

International Business Strategy Update

JOBS AND ECONOMIC DEVELOPMENT COMMITTEE MEETING

November 7, 2022

International Business Strategy – Committee Referral

Review current work programs and policies related to international businesses.

Work with the Charlotte International Cabinet, other international organizations, and applicable NC programs to identify a scope of services and funding source for a study to develop a strategy/plan specific to Charlotte's global business interest.

Propose any new or revised plans or policies that Committee recommends for promoting international business based on study findings.

Updates

Assessing Current Programs

- Room to grow on current programing
- Natural connections to build programming between departments
- Need for more capacity

Updates

Developing a Plan

- Plenty of best practices from which to learn
- Most experts are in academia
- Network and think tank support available

Updates

Three Short-team Staff Recommendations

- Align scope with international peers
 - *A fuller International Relations Strategy with a heavy focus on economic partnerships*
- Create a fellowship to coordinate research
 - *Fellow will work with current staff to draft the plan for review with the Cabinet and Council*
- Use Krefeld – Charlotte "Urban Diplomacy Exchange" as a pilot
 - *Starting with Innovation and Sustainability as the base of a practical exchange*

Committee Input – Next Steps

Gauge Committee's feedback on the direction of this project

Continue stakeholder input

Create scope of fellowship