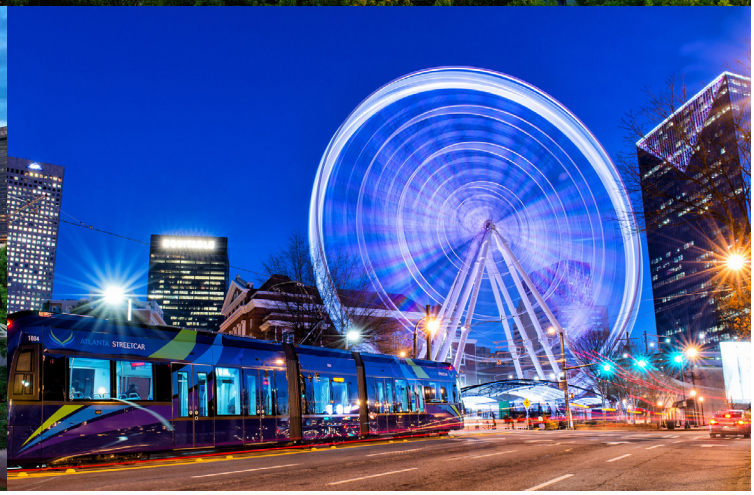
YEAR IN REVIEW

2014 | 15

ATLANTA MAYOR'S OFFICE OF INTERNATIONAL AFFAIRS



LETTER FROM MAYOR KASIM REED

Since the day I took office, my administration has been hard at work ensuring that the City of Atlanta remains globally competitive. This year, we have continued to see major progress in this effort. FDi magazine, a unit of the Financial Times, recently ranked Atlanta the #1 city in the Americas for its Foreign Direct Investment Strategy. Additionally, ATKearney Global Cities Index ranks Atlanta the 36th most international city in the world, up from #40 in 2010.

In order to continue raising Atlanta's global profile, we must build and maintain relationships with our international counterparts. That is why I led two major trade missions this year, travelling with local business and community leaders to Israel and Cuba. I traveled with CIOs and CISOs from leading Atlanta companies to the Tel Aviv Cyber Security Conference in March and led a business delegation to Cuba as President Obama announced his plans to formally re-establish diplomatic relations with Havana. The relationships we forged on these missions will yield results for years and allow Atlanta businesses to expand into these growing markets.

I also launched a new Immigrant Affairs Office to foster a more welcoming and inclusive Atlanta that attracts and retains diverse talent, while ensuring that all Atlantans are meaningfully included and supported by our city programs, regardless of language or country of birth. This new office institutionalizes the Welcoming Atlanta initiative within city government and reaffirms my administration's commitment to supporting and welcoming new arrivals who are already contributing to the prosperity of our great city and are critical to our continued growth.

On June 3, 2015, my Office of International Affairs, in collaboration with our partners at the Metro Atlanta Chamber, the State of Georgia, Invest Atlanta, and other economic development partners in the 29-county region, launched the Atlanta Metropolitan Export Plan (Atlanta MEP). JPMorgan Chase committed $300,000 to fund the implementation phase of the Atlanta MEP, which includes a centralized online resource for exporters at **AtlantaExportPortal.com** and a grant program to help small and medium-sized companies increase their exports. Both initiatives not only allow companies to reach foreign markets, but also help to increase the region's export capacity and intensity.

In another testament to our growing international reputation, foreign companies continue to expand their presence in Atlanta. Drawn by our young talent and low cost of doing business, the U.K.-based payment processor WorldPay will create 1,266 highly paid jobs in Atlanta. Sage North America, a British software development company, will bring 450 new jobs to Atlantic Station. Other international companies expanding or relocating to Atlanta include Mobinteg (Portugal), Bauerfeind (Germany), and Stefanini (Brazil). The Brookings Institute also chose Atlanta to begin research for the second phase of the Global Cities Initiative, focusing on increasing foreign direct investment within the region.

Atlanta is drawing such widespread interest because the world now realizes what I've always known: that our global connectivity is unparalleled; that our workforce is young, talented and culturally-conscious; and that the City of Atlanta is a world-class place to live, work, and play.

Our infrastructure and connectivity also makes Atlanta a major destination for global events and conferences. I'm excited to report that Atlanta will host the sixth annual meeting of the Clinton Global Initiative (CGI) in June 2016. Atlanta will take center stage as we host global leaders collaborating on issues such as workforce development, access to sustainable food systems, global health and environmental stewardship. I am proud to see Atlanta continue its legacy in serving as a forum for the rich and fruitful exchange of ideas.

From hosting the Prime Minister of Ireland during St. Patrick's Day weekend to welcoming more than 115 foreign delegations in the last 12 months, Atlanta's reputation as a global, cosmopolitan city has grown impressively, due in large part to the Southern hospitality exhibited by our residents and business community. Thank you for all that you do, every day, to make Atlanta the thriving international city it is today.

Kasim Reed
Mayor of Atlanta

PARTNERSHIP WITH THE WORLD ECONOMIC FORUM

In the last two years, Atlanta Mayor Kasim Reed has developed a strong relationship with the World Economic Forum (WEF), a Geneva-based non-profit organization which connects communities of leaders around global issues through high-level meetings, research, initiatives, and digital networks.

"The need for global cooperation has never been greater," said Mayor Reed. "The World Economic Forum provides an incredible platform to tackle global challenges in a holistic manner. It has also provided the City of Atlanta with a remarkable opportunity to increase its visibility among world leaders in the political, civic and business sectors."

In the last twelve months, the Mayor's Office of International Affairs coordinated Mayor Reed's participation in the World Economic Forum Annual Meeting of the New Champions or 'Summer Davos' held in Tianjin, China in September 2014, as well as in the World Economic Forum on Latin America summit held in Mexico in May 2015.

The 'Summer Davos' event attracted more than 1,700 entrepreneurs and decision-makers from around the world. On this occasion, the City of Atlanta was selected, along with New York City and Copenhagen, to participate in the WEF 'Project Mainstream' in order to create a favorable environment for the circular economy. The circular economy strives to accelerate the transition from our current linear economy, characterized by a take-make-dispose system, towards a system in which waste is eliminated and we respect the resources our world has given us. The potential for innovation, job creation and economic development is enormous. Estimates indicate a trillion-dollar opportunity, and numerous global trends suggest the time is ripe for change.

In its 10th year, the World Economic Forum on Latin America returned to Mexico under the theme "Advancing through a Renovation Agenda." On this occasion, Mayor Reed participated in a series of discussions on trading blocs and tourism opportunities, as well as waste and emissions reduction. This gathering offered a unique opportunity to position the City of Atlanta as a privileged business partner with Latin America at a time when the United States exports three times more to Latin America than to China and total trade to Latin America has hovered between 20 and 25 percent of total U.S. trade.

On both occasions, Mayor Reed promoted the city's assets to numerous foreign direct investment prospects in a wide array of sectors, including payment processing, logistics, and agri-business, among others.

> *"The World Economic Forum provides an incredible platform to tackle global challenges in a holistic manner."*
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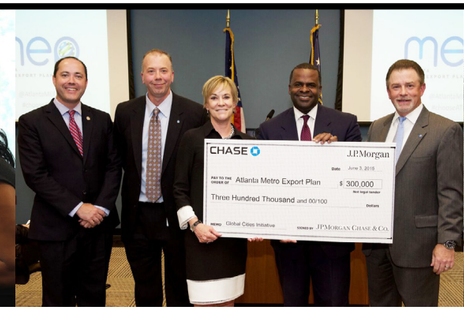
> Kasim Reed
> *Mayor of Atlanta*

THE ATLANTA METROPOLITAN EXPORT PLAN



On June 3rd, 2015 Mayor Kasim Reed was joined by local business leaders to announce the launch of the Atlanta Metropolitan Export Plan (Atlanta MEP), a strategic initiative to stimulate economic growth in the region by creating quality jobs through exports. As part of this announcement, JPMorgan Chase presented a check for $300,000 to the Atlanta MEP program to help small and medium-sized businesses increase their export capacity.

The launch included a published report that outlines strategies to increase exports and a new website, **www.AtlantaExportPortal.com**, with resources for small and medium-sized businesses to begin exporting or grow their current export activities.

Mayor Reed, Georgia Department of Economic Development Commissioner Chris Carr, Metro Atlanta Chamber President & CEO Hala Moddelmog, and JPMorgan Chase Georgia Market Leader David Balos were on hand to announce the new plan and outline the importance of how exports support economic development in metro Atlanta.

Exports are shown to add jobs to regional economies. The International Trade Administration reports that for every $1 billion generated in exports, an additional 5,800 new jobs are created. With 95 percent of the world's consumers located outside the U.S., the potential for growing exports is tremendous.

Metro Atlanta is one of the nation's largest economies and has an incredible opportunity to grow further through exports. While it has the 10th largest GDP in the United States, it is the 13th largest exporter with an estimated $25.5 billion of goods and services exported in 2012.

The Atlanta MEP will be implemented by multiple organizations, including the Metro Atlanta Chamber, the Georgia Department of Economic Development, and the City of Atlanta working in partnership with several other regional and local economic development agencies, public and private organizations.

Within the framework of the Atlanta MEP, the Mayor's Office of International Affairs will provide Atlanta-based companies with free export training sessions, trade counseling services, trade mission opportunities, as well as connections to potential buyers and clients.

The Atlanta MEP Steering Committee will launch an application program later in the summer of 2015 with a formal call for applications on the website, **www.AtlantaExportPortal.com**. The grants, administered as part of the Atlanta Export Grant program, will target small and medium-sized businesses that are looking to begin exporting or increase their export programs.

The Atlanta MEP is a partnership with the Brookings Institute, within the framework of their Global Cities Initiative. To know more about this initiative, please visit **www.brookings.edu/projects/global-cities.aspx** or **www.jpmorganchase.com/globalcities**.

mep
ATLANTA
METRO EXPORT PLAN

ATLANTA CYBERSECURITY MISSION TO ISRAEL

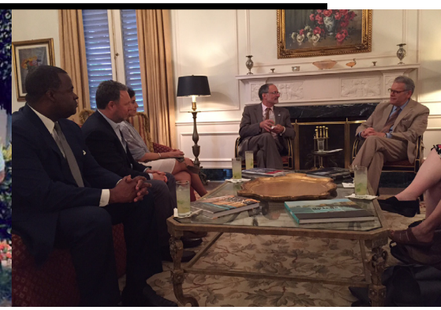
Mayor Kasim Reed led a six-day cybersecurity mission to Israel this March. This mission was co-organized by Conexx, the Metro Atlanta Chamber, and the Georgia Department of Economic Development, with the support of the Consulate General of Israel in Atlanta.

The goal of this mission was to introduce Chief Information and Security Officers of Atlanta-based companies to new innovative cybersecurity solutions and promote Atlanta's ecosystem to attract Israeli investment. The mission was anchored by the CyberTech International Conference & Exhibition in Tel Aviv, a two-day conference bringing together leading multinational companies, startups, investors, venture capital firms, experts, and clients. Participating Atlanta-based companies included Delta Air Lines, The Coca-Cola Company, NCR, Carter's Baby Clothing, and many more.

This mission provided our 33-person delegation with an incredible opportunity to learn about Israel's cybersecurity environment, which has become a hotbed for cutting edge innovation in the global market. By the year 2020, 60 percent of businesses worldwide will fall victim to devastating service failures due to their inability to handle the threats present in new technologies (Source: Gartner, Inc., 2014). Major U.S. corporations such as IBM, Lockheed Martin, Intel, and others invest heavily in Israel's highly developed technological capabilities, specifically in security-related fields.

This mission also enabled us to establish Atlanta as a top destination for Israel-based companies driving innovation in the technology industry. In August, the City of Atlanta hosted a cybersecurity conference at the Georgia Institute of Technology, in partnership with the law firm of Baker Donelson. During the conference, selected Israeli cybersecurity companies were given the opportunity to pitch their innovative ideas to Atlanta investors. The Baker Donelson Innovation Incubator will also provide a launching pad for Israeli companies who want to enter the U.S. market through Atlanta and are selected to participate in the incubator program.

ATLANTA BUSINESS MISSION TO CUBA



Joined by City Councilmember Kwanza Hall and Atlanta business leaders, Mayor Kasim Reed participated in a business-oriented trip to Cuba from June 27 to July 1. Organized by the World Affairs Council of Atlanta, this trip allowed Mayor Reed and the 25 Atlanta delegates to tour Havana and explore future business opportunities in the event a longstanding trade embargo is lifted. The Atlanta Journal Constitution and WSB-TV sent journalists to cover this historic visit.

The mission included meetings with Cuban private micro-business owners, Cuban officials which included Havana Mayor Marta Hernandez Romero, and Alimport representatives. Also present during the meeting were U.S. and European diplomats including the Chief of the then U.S. Interests Section in Havana, H.E. Jeff DeLaurentis, and EU Ambassador Herman Portocarero.

The trip coincided with the announcement by President Obama of his plans to formally re-establish diplomatic relations with Cuba, declaring that the two nations were ready to reopen embassies in each other's capitals and to start a "new chapter" of engagement after more than a half-century of estrangement.

This mission, which aimed to position Atlanta as a business gateway for Cuba, provided one clear opportunity: for Delta Air Lines to be able to secure the rights to fly into Cuba. Tony Torres, Delta's General Manager of Sales for the Caribbean and Central America who participated in this mission, says that the announcement could come as early as the fall. Delta Air Lines Inc. is poised to establish charter flights from Atlanta to Havana as early as the spring of 2016.

Another opportunity resides in the food and food-related industries, which are not subject to the existing trade embargo. In this regard, participating companies such as Atlanta-based Diaz Foods have expressed interest in attending this year's Havana International Fair, to be held in November, in order to promote their products to the Cuban authorities.

"Atlanta and Georgia are in position to be the preferred business partners with Cuba," Mayor Reed said, adding that our city and state do not suffer from the historically strained relationship between Cuba and Florida.

> *"Atlanta and Georgia are in a position to be the preferred business parters with Cuba."*
>
> Kasim Reed
> *Mayor of Atlanta*

2015 MANDELA WASHINGTON FELLOWS

The City of Atlanta welcomed 50 Mandela Washington Fellows during the summer of 2015. Clark Atlanta University and Georgia State University hosted the young African leaders from June 19 - August 1, 2015. Clark Atlanta University's program focused on business and entrepreneurship, while Georgia State University's program focused on public management.

The ambitious agenda set for the Mandela Washington Fellows kicked off with a Q&A Session with Mayor Kasim Reed followed by a welcome reception hosted by the Mayor's Office of International Affairs, the Mayor's Office of Film & Entertainment, and TrueStory Agency. Each university organized an exciting and informative agenda for their Fellows, including sessions with Atlanta City Council, Hartsfield-Jackson Atlanta International Airport, The Coca-Cola Company, UPS, the Federal Reserve, and the Center for Civil and Human Rights. Fellows also participated in community service projects with Walter Young YMCA, Trees Atlanta, and Atlanta Community Food Bank.

Many talented Fellows have plans to continue their relationship with the City of Atlanta: a Fellow from Guinea-Bissau plans to bring a delegation to focus on water systems best practices with Atlanta's Watershed Management Department; an entrepreneur from South Africa is considering establishing a financial services company branch in Atlanta; and a banker from Ghana brainstormed with First Lady Sarah-Elizabeth Reed on possible collaborations in early childhood education.

The Mandela Washington Fellowship is the flagship program of President Obama's Young African Leaders Initiative (YALI). President Obama launched YALI in 2010 to support young African leaders as they spur growth and prosperity, strengthen democratic governance, and enhance peace and security across Africa. The Fellows, ages 25-35, are a diverse group from 49 countries in Sub-Saharan Africa. Of the nearly 50,000 applicants, only 500 are selected to participate in institutes hosted at American universities and only 100 secure internships at various organizations across the United States. The university institutes offer coursework in one of three tracks: business and entrepreneurship, public management, or civic leadership. Additionally, Fellows attend leadership training and a President Summit in Washington, D.C.

To learn more about the Washington Fellowship, please visit: **https://youngafricanleaders.state.gov/**.

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MANDELA WASHINGTON FELLOWSHIP FOR YOUNG AFRICAN LEADERS

ATLANTA SISTER CITIES PARTNERSHIPS

It has been a busy year for the Atlanta Sister Cities Commission. New chairs were selected, former chairs were honored and numerous exchanges took place.

Anton Mertens of Burr & Forman LLP was elected Chair of the Brussels, Belgium sister city committee and assembled a stellar team to rally the support of the Belgian community.

The late Vin Martin, Honorary Consul of Jamaica, was honored with the Global Citizen Diplomat Award at the first annual Sister Cities International Diplomatic Gala in Washington D.C. Mrs. Hazel Martin accepted the award on his behalf. A delegation from Atlanta, including Chief of Staff Candace Byrd, Atlanta Sister Cities Commission Chair Teri Simmons, and International Deputy Director Bettina Gardner were also present for the occasion.

City officials visited four sister cities in the past year: Ra'anana, Israel; Rio de Janeiro, Brazil; Toulouse, France; and Fukuoka, Japan. In March, Mayor Kasim Reed led a cybersecurity trade mission to Israel with CIOs from leading Atlanta organizations including AT&T, IBM, Delta Air Lines and NCR. During the mission, Mayor Reed and Mayor Bielski of Ra'anana met to discuss the sister cities relationship as well as opportunities for best practices sharing between Ra'anana and Atlanta.

Chief of Staff Byrd and LaRonda Sutton, Director of the Mayor's Office of Film & Entertainment, visited Rio de Janeiro to sign a memorandum of understanding with RioFilme and the Rio Film Commission to promote job creation, economic development, and cross-promotion of TV and film projects between the two cities. The memorandum of understanding is a direct result of Mayor Reed's trade mission to Brazil in April 2014.

A full schedule of activities were held to commemorate the 40th anniversary of the Atlanta-Toulouse sister city relationship. Chief of Staff Byrd and International Affairs Director Claire Angelle traveled to Toulouse, France in March for a ceremony alongside the "Phoenix" statue that the City of Atlanta donated to the city to honor the victims of the 2011 AZF industrial accident. In July, Invest Atlanta staff attended a SelectUSA conference in Toulouse to pitch Atlanta as an attractive FDI location for expanding European companies.

A delegation from Atlanta traveled to Fukuoka in July, 2015 to celebrate the 10th anniversary of our twinning. Fukuoka City Mayor Soichiro Takashima, Principal Officer Yuriy Fedkiw, and Chief of Staff Byrd planted trees for the Friendship Blossom – Dogwood Tree Initiative to commemorate the decade-long relationship between our cities. Additionally, there was a full schedule promoting trade, tourism, and economic development opportunities.

Atlanta has 18 Sister Cities across the globe. Sister Cities International is an organization whose goal is to "promote peace through mutual respect, understanding and cooperation" through person-to-person citizen diplomacy. President Eisenhower created Sister Cities International in 1956, with the idea that community to community cultural, educational, information, business, and trade exchanges would foster prosperous relationships between countries. Since then, every U.S. president has served as the Honorary Chairman of Sister Cities International.

SisterCities INTERNATIONAL
Connect globally. Thrive locally.

THE OFFICE OF INTERNATIONAL AFFAIRS - DAY TO DAY OPERATIONS

During the last twelve months, the Mayor's Office of International Affairs has welcomed more than 115 international delegations (a 65% increase over last year). Business, educational and political representatives from 49 countries and territories traveled to Atlanta to foster economic ties, share best practices, learn about our city's rich history, and develop student exchange frameworks.

The Mayor's Office of International Affairs maintains the working relationships and partnerships with Atlanta's trade and global affairs organizations, such as:

- More than 70 consular and trade offices
- More than 40 bi-national chambers of commerce
- World Economic Forum
- World Affairs Council of Atlanta
- World Trade Center Atlanta
- Georgia Council for International Visitors
- Hartsfield-Jackson Atlanta International Airport
- Atlanta Convention and Visitors Bureau
- Atlanta Center for International Arbitration and Mediation

From July 2014-July 2015 we hosted delegations from the 49 following countries and territories:

Argentina
Austria
The Bahamas
Bangladesh
Belgium
Botswana
Brazil
Canada
The Caribbean Islands
China
Colombia
Congo
Denmark
Dubai
Ethiopia
France
Germany
Ghana
Guinea
Honduras
Hong Kong
India
Ireland
Israel
Jamaica
Japan
Kazakhstan
Kenya
Lesotho
Malawi
Montserrat
Namibia
The Netherlands
Nicaragua
Nigeria
Pakistan
Panama
Poland
Rwanda
South Africa
South Korea
Swaziland
Switzerland
Tanzania
The United Arab Emirates
The United Kingdom
Uganda
Zambia
Zimbabwe

This year's key sectors of interest were:

- Logistics, information technology
- Cybersecurity
- Small business development
- Women entrepreneurship
- Public safety and emergency management
- Transportation
- Film production
- Auditing
- Franchising

THE OFFICE OF INTERNATIONAL AFFAIRS - SUCCESS STORIES

Foreign Direct Investment & Trade:

Stefanini Inc., a recognized industry leader in Information & Technology outsourcing services based in Sao Paulo, Brazil announced expansion of its office located in Atlanta's Atlantic Station, creating 400 jobs by the end of 2016. The company currently operates in 26 countries, and employs 17,000 people globally. The decision by Stefanini Inc. to expand came following Mayor Kasim Reed's 2014 Brazil trade mission.

Visits to Atlanta by Foreign Heads of State and Government:

In March 2015, the Mayor's Office of International Affairs welcomed the Taoiseach, Prime Minister of the Republic of Ireland Enda Kenny, during one of his yearly visits to the United States. On this occasion, he celebrated the 151st anniversary of Father Thomas O'Reilly's actions. In May 2015, the office also welcomed the Premier of Montserrat to discuss economic and educational opportunities between the City of Atlanta and Montserrat.

Educational Exchange Programs:

In April 2015, our office welcomed 20 middle school students from St. Joseph Middle School in Toulouse, for a language exchange program at William A. Sutton Middle School – part of the Atlanta Public Schools system. In turn, students from Sutton Middle School traveled to Toulouse in June 2015 to complete the language exchange. This is the first language exchange of its kind in the State of Georgia. In June, students from Maynard Jackson High School traveled to Atlanta's sister city, Nuremberg, Germany to complete work on a social media campaign to stop human trafficking.

Cultural Exchange:

For the second year in a row, the City of Atlanta welcomed 50 Fellows from President Obama's Mandela Young African Leaders Initiative, along with Clark Atlanta University and Georgia State University.

Best Practices:

The Mayor's Office of International Affairs hosted and coordinated a series of workshops and roundtable discussions focusing on multiple sectors, including: a roundtable discussion with a South African delegation focusing on small business, women entrepreneurship, and cultural development; as well as hosting a delegation from the Seoul Metropolitan Government which focused on public safety and emergency management.

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