

INTERNATIONAL TRADE DEVELOPMENT PLAN

Our future regional economy will be its strongest when we produce the goods and services needed by the citizenry of the world's major metropolitan centers to live, work, and play. Furthermore, the Madison Region must be an international leader in agriculture, manufacturing, and talent, and stay physically connected to major metropolitan regions through infrastructure like fiber, ports, airports, highways, and rail. Wisconsin (with \$22B in annual exports), and more importantly the Madison MSA (with \$2B in annual exports), are well positioned to capitalize on these assets.

To address the continued rapid globalization of the world's economy, the Madison Region Economic Partnership (MREP) will create and implement a plan for exports and foreign direct investment in partnership with the federal and state government, private corporations, economic development entities, and trade organizations.

STAFF RECOMMENDATION – INTERNATIONAL TRADE DEVELOPMENT PLAN

- 1) Create an International Steering Committee
 - Guide initial efforts and create international strategic plan
- 2) Develop a Value/Supply Chain Map of Industry Clusters
 - Work with industry cluster staff from Wisconsin Economic Development Corporation (WEDC)
- 3) Work with UW Office of Corporate Relations to profile research and development facilities, labs, and other design and testing capabilities at UW-Madison
- 4) Create partnerships with WEDC, Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP), and Wisconsin Manufacturing Extension Partnership (WMEP)
 - Cost share dollars, roles, and responsibilities
 - Strategize with WEDC and WMEP prior to Washington, D.C. visit to facilitate a team approach
 - Market MREP-State partnership programs simultaneously to economic development organizations and corporations
- 5) Make external visits
 - Visit Minneapolis International Marketing Office—a strong new program—to learn best practices
 - Visit Washington, D.C. to meet with federal agencies and Brookings Institution
- 6) Hire new staff—International Marketing Manager (0.5 FTE)
- 7) Identify and secure corporate sponsors locally
- 8) Pursue grant dollars
- 9) Participate in outreach programs

IMPLEMENTATION

MREP's international trade efforts will be led by the SVP of Economic Development and in collaboration with VPs of both Marketing and Strategic Partnerships, local economic development organizations, and partners across the eight-county Madison Region.