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Weekly highlights from the
North Carolina Department of Commerce



(Left-right) Ralph Lauren Vice President George Clopton, N.C. Department of Commerce Secretary Keith Crisco, Governor Bev Perdue

Ralph Lauren announces major expansion in Guilford County

Governor Bev Perdue announced on June 14 that Ralph Lauren Corporation (NYSE: RL), a leader in the design, marketing and distribution of premium lifestyle products, will expand its presence in High Point. The company plans to create 500 jobs over the next four years and invest \$97 million as part of the state grant awards. The company indicates that its expansion will drive an additional \$45 million in capital investment by 2017, based on its commitments to performance based incentives from Guilford County and the City of High Point. The N.C. Department of Commerce's [Jan Critz](#) was the developer on this project.

"My top priority is creating jobs," said Perdue, "One of the best ways to do that that is by helping existing companies expand. We know we have a strong business climate and the skilled workforce that Ralph Lauren needs to thrive in North Carolina."

For more than 44 years, Ralph Lauren's reputation and distinctive image have been consistently developed across an expanding number of products, brands and international markets. The Company's brand names, which include Polo by Ralph Lauren, Ralph Lauren Purple Label, Ralph Lauren Collection, Black Label, Blue Label, Lauren by Ralph Lauren, RRL, RLX, Rugby, Ralph Lauren Childrenswear, Denim & Supply Ralph Lauren, Chaps and Club Monaco, constitute one



Perdue announces 131 new jobs with GKN Driveline

Governor Bev Perdue announced on June 15 that GKN Driveline, a major manufacturer of automotive driveline components, will expand its presence in Person County. The company plans to create 131 jobs over the next five years and invest \$24.1 million. The project was made possible in part by state grants from the Job Development Investment Grant and the One North Carolina Fund Award. The N.C. Department of Commerce's [Bernard Torain](#) was the developer on this project.

GKN Driveline is a world leader in automotive driveline systems and solutions. The company is a wholly-owned subsidiary of GKN plc, which serves the automotive, aerospace, and land systems markets globally.

"This new investment in our North Carolina operations will allow us to better supply our world-leading driveline systems and will allow us to further strengthen our customer base. This expansion is the next stage of our growth in North Carolina," said President of GKN Driveline Americas Max Owen. [Read more.](#)

of the world's most widely recognized families of consumer brands.

"We are happy to have found a home in High Point and look forward to expanding our operations in North Carolina and continuing our commitment to the community with the creation of new jobs over the next few years," said Roger Farah, president and chief operating officer, Ralph Lauren Corporation. [Read more.](#)

[Perdue announces 500 new jobs in High Point](#) (WGHP - High Point, June 14)

United Technologies to create 325 new jobs in Charlotte

Governor Bev Perdue announced on June 13 that United Technologies Corporation, a global leader in the research, development and manufacture of high-technology products, will expand its presence in Charlotte. The company plans to create 325 UTC jobs over the next five years and invest at least \$4 million. The project was made possible in part by state grants from the Job Development Investment Grant and the One North Carolina Fund award. The N.C. Department of Commerce's [Rod Forsythe](#) was the developer on this project.

United Technologies, one of the world's largest and most successful companies, provides an array of products and services to the global aerospace and building systems industries. Products include military and commercial helicopters, aircraft engines and aerospace systems, heating, refrigeration and air conditioning systems, fire and security systems, and elevators and escalators. UTC's business units include Otis Elevator Co., Sikorsky Aircraft, Pratt & Whitney, Hamilton Sundstrand and UTC Climate, Controls and Security, which includes Carrier Corp.

United Technologies currently employs more than 1,500 people in 13 separate sites throughout North Carolina. The company is in the process of acquiring Goodrich Corporation, a global aerospace manufacturer with corporate headquarters in Charlotte. After the completion of the acquisition, which is still subject to regulatory approval, the headquarters for United Technologies' UTC Aerospace Systems business will be in Charlotte. UTC Aerospace Systems will be comprised of two segments. They are Aircraft Systems, which will focus on such products as propellers, landing gear, wheels and brakes; and Power, Controls and Sensing Systems, which will focus on such products as aircraft electric systems, engine components and fire protection systems. Each segment at the new Charlotte facility will include functions such as engineering, operations, supply chain, quality control, customer service, sales and business development. [Read more.](#)

[United Technologies unit to create 325 jobs in Charlotte](#) (Charlotte Business Journal, June 13)



(Left-right) Russ Sawchuck of the N.C. Department of Commerce's Canada office, Commerce Secretary Keith Crisco and Business Development Manager John Loyack

N.C. hosts life science executives at BIO 2012

As part of the N.C. Department of Commerce's ongoing program to market the state to life science and biotechnology decision makers, the department is sponsoring the North Carolina pavilion at the [BIO International Convention](#) in Boston June 18-21. The pavilion is located in Booth 2935 at the Boston Convention and Exhibit Center. More than 60 sponsoring organizations are participating in this year's state pavilion, showcasing the many aspects of North Carolina's biotechnology, pharmaceutical and life sciences industry. Governor Bev Perdue, N.C. Department of Commerce Secretary Keith Crisco and other Commerce officials will be meeting with company executives over the course of the four day conference.

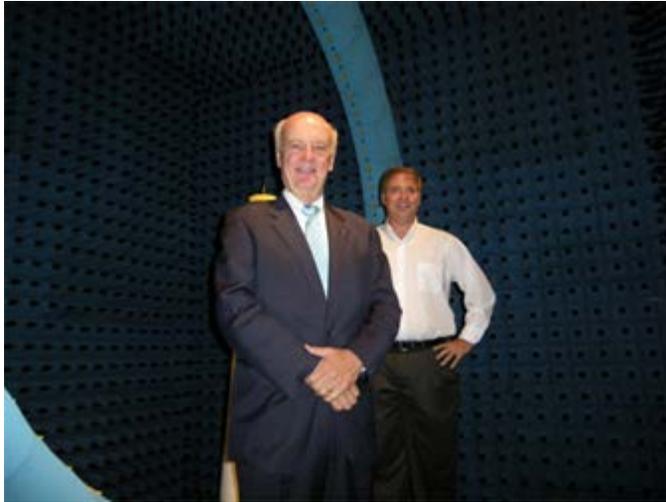
Later in the evening on June 19, the Friends of North Carolina will sponsor a North Carolina biotechnology reception at the New England Aquarium, hosted by Perdue and Crisco. Almost 400 life sciences industry executives from around the world are expected to attend.

[N.C. biotech sector to have big 'footprint' at BIO event](#) (WRAL Tech Wire, June 14)

Commerce officials appear on Carolina Business Review

John Hardin, executive director of the N.C. Department of Commerce's Office of Science and Technology, and Lynn Minges, assistant secretary for Tourism, Marketing and Global Branding, appeared on different segments of the weekly [Carolina Business Review](#). On May 11, Hardin taped a segment on "The Knowledge Economy" ([view segment here](#)). On June 15, Minges participated in the Travel and Tourism panel with Kit Cramer of the Asheville Chamber of Commerce, and tourism counterparts from South Carolina (segment

[UTC could get \\$19M from North Carolina for regional HQ](#) (*The Hartford Courant*, June 14)



(Left-right) N.C. Department of Commerce Secretary Keith Crisco and WRCNC President Gerry Hayes inside the center's state-of-the-art Satimo SG 64 RF and Antenna test chamber

Crisko tours Wireless Research Center in Wake Forest

On May 30, N.C. Department of Commerce Secretary Keith Crisco and Office of Science and Technology Director John Hardin toured the [Wireless Research Center of North Carolina](#). Joining them were Wake Forest Mayor Vivian Jones and Wake Forest Chamber of Commerce President Marla Akridge.

Founded in 2011 and located in Wake Forest, the WRCNC is a 501(c)(3) non-profit organization focused on economic growth by supporting research, development, testing and regulatory assistance for current and next-generation wireless antenna technologies. Its shared facilities are available to organizations and universities to support product development, technology research, and standardization efforts. Sectors served include telecommunications, government/defense, and medical technologies.

The center provides cost-effective ready access to test laboratories and expertise that will make companies more competitive in the commercialization of technologies and universities more competitive when seeking government commercial grants. Financed by the Town of Wake Forest and a grant from the Golden LEAF Foundation, and drawing upon input from the N.C. Department of Commerce, the center's facilities and organizational structure are unique in the nation. It has worked with projects as far afield as Israel, Sweden and Japan.

For more information about the center, see the [three-minute video](#) that highlights the center's mission and primary areas of focus.

not yet online).



(Left-right) Rocky Mount Area Chamber of Commerce Chairman Lige Daughtridge, Chamber President Theresa Pinto, Commissioner for Small Business Scott Daugherty, and Chamber Small Business Vice-Chairman Roger G. Taylor

Daugherty keynotes Rocky Mount chamber awards banquet

Commissioner for Small Business Scott Daugherty provided the keynote address at the 2011-12 Small Business Award Banquet hosted by the Rocky Mount Area Chamber of Commerce on June 13. More than 200 guests were in attendance.

Daugherty noted that he had made remarks at the chamber's initial small business awards ceremony 25 years earlier. He commented on the amazing changes that have occurred in North Carolina since then, but pointed out that one constant remains and that is the continued importance of small businesses to the state's and the nation's economy.

Daugherty highlighted a number of initiatives and new resources that have been introduced over the last two and a half years to help small businesses succeed. These include the BIZ BOOST program, the Small Business Taxpayer Recovery Program, reduced regulations, greater competitive procurement opportunities and enhanced access to capital. He also mentioned that North Carolina-based data confirmed that small businesses are growing their way out of the recession and beginning to add jobs and show solid potential to continue this trend.

Daugherty closed his remarks with comments on the strengths and attractiveness of North Carolina to businesses small and large and his sense of optimism for continued economic growth.





Wine marketing campaign delivers visitors, partner web referrals

The General Assembly in 2011 charged the N.C. Department of Commerce Division of Tourism, Film and Sports Development with promoting wine tourism, enabling the wine industry to fully integrate into the Division's comprehensive and innovative tourism marketing programs for both domestic and international audiences. The Division's resulting wine marketing campaign has achieved impressive results-including a nearly 25 percent increase in overnight visitors reporting wine tasting on their trips.

North Carolina is among the top 10 states for wine production with more than 100 wineries, and has been recognized as one of the top five culinary tourism states. This campaign leverages the unique history and current success and growth of the North Carolina wine industry. Using a combination of traditional and digital tactics, the campaign gives its audience an opportunity - and a desire - to hear the stories behind the wines and the winemakers right from the source.

While females 35-54 with household income of \$100K and higher remain North Carolina's core travel audience as the traditional influencers for most household leisure travel planning, wine tourism offers the opportunity to attract and engage more young adults from age 21 and older. The campaign also targets empty nesters, who are more likely and able to travel during the week for leisure. Geographically, the target audience includes North Carolinians and those traveling through North Carolina, including those from as far away as Ohio and Florida.

The campaign's goals are to increase visitation and spending at North Carolina wineries; broaden awareness and credibility both in-state and nationally for North Carolina wines; deliver downstream referrals from the Division's websites to individual winery sites to spark interest and visitation; and help increase demand for North Carolina wines beyond wineries as a result of growing visitation.

Xanofi opens first nanotech accelerator in Southeast

Xanofi, a Raleigh nanotech company specializing in production of nanofibers, has launched the first nanotech accelerator in the Southeast to provide office and lab space for seed stage companies.

The National Science Foundation estimates the worldwide nanotechnology market will be worth more than \$1 trillion by 2015. To date, there has been a disconnect between the advances in the lab and the commercialization of those nanotech breakthroughs. Infrastructure is one of the greatest hurdles to commercializing high-tech inventions. Research and development requires laboratory space and expensive scientific equipment.

Xanofi will dedicate up to 3,500 sq. feet of space to entrepreneurs, which includes a wet laboratory with dedicated

SEUS/Japan conference registration now open

Registration is now open for the 35th Annual Joint Meeting between the Southeast U.S./Japan and Japan-U.S. Southeast Associations to be held Sept. 13-15 at the Imperial Hotel in Tokyo. 2012 marks the return of the SEUS/Japan conference to Japan at a time of new opportunities as companies consider their supply chain infrastructures in context with today's global investment landscape.

Featured speakers at the conference include senior executives from companies such as Toyota Motor Corporation, Mitsubishi Heavy Industries, and ITOCHU Corporation. The Japanese delegation will again be led by Hiromasa Yonekura, who currently serves as the chairman of the influential Japan Business Federation (Nippon Keidanren). Yonekura led the Japanese association when the SEUS/Japan conference was held in Raleigh in 2008, and he is a Duke University graduate.

In a change of format from previous years, the 2012 conference opens on Thursday with a delegate reception and concludes on Saturday when the traditional series of offsite networking opportunities will be held. A preliminary agenda for the conference is posted on [the N.C. Department of Commerce website](#).

To register for this year's SEUS/Japan conference, contact David Rhoades in the Department's Marketing Division at (919) 715-6556 or via email at drhoades@nccommerce.com.

New partnership to advance biomanufacturing industry in Europe and U.S.

To foster the continued success of the biomanufacturing industry, N.C. State University's Golden LEAF [Biomanufacturing Training and Education Center](#) and Strasburg University's [European Aseptic and Sterile Environment Training Center](#), developed with Alsace Biovalley, have joined forces to create [BTEC International](#). This new organization will provide biomanufacturing training, education and process services in the U.S. and Europe. Plans call for the enterprise to become a knowledge hub of regulatory affairs expertise pertaining to both the U.S Food and Drug Administration and the European Medicines Agency.

BTEC International will develop and provide hands-on biomanufacturing training and

hood space/storage, offices, warehouse, and conference rooms. Co-located companies will also have use of Xanofi's scanning electron microscope and other lab equipment, VoIP phones, wireless access and dedicated server space, as well as access to a network of service professionals who work with startups. Fees for space will range from \$500-800 per month and limited to five companies.

"The two biggest needs for seed stage nanotech companies are the money and the place required to mature. In order for North Carolina to seize a leading role in this important, growing industry, we must have the facilities in place now to develop ideas into commercialized products," says CEO Miles Wright. "There's also a great advantage in product development when nano companies have the time and space to cross-pollinate ideas and capabilities."

To learn more or to submit a one-page application for space, please visit www.xanofi.com and email Miles Wright at miles@xanofi.com.



NCDOT to study economic impact of I-95 tolls; creates advisory council to help guide process

In response to questions raised regarding the economic impact of tolling I-95 in North Carolina, the N.C. Department of Transportation has begun an economic assessment process and has created an advisory council to help guide this process. The advisory council consists of representatives of major industries who have voiced concerns over the potential of utilizing tolling to add nearly 500 miles of new road lanes to I-95.

The advisory council met last month to discuss the process for moving forward. As a first step, council members and NCDOT staff collaborated to draft a Request for Proposals to find a firm or team of economic experts that will conduct an economic impact assessment. This assessment will examine what the economic impacts, both positive and negative, would be to adding lanes on I-95 and paying for them with tolling or utilizing other funding that may exist. It will also examine the economic impact of not adding the lanes or making any significant improvements outside what can be funded with existing funding sources. The RFP is posted [here](#), with a June 29 deadline for proposal submission. Following a review of all proposals, a contract should be awarded in August. The advisory council will meet with the firm or team during the process to offer guidance and suggestions. It is anticipated that the assessment will be completed and presented to the public through a series of public meetings in March 2013.

regulatory affairs courses at the Golden LEAF BTEC facility in Raleigh and at the EASE headquarters in Strasbourg, France. The initiative will also work with researchers, corporations, governments and international organizations to develop and test innovative technologies to advance the biomanufacturing industry.

The Golden LEAF BTEC at NCSU was founded in 2007 to provide high quality, hands-on education and training in cGMP manufacturing of biopharmaceuticals for university students and incumbent workers in order to meet industry's need for professionals with highly specialized skills. It is the largest biomanufacturing training center in the United States, with 82,500 gross square feet of space, which includes 63,000 gsf of labs and 9,000 gsf of classrooms.



Area Development honors N.C. with Silver Shovel economic development award

After receiving the accolade in 2009 and 2011, North Carolina was again recognized with *Area Development's* 2012 Silver Shovel award. The economic development resource highlighted the state's manufacturing industry, noting the impact it will have on expected economic growth in 2012. Twenty percent of the state's annual GDP is generated through manufacturing, which crosses a diverse set of industries in North Carolina, including aerospace, automotive, biotechnology, green energy and heavy equipment. In addition, the state was also recognized for its growing information and communications technology sector.

Projects from across North Carolina noted in *Area Development* represented aerospace, automotive, energy and other industries, and included:

- Celgard, Cabarrus County, 250 jobs, \$105M investment
- Chiquita Brands Intl., Mecklenburg County, 417 jobs, \$14.1M investment
- Horsehead Corp., Rutherford County, 250 jobs, \$361M investment
- NS Aviation, Forsyth County, 308 jobs, \$1.2M investment
- Pittsburg Glassworks, Surry County, 260 jobs, \$85M investment
- Red Hat, 540 jobs, \$109M investment
- Semprius, Henderson County, 256 jobs, \$89.7M investment
- Steven Roberts Original Desserts, LLC, 342 jobs, \$4.5M investment

2012 Gold and Silver Shovel awards were

During these months, NCDOT will focus I-95 study resources on the economic assessment and will not seek to obtain the necessary permits for lane expansions. NCDOT will continue to utilize its limited funds to maintain the existing highway. For more information on plans to improve I-95, visit www.driving95.com.



N.C. Museum of Art gets still-life exclusive

A touring exhibition of more than 70 still-life paintings representing multiple masters will make its only U.S. stop at the N.C. Museum of Art this fall. "Visual Feast: Masterpieces of Still Life from the Museum of Fine Arts, Boston," which opens Oct. 21 and runs through Jan. 13, 2013, will include works by Pierre-Auguste Renoir, Paul Cézanne, Henri Matisse and Georgia O'Keeffe. The exhibition features European and American paintings and decorative arts from the Renaissance to the present. Visually alluring, the still life has served as a means for artists through the centuries to test their artistic mettle and express often-profound ideas on time, life and nature.

awarded to states exhibiting innovative economic development policies that resulted in attracting new employers and driving investments in facilities as well as expansions within existing industry. [Read more.](#)

Year-to-date Metrics

Below are year-to-date metrics tracked by the N.C. Department of Commerce's Division of Business and Industry Development that illustrate some of the recent activities of the Division. The metrics include the number of new economic development projects assigned to B&I development staff; the number of economic development project announcements; the number of announced jobs created and capital invested; the number of interactions existing industry staff had with businesses throughout the state; and the number of contacts received by the Business Link North Carolina/Business ServiCenter.

Jan. 1 - June 19, 2012

New projects assigned:	196
Projects announced:	60
Jobs announced:	7,198
Capital investment announced:	\$1.88B
Industry visits by existing industry staff:	623
Calls to Business Link N.C.:	9,653

N.C. in the News

This Week's Highlights

- [NCBiotech awards \\$100K grant](#) (*Triangle Business Journal*, June 14)
- [A little insight into the Triangle's financial sector](#) (*Triangle Business Journal*, June 12)
- [Manufacturing still a driver of Triad's economy](#) (*Triad Business Journal*, June 12)
- [Hickory lands \\$400,000 EPA grant](#) (*Hickory Daily Record*, June 11)
- [Sierra Nevada begins to settle in](#) (*The Times-News* – Hendersonville, June 10)

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