



COALITION *for* GLOBAL
COMPETITIVENESS

Inaugural Event Celebrates North Carolina's Global Leadership

Presented by the N.C. Coalition for Global Competitiveness, event brings together experts from across the state to foster thought leadership and vision for global engagement

Raleigh, N.C., Dec. 9, 2019 - The [N.C. Coalition for Global Competitiveness](#) (the Coalition) presented its inaugural signature event, the [N.C. Global Advantage Forum](#) (the Forum), on Nov. 14 to focus on and celebrate the positive impacts of global leadership and engagement over the past fifty years in North Carolina.

More than 160 business, education, and policy leaders focused on global competitiveness supported the event. Attendees were inspired by former Governor James B. Hunt, Jr.'s keynote address, "50 Years of North Carolina's Global Engagement and Leadership."

During Hunt's four terms, he led the first trade mission from North Carolina to China and traveled all over the world, opening doors for the state to participate and engage in the global economy. "We knew it was about building more than economic ties. It was about understanding the people themselves and establishing relationships and understanding," said Governor Hunt of his administration's strategy on building North Carolina's global engagement. "Relationships with leaders are important, but heads of state come and go. The people in the nation stay, and the culture stays. We were investing in a long-term relationship."

"It's led to international investment and increased the quality of life and the prosperity of thousands of our friends and neighbors," Hunt said.

N.C. Secretary of State Elaine Marshall delivered a call to action and asked the group to make new and renewed commitments to working together with intentionality for global success.

"North Carolina was immersed in the international trade business even before it became a state. International trade and outreach came before Mayberry, ACC basketball and BBQ," said Sec.

Marshall. “We need to remind each other that it’s in our deepest roots, and it’s in our blood as people, to participate in the import and export of the world’s goods. To be true citizens of the world.”

Sec. Marshall said more than 10,000 companies now export goods from North Carolina, and more than 90 percent of those companies are small- to medium-size employers with fewer than 500 employees. She also said the Business Roundtable states international trade supports 1.2 million jobs in North Carolina, which includes more than 20 percent of workers across the state.

Other speakers included Jim Fain, founder and chair of the Coalition and former secretary - N.C. Department of Commerce; Tom White, director of economic development partnership – NC State University and vice-chair of the Coalition; Wayne Holden, president – RTI International; Ken Eudy, senior advisor – Office of NC Governor Roy Cooper; and John Hardin, executive director of the office of science, technology and innovation – N.C. Department of Commerce.

As part of the event, panels moderated by Chris Chung, CEO - Economic Development Partnership of North Carolina (EDPNC) and Jean Davis, president and CEO - MCNC featured prominent leaders from North Carolina’s non-profit, private and public sectors who presented the value and need for global leadership and global talent across the state.

Panelists included Norris Tolson, CEO and president - Carolinas Gateway Partnership; Tom Robinson, EVP - ERD Ltd, Inc.; Patrick Rodriguez, senior area manager - U.S. Small Business Administration North Carolina District Office; Tim Gabel, EVP of social, statistical and environmental sciences – RTI International; and LaTanya Pattillo, teacher advisor - Office of NC Governor Roy Cooper.

Case studies moderated by John Atkins III, chairperson and CEO of O’Brien/Atkins Assoc. and former Honorary Consul General of Japan; and Ambassador Jim Cain, partner at Kilpatrick Townsend and former U.S. ambassador to the Kingdom of Denmark featured corporate executives who shared their first-hand perspectives about foreign direct investment in North Carolina.

Company representation for two case studies included a focus on Japan: Steve Turpin, general manager of AW North Carolina, Inc.; Toshiaki Fukunaga, president and CEO – Morinaga

America Foods, Inc.; and a focus on Denmark: Brian Brazeau, president of Novozymes Americas; and Morten Nielson, SVP – DAPI US Project Delivery of Novo Nordisk.

During the Forum, Jim Fain, founder and chair of the Coalition and former secretary - N.C. Department of Commerce, received the 2019 John A. “Pete” Eberhart Ray of Light award. The award, presented annually by Boundless Impact and sponsored by Charter Spectrum, selected Sec. Fain for his “vision and foresight to assemble a ‘coalition of the willing’ as champions for North Carolina to be known around the world as an attractive place to invest, work, study, visit, partner, and live.” Felix Muriithi, executive director of finance –Participate and chair of Boundless Impact and Brian Gregory, senior director of government – Charter Communications attended the Forum to honor Sec. Fain.

The Forum was presented by the N.C. Coalition for Global Competitiveness; hosted by [RTI International](#); organized by [Go Global NC](#) and sponsored by [Participate Learning](#), [Boundless Impact](#) and [Charter Spectrum](#). Other supporters included Wake County Economic Development, N.C. Japan Center, RTP Partnership and the Greater Triangle Organization of Women in International Trade.

Although a date for 2020 has not been set, the Coalition plans to continue presenting the Forum event annually. Organizations interested in sponsoring the event can contact Rachel Page, director of data analysis and policy - Go Global NC and COO of the Coalition, at Rachel.Page@northcarolina.edu.

About the N.C. Coalition for Global Competitiveness

The [N.C. Coalition for Global Competitiveness](#) (the Coalition) is a partnership of private and public sector leaders from a variety of industries, agencies, and educational institutions from all over North Carolina that works to foster thought leadership and serves as a catalyst for a statewide vision for global engagement. The Coalition, convened by Go Global NC, focuses on optimizing North Carolina’s global engagement through a comprehensive approach, including FDI, trade and workforce development to generate jobs and opportunities and create an environment for success in the global economy.

The Coalition developed the [N.C. Blueprint for Global Engagement](#) and [N.C.’s Global Engagement Snapshot](#), a road map and an online tool, to track the state’s path and progress toward global engagement. North Carolina is the first state to develop a comprehensive

strategic plan to optimize the state's global engagement potential across all sectors – education, business, government, and community.

The Coalition was founded in 2013, is chaired by former N.C. Secretary of Commerce Jim Fain and coordinated by [Go Global NC](#).

About Go Global NC

Go Global NC, part of the University of North Carolina System since 1979, designs and manages programs that build the capacity of policy leaders, educators, students, and business and community leaders to enable North Carolina to succeed in a global economy and increasingly interdependent world. Visit goglobalnc.org to learn how Go Global NC connects North Carolina and the world.

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