

**GREATER  
PHOENIX  
EXPORT PLAN**  
METRO EXPORT INITIATIVE

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Through participation in the Global Cities Initiative: a joint project of Brookings and JPMorgan Chase, Greater Phoenix has launched **Metro Phoenix Export Alliance** to achieve these plan objectives and increase exports



# WHY.....EXPORTING GOOD FOR BOTTOM LINE OF REGIONAL ECONOMY

Smaller Companies Have Vast Untapped Export Potential

SMEs generate the majority of net new jobs – **Helping these firms grow by selling internationally is important to our economy**

Less than 1% of US companies export. Of those who do export, 58% export to only one country – **Many businesses could benefit from learning more about these international opportunities and resources available to help**



# THE OBJECTIVE

## **Establish Greater Phoenix as a global trade hub & positioning the Greater Phoenix region as a location of choice for global investors.**

- Double the value of exports as a percentage of Greater Phoenix GDP by 2025
- Increase the number of small- and medium-sized exporters in Greater Phoenix
- Expand and promote awareness of global business opportunities for Greater Phoenix companies
- Position Greater Phoenix as a global-ready market



# Our Value: Single Point of Contact

- The “GO-To-HUB” for SMEs looking for export related assistance and guidance.
- The source for export related resources and information that is easily accessible, current and responsive.
- Trade events, export resources, education
- Regulations, financing.
- Federal and Local resources
- Community outreach.



# How: Supporting and Promoting Existing Resources

- Education & Outreach: Multiplier Effect
- Engaging with Economic Development Directors
- Supporting Partner Organizations
- Formalizing relationships (MOU) with key partners and agencies
- Expanded Marketing and Communications
- Companies engaged and directed to partners
- Create new avenues to showcase export resources
  - ASBA: 2016 AZ Speaks, Feb 11<sup>th</sup> and Global Talks, June
  - AZ Small Business Conference May 5<sup>th</sup> with MPEXA Track
  - ASU Eller School: JP Morgan Chase “EDGE” Program - MPEXA



# Support Needed: How You Can Help

- Resources: Financial Support and In-Kind Support
  - To support the 3 year plan
  - To support matching grant requirements.
- Point companies to MPEXA for resources
- Invite MPEXA to speak.
- Establish an MOU: share City information on your trade missions, events, company success stories, MPEXA Website.
- Printing services for marketing collateral - NEEDED
- Engage local news and media publications

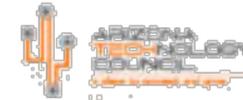


# Upcoming Events

- Doing Business with Africa: 3 Webinars in March, African Biz Portal
- March 17: OWIT, Trade Policy and FDI, Carol Colombo, Managing Member, Fedelta Partners, @ MAG
- March 31: Morison Institute: Infrastructure/Energy/Calgary Forum
- March 31: EX-IM Bank Presentation: SBA & MBDA & MPEXA



# MPEXA PARTNERS



U.S. Commercial Service

U.S. Small Business Administration

US Commercial Service in Arizona

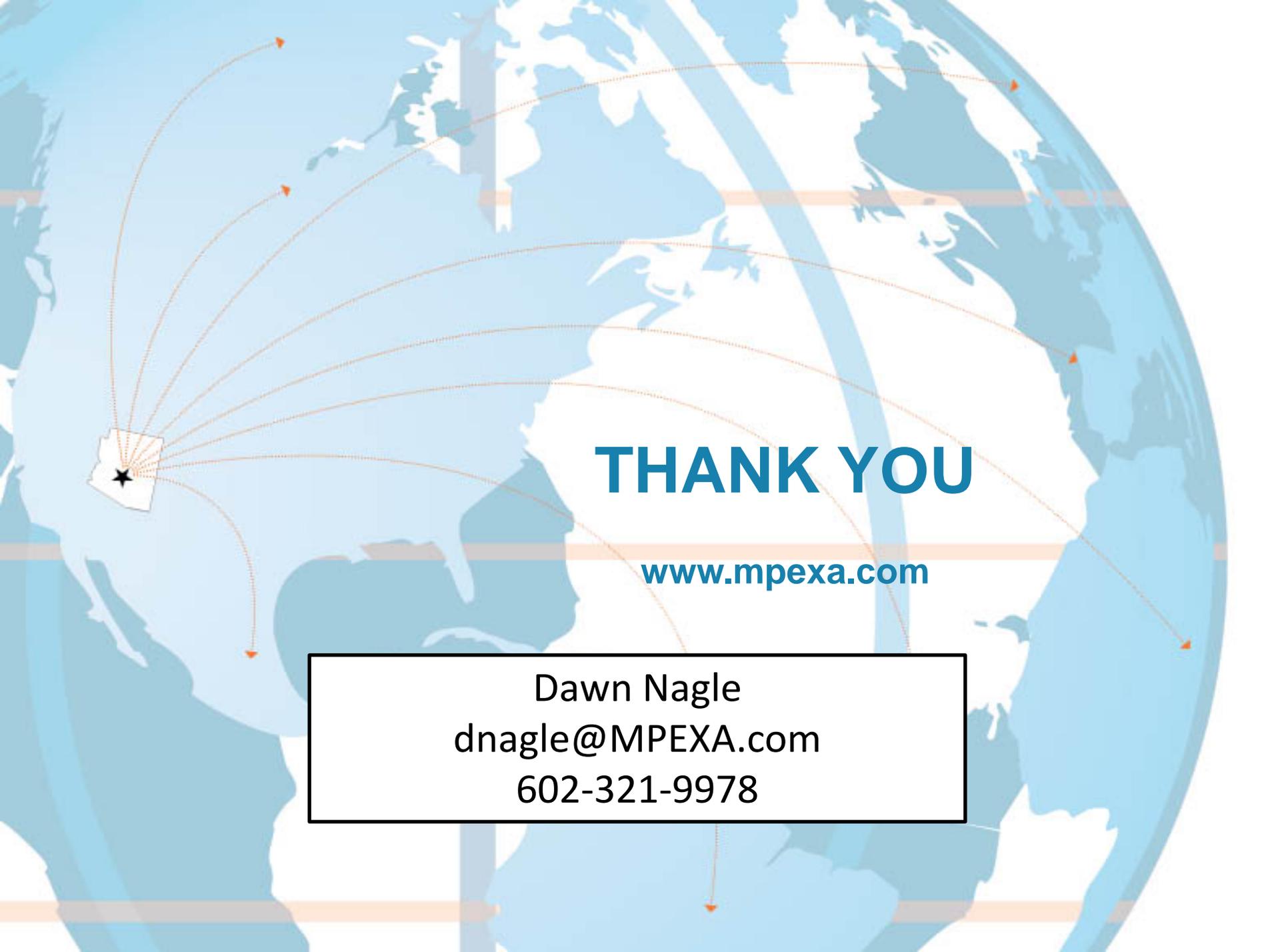


Improving coordination, developing new resources and demonstrating that:

The Greater Phoenix region is **the place** to start and grow global companies

MPEXA is dedicated to increasing exports in Greater Phoenix .





# THANK YOU

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# GREATER PHOENIX EXPORT PLAN

The planning process was lead by a 25-members steering committee

Beginning in December 2013, this 18-months long process culminated in May 2015 with the public release of the Export Plan

The planning process included:

- Market Assessment
  - Economic & Export Data Analysis
  - Survey & Interviews
- Strategy Development
- Implementation Plan



# GREATER PHOENIX EXPORT PLAN

Tailored to the region's industrial & geographical advantages, the plan focuses on:

- Strengthening trade partnerships in North America and beyond
- Building upon groundbreaking work already underway in the region
- Forming new collaborations to raise the region's profile in the global economy



A strong export economy translates into **jobs and greater stability** against the ups and downs of domestic economic cycles.

Export growth contributes to **higher earnings**.

For individual companies, international markets represent opportunities to **raise sales and profits**.



# METRO PHOENIX EXPORT 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.



Regional leaders have put forward a plan to **accelerate** the transformation of the Greater Phoenix economy into a global force for **innovation and technology** by 2025



**Velocity** aims to establish Greater Phoenix as a **trade hub** by connecting small- and medium-sized suppliers and new businesses to growing markets while positioning the region as a **location of choice for global investors.**

