Minneapolis Saint Paul Export Initiative
The Minneapolis Saint Paul (MSP) Region

- Home to more than 3 million people, 1.8 m. labor force
- 13 counties across 2 states
- $164.1 billion in GMP
- Strengths in medical device technology, electronic and machinery manufacturing, food, business/financial services
- 19 Fortune 500’s
MSP Export Plan is Part of Broader Metropolitan Business Plan

1. Greater MSP Regional Partnership
2. MSP Regional Cluster Initiative
3. Thinc.GreenMSP
5. Entrepreneurship Accelerator
6. MSP Export Plan
Leadership and Partners

- Lead for plan development
  - Minnesota Trade Office

- Core working team
  - City of Minneapolis and Minnesota Trade Office

- Steering committee – Regional economic development and trade leaders
  - BioBusiness Alliance
  - Enterprise Minnesota
  - Greater MSP
  - US Commercial Service
  - University of MN, CIBER
  - MN Chamber of Commerce
  - Office of Governor Mark Dayton
  - Regional Council of Mayors
  - Small Business Administration
  - Midwest Global Trade Association
  - Minnesota High Tech Association

Minneapolis Saint Paul Export Initiative
MSP Export Trends

Major exporter
MSP ranked 14th for dollar volume of exports

But slow export growth
MSP ranks 66th for export growth

Diverse export industries
10 industry sectors have most exports (diversified sectors)

Strong export services, but fragmented
Programs not well aligned or coordinated; businesses unaware of services
Export Goals and Objectives

1. Increase and sustain regional jobs by doubling exports from 2012 to 2017

2. Expand # of companies exporting and # of markets per company

3. Increase global orientation and fluency

Minneapolis Saint Paul Export Initiative
Export Strategies

1. Solidify the regional export team
2. Target global markets based on regional assets
3. Sell MSP to the world
4. Just added: a strategy focused on targeting specific economic sectors of regional strength – starting with health and wellness
Strategy 1

Solidify the Regional Export Team

- Identify and align all export players
- Enlist “mobile” assets – develop an alumni association of globally-savvy people with an MSP connection
- Build an intra-region business bridge connecting large metro exporters with small businesses – mentoring and opening doors abroad

Minneapolis Saint Paul Export Initiative
Strategy 2
Target Global Markets Based on Regional Assets

- Identify regional assets for a global footprint
  - Economic sector strengths for exports – medtech, advertising, electronics manufacture, food, etc.
  - Transportation assets – direct flights and freight routes
  - Established global connections – new arrivals, foreign students, trade relationships, sister cities, travel

- Target the intersection of MSP assets and global market opportunities

Find our Silk Road

Minneapolis Saint Paul Export Initiative
Strategy 3

Sell MSP to the World

Define and promote MSP brand

Sell MSP brand locally
Tap the global competency and reach of MSP residents – inform and empower citizen and business advocates

Sell MSP brand globally
- Citizen and business advocates
- Trade missions to target markets
- Advertising, social media
Implementation, Operations and Funding

- Minnesota Trade Office and Greater MSP will lead implementation, Steering Committee will guide through quarterly meetings
- Minnesota Trade Office and USCS are primary program providers
  - Export education and training, one-on-one guidance, technical assistance
- Proactive outreach to businesses through steering committee representatives and a broad set of regional partners enlisted to join the “MSP Export Team”
- Phased timeline - early wins and sustained efforts
- Funding
  - Existing partner budgets and staffing – will constrain to activities within the priority work plans of participants
  - Funding to be identified for additional activities, including performance metric tracking

*Minneapolis Saint Paul Export Initiative*
Performance Metrics

- Double MSP export dollar volume by 2017
- Increase # of companies exporting
- Increase # of markets to which companies export
- Global fluency metrics TBD

Data sources for each of these metrics will be challenging
- Metro-level export data lag by several years
- No existing, consolidated source for company-specific measures
Policy Priorities for MSP

Support for service provider capacity
USCS, SBA, CIBER, MTO – without capacity here, we will direct companies into a bottleneck

Trade agreements
Companies cite trade barriers as an issue, particularly China and India

Patents and certifications
Timeframes for patent and FDA approvals are hindering exports

Visas
Restrictions on visas for business visitors slows or halts deals

Minneapolis Saint Paul Export Initiative
What can cities do?

- Get the word out to companies
- Raise the profile of exports
- Presentations at Chamber of Commerce and business association events
- Chambers and Economic Development staff familiar with export opportunities and resources
- Website
- Export one pager
Examples from Minneapolis

- PediaPals (pediatric medical equipment manufacturer) – Turkey and Japan
- Dero (bike racks and bike commuter tracking equipment) – Sweden and Saudi Arabia
- Dash and Thompson (IT installation and education) – Europe and Asia
- Windrider (sailboat manufacturer) – Australia and Mexico
- Accent Signage (green and ADA-compliant signage manufacturer) – Chile
- Collaborative Design Group (architecture) – Harbin, China
Minneapolis Saint Paul Export Initiative