

Border Congressional Briefing

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ACA'S STRATEGIC FRAMEWORK

VISION: Arizona is the best location for high-quality business growth

MISSION: Grow & diversify Arizona's Economy & create quality jobs for its citizens by supporting and attracting businesses in targeted, high-growth clusters, with an emphasis on the base industries.

STRATEGIES:

1
Recruit

2
Grow

3
Create

ACTION PLAN:

Increase **Awareness** of
Arizona's Attractiveness

Enhance Arizona's
Competitiveness

Coordinate Arizona's
Economic Development

Make Arizona Preferred Location for Target Industries:
A&D, Semiconductors, Optics, Biosciences, Solar Energy

Make Arizona a Leading Hub in **High-Quality Manufacturing**
and **Advanced Business Services**

Foster Innovation and
Support Entrepreneurship

Become a **Preferred**
Trading Partner with
Mexico and **Canada**

Support Employer-
focused, Demand-driven
Workforce Development

Develop **Infrastructure**
to Support **Economic**
Growth

Integrate All Areas of
Arizona into the State's
Growth



Going Global Matters

- 95% of the World's Consumers and 80% of the World's Purchasing Power is outside the U.S.
- Grows sales, diversifies customer base, hedges against economic downturns, and creates good jobs
- Arizona set records with its global engagement in 2014; Exporting \$21.1 Billion and Importing \$19.7 Billion
- Over 115,000 Arizona jobs depend on a strong relationship with Mexico



Mexico is our leading trade partner

- Mexico is our leading trading partner, last year we exported \$8.6 billion and imported \$7.3 billion. Border Ports handled \$30 billion.
- We build things together. Arizona Mexico Economic Indicators <https://azmex.eller.arizona.edu/>
- Mexico's consumer market is large and growing, by 2018 expected to add 1.6 million, creating a market that surpasses \$325 billion.
- Automotive parts/supplies; building materials/services; education and training services; energy; environmental technologies; franchising; IT services; medical devices; packaging equipment; plastic materials/resins; renewable energy; security and safety equipment/services; smart grid; telecommunications equipment; transportation infrastructure equipment/services; travel/tourism services; agriculture and infrastructure.



ACA Export Programs and Resources

- The State has two offices in Mexico; Hermosillo, Sonora and Mexico City-Key to expanding reach to target markets.
- Expertise across the export continuum—new to exporting; new to market; and expanding.
- Services include market research; sales partner identification; in country matchmaking; linguistics assistance; trade show and technical assistance
- Trade and Export Promotion Program has helped 240 companies in 30 Arizona cities and town sell more than \$46 million to 81 countries.
- RevAZ ExporTech intensive 60 day boot camp for 6 to 8 companies; 4th underway with companies in the aerospace, medical technology, automotive and telecommunication sectors.



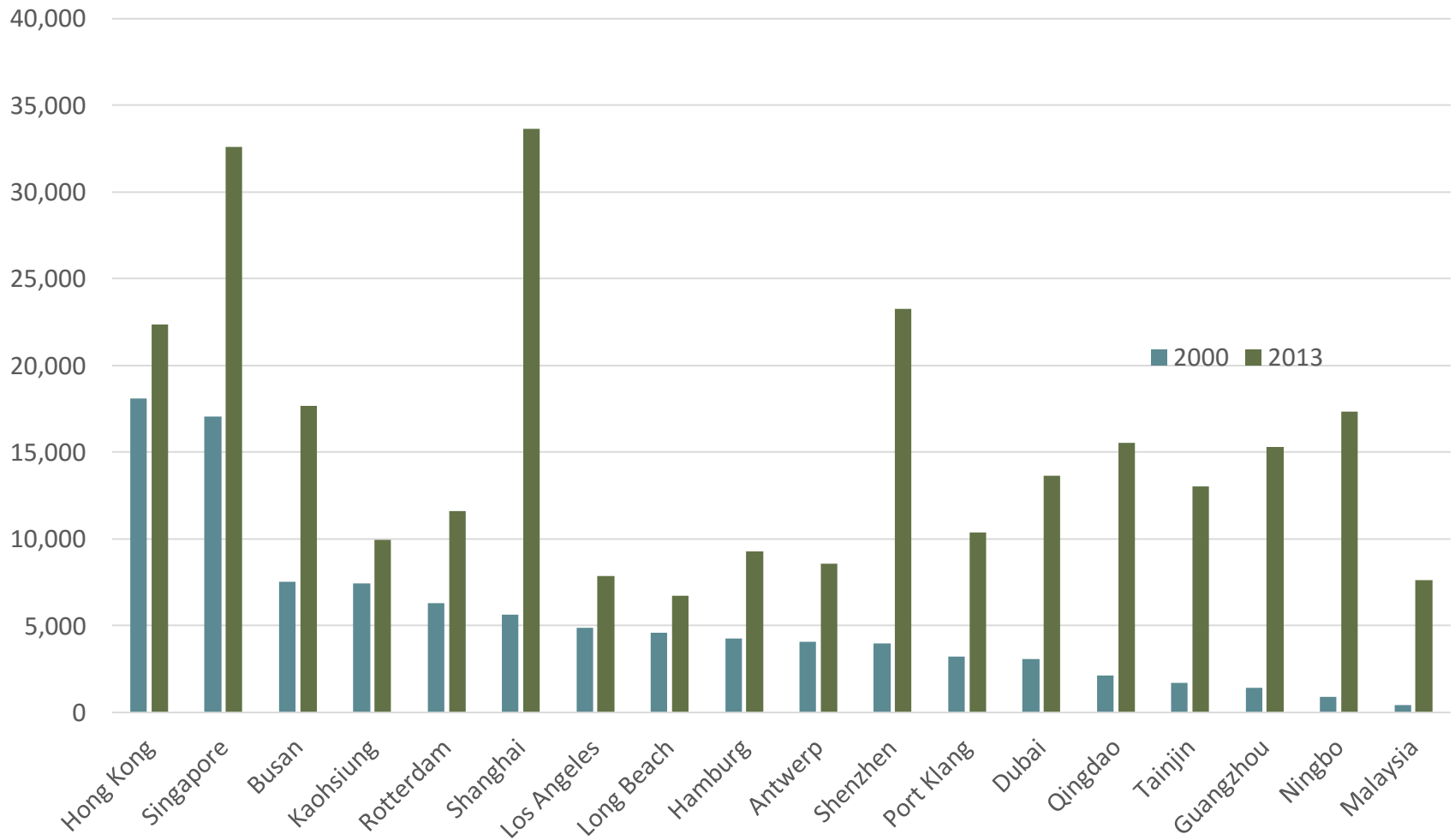
Guaymas: Long History of Binational Engagement

- Analysis; Missions, Reverse Missions and Marketing/Promotion
- Recognized as a regional jewel with growth opportunities
- AMC June 2014 featured investment opportunities in Mexico's sea ports by SCT, notably the Port of Guaymas. Featured in USTDA Mexico Resource Guide:
<http://www.ustda.gov/program/regions/lac/MexicoResourceGuide.pdf>
- Pima County's Plan includes a specific strategy to strengthen relationship between Port of Guaymas and Port of Tucson; Mesa has a sister city relationship with Guaymas



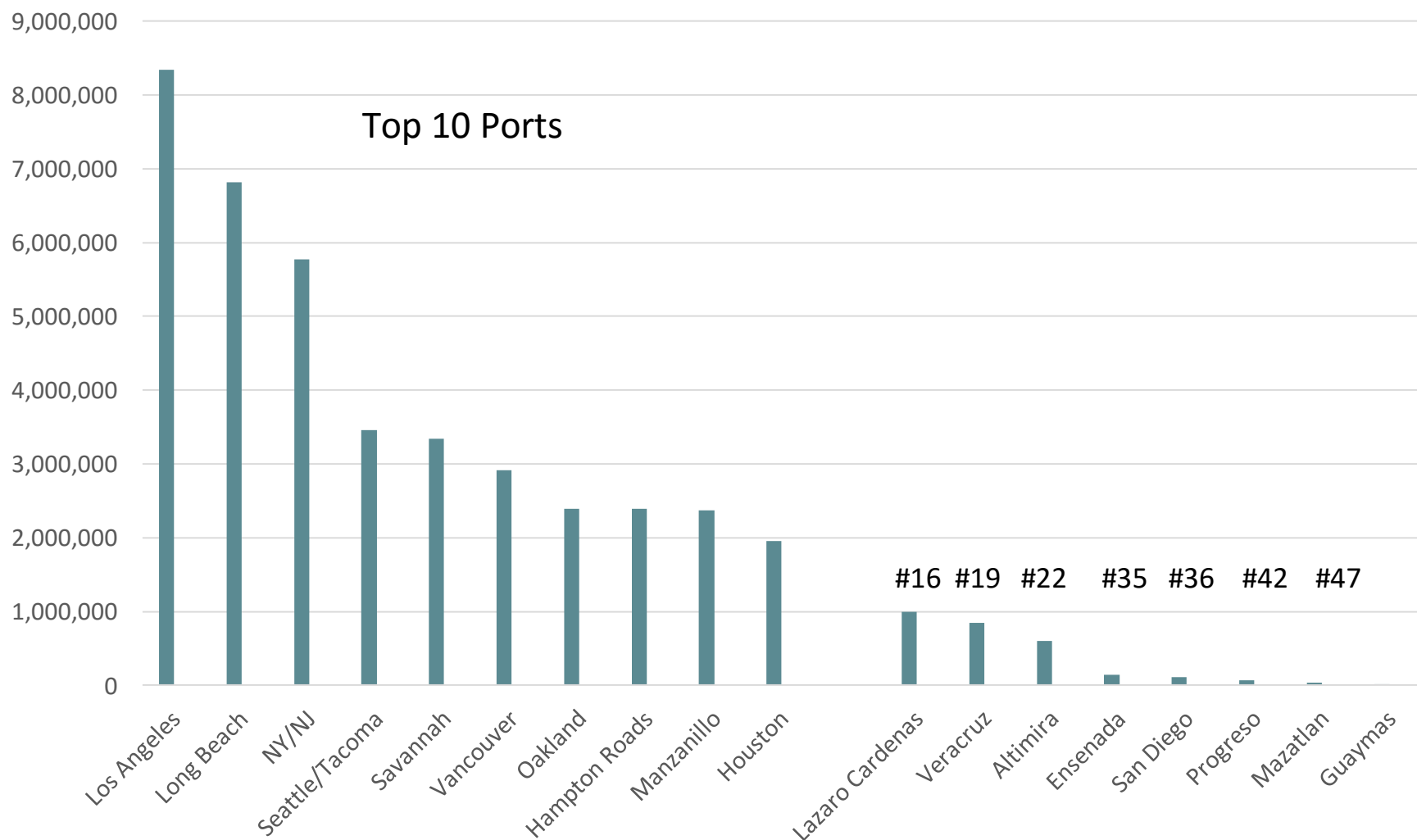
Top World Container Ports: 2000 and 2013

(Thousands of loaded and unloaded TEUs)



NAFTA Region: Container Traffic

(2014 Port Rankings by TEUs)



QUESTIONS & GRATITUDE

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