



Global Business Services Overview

December 10, 2020

ECONOMIC DEVELOPMENT PARTNERSHIP OF NORTH CAROLINA

Our Mission

The Economic Development Partnership of North Carolina improves the economic well-being and quality of life for all North Carolinians. We do this by collaborating with state, regional, local, and private-sector partners in new business recruitment, existing employer support, international trade and export assistance, small business start-up counseling, and tourism promotion.



Business Recruitment



Existing Industry Support



International Trade



Small Business Support



Travel & Tourism





Existing Industry Team



EDPNC Existing Industry Team

- Team of 8 Existing Industry Managers based around the state.
- Each member covers a specific region and as a team cover all 100 counties.
- Focus is on supporting existing industry.
- Actively work projects in their territories
- Getting Raleigh out of Raleigh



Existing Industry Services

- Business Expansion Support
- Workforce Recruitment and Customized Training.
- COVID Recovery Resources
- Link to local, state and federal support programs
- Supply chain connections
- Market Research and Analysis
- International Trade Resources
- Manufacturing and Process Improvements
- Boots on the ground for EDPNC and NCDOC
- Matchmakers that address the needs of business.

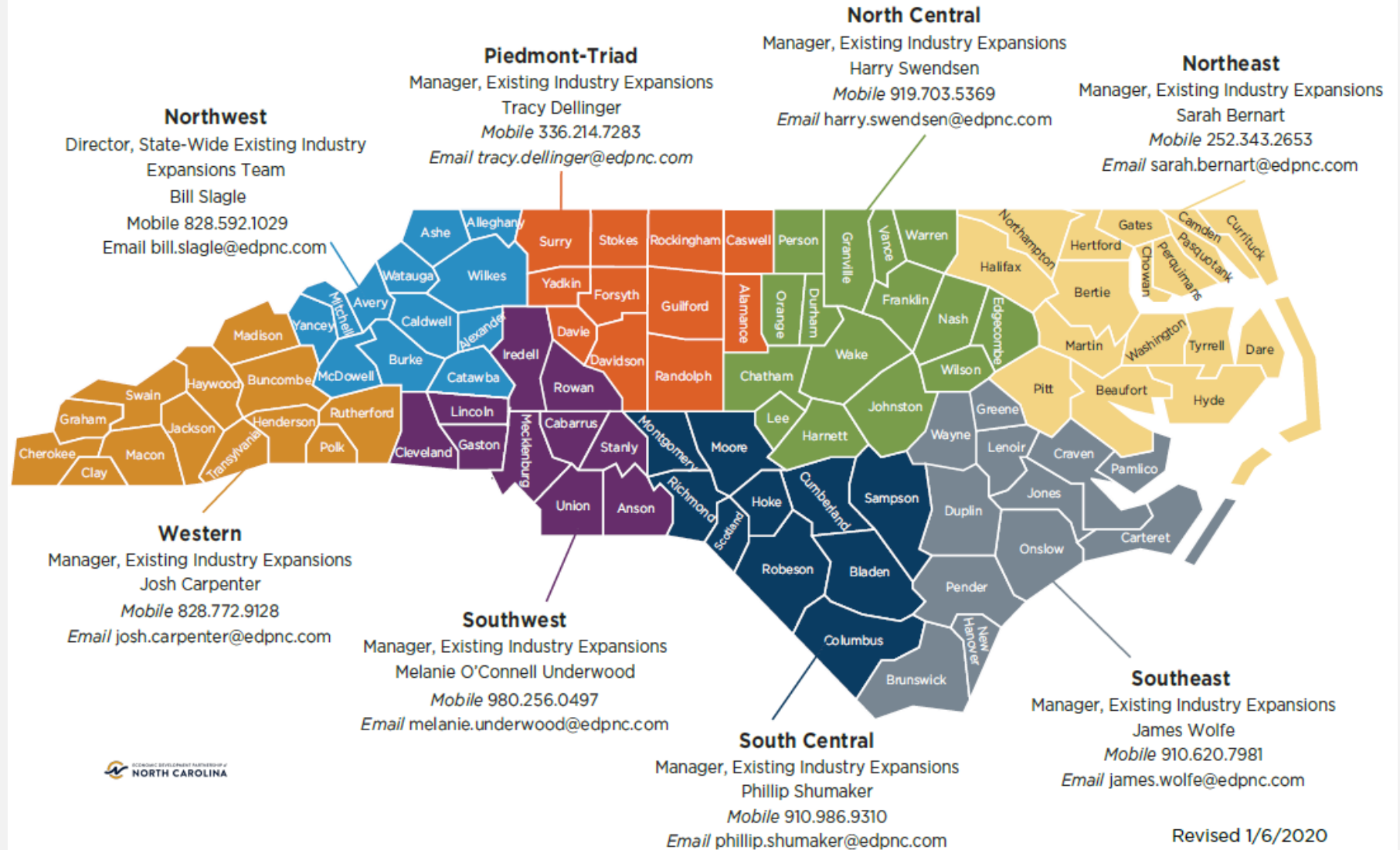


Existing Industry Support During COVID

- Helping businesses determine “Essential Industry” status
- Assisting businesses choosing to pivot to PPE manufacturing
- Supply chain connections
- Workforce Development solutions
- Introductions to local, state and federal agencies purchasing PPE.
- Loan and Grant opportunities (EIDL, PPP, JRG, MEP, STEP)



NC Prosperity Zones





Onward As One Campaign

*Fueling growth (and recovery) in North Carolina
through collaboration and connection.*



Onward As One Campaign

- Launched on 11/22
- Focused on reaching in-state audiences of North Carolina businesses and community leaders to make them aware of EDPNC's services to help them respond and recover.
- CARES Act funding for business marketing to address the impacts of COVID-19.



Onward As One Campaign

The spirit of inventiveness and endurance is within all North Carolinians. Our collective mettle keeps us pushing ahead to overcome adversity. Through connection and collaboration, EDPNC is helping businesses remain resilient and discover new opportunities for growth. From recovery relief resources to new business planning, our combined efforts can lead to monumental achievements. Because when it comes to making progress, we move onward as one.





Onward As One Campaign

- Television advertising via Spectrum Reach and OTT (over-the-top), including sponsorship of Spectrum News “Weather on the 1s,” local placements on CNN, Headline News, Fox Business Network, MSNBC and CNBC, including local sponsorship of “Shark Tank.” Full videos on our website.
- Print advertising in the Charlotte, Triangle, Triad and Wilmington Business Journals and Business NC magazine, beginning Friday 11/20, as well as e-blasts.
- Radio sponsorship on five regional NPR stations around the state (Charlotte, Greensboro, Raleigh-Durham, Asheville and Wilmington), running throughout the day.
- Digital display and social media advertising via LinkedIn and Facebook.



Print Ads



**AS WE CLIMB
TOGETHER,
WE THRIVE
TOGETHER.**

Business expansion support. Supply chain connections. COVID recovery resources. If your business needs innovative solutions and services, EDPNC will work to help you succeed, for free. Because when it comes to making progress, we move onward as one.

Let us help you. Visit [EDPNC.com/onward](https://www.edpnc.com/onward)

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The Economic Development Partnership of North Carolina is a public-private entity created by the NC Department of Commerce with the purpose of helping businesses launch, grow and locate in and across NC.



Print Ads

TURN CHALLENGES INTO TRIUMPHS.

Your challenges are our challenges. Your victories are our victories. No matter what, EDPNC has the ability to help you and your business persevere. From connecting you to loans and grants to COVID recovery resources, we're heading onward as one.

Let us help you. Visit [EDPNC.com/onward](https://www.edpnc.com/onward)



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Print Ads

EXTRAORDINARY EFFORT LEADS TO EXTRAORDINARY SUCCESS.

The potential for progress is unlimited in North Carolina. And with the help of EDPNC, your business can reach new heights. We can connect you to world-class resources that will set you up for success, because when it comes to building the future, we're pushing onward as one.

Let us help you. Visit [EDPNC.com/onward](https://www.edpnc.com/onward)



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Onward As One Virtual Roadshow

- Series of 8 roundtable events that kicked-off on Tuesday 11/24.
- Each event will feature EDPNC contacts, local business partners and be moderated by a local Chamber or Economic Development partner.
- Register here: <https://edpnc.com/events/onward-as-one-western-region-roundtable/> for the Western region event hosted by Nathan Ramsey on Thursday, 12/17.



<http://edpnc.com/onward/>

#OnwardAsOne



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