



Global New North

Expanding Exports For NE Wisconsin Companies

Report Findings

- The four NE Wisconsin Industry Clusters with the greatest likelihood of growing sales through exporting:
 - Aerospace
 - Agriculture Equipment Manufacturing
 - Chemical Manufacturing
 - Food Processing

- The four most conducive Markets that have the need to import these goods produced and/or manufactured by companies within these Industry Clusters located in NE Wisconsin:
 - Eastern Europe
 - Southeast Asia (i.e. S. Korea)
 - Columbia
 - China

Project Contacts

Tom Baron, East Central RPC
tbaron@eastcentralrpc.org
 (920) 751-4770

Rich Heath, Bay-Lake RPC
rheath@baylakerpc.org
 (920) 448-2820

Dave Thiel, Waupaca Co. EDC
wcedc@charter.net
 (920) 982-1582

Jerry Murphy, New North, Inc.
jmurphy@thenewnorth.com
 (920) 336-3860

Project and Purpose

EDA Project Funding Approved in the Spring 2010 and the final report was completed in May 2012 with the following principles guiding the process:

1. Increase exports by small to medium size businesses.
2. Identify gaps, barriers, and needs to provide favorable export environment.
3. Implement goals and objectives identified in the 2012 "Northeast Wisconsin Global Trade Strategy."

Identified Goals

- Goal 1: Increase capacity of economic development professionals to better assist companies seeking to expand into global markets.
- Goal 2: Develop a strategy framework to identify, prioritize and engage companies that could benefit from services aimed at encouraging global trade.
- Goal 3: Track, document and publicize impact of the global trade outreach initiative.
- Goal 4: Create a clearinghouse of data driven, internal market opportunity analysis for Wisconsin industries, products and businesses.
- Goal 5: Actively promote infrastructure and policy initiatives at all levels that would benefit global trade in Northeast Wisconsin.

Implementation of Goals

- Implementation Steps Underway:
 - ✓ Plan available on RPC websites
 - ✓ Branding Initiative as "Global New North"
 - ✓ Creating a Resource Directory to be Located on New North's Website
 - ✓ Comprehensive Training for Local Economic Development Practitioners
 - ✓ Emerging/Expanded Partnerships with Business Development Entities

Project Partners

