MINNEAPOLIS - SAINT PAUL EXPORT PLAN
METRO EXPORT INITIATIVE
Minnesota’s ranking was the biggest improvement of any state in the study, jumping 12 spots

Six key metrics: costs, labor supply, regulatory environment, current economic climate, growth prospects and quality of life
Export Goals and Objectives

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

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

3. Increase global orientation and fluency
Four Core Strategies
Connect Companies to Global Opportunities Through a Unified Export Team

- Create an Export “Road Map”
- Identify Resource Gaps
- Enlist our “Global Assets”
- Enlist Minneapolis-Saint Paul Alumni
- Establish an Export Business Bridge
2 Target the Intersection of Local Products and Global Demand

• Coordinate Trade Missions to, and Delegations from, Target Markets
• New to Export / New to Market Intensive Program
Promote Global Advantages, Starting with Health and Wellness

- Intensive Focus on Industry Clusters
- Year One – Market Earned Reputation for Global Health and Wellness
Sell MSP to the World

- Define and Promote the MSP Brand
- Sell the MSP Brand Locally
  - Tell the Story
  - Exports Website
  - Make Exports a Key Indicator of Economic Performance
- Increase Global Fluency
- Sell the MSP Brand Globally
Minneapolis Saint Paul Exports

Source: Export Nation 2013 (billions)

+26%
Performance Metrics

- Increase and sustain jobs by doubling exports by 2017
- Increase number of companies exporting
- Increase number of markets (countries) to which companies export
- Increase global orientation and fluency
MSP Export Plan Development
Steering Committee

- City of Minneapolis/Office of Minneapolis Mayor R.T. Rybak
- GREATER MSP
- Minnesota Trade Office
- Carlson School of Management, University of Minnesota
- Center for International Business and Education Research (CIBER)
- City of Saint Paul/Office of Saint Paul Mayor Christopher Coleman
- Enterprise Minnesota
- Hennepin County
- Itasca Project
- LifeScience Alley/The BioBusiness Alliance of Minnesota
- Midwest Global Trade Association
- Minnesota Chamber of Commerce/Grow Minnesota!
- Minnesota Department of Agriculture
- Minnesota Department of Employment & Economic Development
- Minnesota High Tech Association
- Office of Governor Mark Dayton
- Office of Edina Mayor James Hovland
- U.S. Commercial Service-Minneapolis
- U.S. Small Business Administration
- Urban Land Institute Minnesota
Implementation Phases

**Phase One - 2012**
- Create a Clear Road Map
- Increase Global Fluency
- New to Export/ New to Market Program
- Health and Wellness/Sell the MSP Brand Globally

**Phase Two - 2013**
- Enlist Local Global Assets
- Mainstream Exports
- Coordinate Trade Missions, Delegations and Target Markets
- Identify and Address Gaps
- Enlist the MSP Alumni Association
- Establish an Export Business Bridge

**Phase Three - 2014**
Diverse Export Industries

- Machinery
- Precision Instruments
- Financial Services
- IT Royalties
- Medical Equipment
- Petro & Coal Products
MSP’s Exports Provide Thousands of Jobs

117,200

number of direct export related jobs in MSP, 2010
(Ranks 15th among 100 largest metros)
What You Can Do

• **Be an ambassador for exporting**
  
  • Metro leaders are critical actors for helping boost national and global trade by adopting strategies to enhance their global trade position.

• **Help small and mid-sized businesses see the opportunity**
  
  • Many businesses are busy running their day-to-day operations, and they don't look into exporting. Many businesses also have misconceptions about exporting—they may think it’s too burdensome, believe it’s just for larger firms, or are not aware of the services offered by local, state and federal partners.

• **Exporting isn’t just for manufacturers**
  
  • One third of Minnesota exports are in the services sector (architecture, engineering, law, education/foreign students).
Thank you

Kathleen Motzenbecker
Minnesota Trade Office

exportminnesota.com