENIX EXPORT ALLIANCE

OFFICIAL LAUNCH | MAY 27

You're Invited

Please join us for the official launch of the Metropolitan Phoenix Export Alliance, a region-wide venture to implement a metro export plan.

KEYNOTE SPEAKER: MAYOR GREG STANTON

May 27, 2015

9 – 10:30 A.M.

**REGISTRATION BEGINS AT 8:30
A.M.**

[RSVP](#)

**Arizona Small Business
Association**
4600 E Washington Ave, Suite 340
Phoenix, AZ 85034

ABOUT THE EVENT

Joining major metropolitan regions such as Atlanta, Jacksonville, Milwaukee, Sacramento and Wichita, Greater Phoenix is participating in the Global Cities Initiative: A Joint Project of Brookings and JPMorgan Chase. The Global Cities Initiative was formed to provide U.S. metro area leaders with the practical knowledge, policy ideas and networks needed to become more globally connected and competitive.

Together with the Greater Phoenix Economic Council, a Global Cities Exchange Steering Committee was



arizona small business association

