

syncTM Weekly highlights from the North Carolina Department of Commerce



David Joyce, CEO and President of GE Aviation with N.C. Lieutenant Governor Dan Forest at the Paris Air Show yesterday

GE Aviation Pursuing Expansion in North Carolina

Governor Pat McCrory and North Carolina Commerce Secretary Sharon Decker announced yesterday (June 17) that GE Aviation, a global leader in jet engine and aircraft system production, is pursuing a major advanced manufacturing expansion at four facilities in North Carolina. The project would create 242 new jobs and bring a capital investment of \$195 million over the next five years.

GE Aviation would produce engine components made of advanced ceramic matrix composite (CMC) materials at a new facility located next to the existing GE Aviation machining plant in Asheville. This technology will result in enhanced performance and improved durability of engines, which translates into lower fuel and maintenance costs for customers. The project would also increase employment and investment in Durham, West Jefferson and near Wilmington. GE currently employs more than 1300 people at its four North Carolina sites.

The potential project, which is still subject to final approval of state incentives, was announced at the 50th International Paris Air Show. Lieutenant Governor Dan Forest is leading the North Carolina delegation along with representatives from the North Carolina Department of Commerce. [Read more.](#)

[GE Bets on Ceramic Jet-Engine Parts \(The Wall Street Journal - subscription required\)](#)



N.C. Commerce Secretary Sharon Decker with BaseTrace Chief Technology Officer Jake Rudolph

Decker meets with startups at First Flight Venture Center

N.C. Commerce Secretary Sharon Decker heard firsthand the entrepreneurial viewpoint during a visit to First Flight Venture Center in Research Triangle Park on June 7. Her goal was to better understand the perspective of the seed stage startups in the area and to learn how FFVC supports the growth of high potential, high technology companies here in North Carolina.

Decker also met with several companies currently working in FFVC. bioMason is a globally recognized startup that uses microorganisms to build masonry and bricks. Founder Ginger Dosier discussed her move from the United Arab Emirates to RTP because of the access to industry experts, universities and suppliers. bioMason recently received a Cherokee McDonough Challenge Award and a N.C. Biotechnology Center Company Inception Loan. "I know I'm fortunate, there are many who do not receive these types of awards and appreciate the support I have received from many here in North Carolina."

The tour of FFVC included discussions with Exam Design Founder Scott Bublitz, FFVC President Andrew Schwab, along with members from FFVC's board of directors. These talks focused on the need to create reasons for investors to bring money to North Carolina. "And that means supporting nascent companies, disruptive ideas and technologies,



The North Carolina exhibit at the Paris Air Show. Eleven companies and organizations have partnered with the Department to enhance the state's presence at this important trade show.

North Carolina showcases growing aerospace industry at air show

As part of the N.C. Department of Commerce's ongoing program to market the state to aviation and aerospace decision makers, the Department is leading the state's presence this week at the Paris Air Show at Le Bourget, France. The Paris Air Show is known as the world's largest aerospace trade show, and more than 151,000 aerospace executives representing global aerospace and defense manufacturers are expected to attend. Lt. Governor Dan Forest and Commerce officials have already held several high-level meetings with company executives this week and the state delegation will continue its work through the show's conclusion on June 20.

Joining the North Carolina air show exhibit are several sponsoring organizations that are taking advantage of the state's platform to market their own products and services. Sponsors this year include: Aerosphere Aviation Services Inc., C.R. Onsrud, Monroe-Union County Economic Development, North Carolina's Eastern Region, North Carolina's Global TransPark, Greensboro Economic Development Alliance, TIMCO Aviation Services, NLA Diagnostics, Liquip International, PEMMCO Manufacturing, and IMET Alloys.



long before they are at a stage where a VC would commit funds," said Schwab. "We also need to have an environment that brings these early companies to North Carolina as well as grows them at home."

"Early stage companies with high potential are crucial to this Administration's strategy for the Commerce Department," said Decker. "I'm so pleased to see what is happening at First Flight. I was not aware of their work before I came, but we will be back." [Read more.](#)

Aviation Systems Company to Expand in Iredell County

Governor Pat McCrory and North Carolina Commerce Secretary Sharon Decker announced today (June 18) that IOMAX USA, Inc. will be expanding its aircraft and integration operation in Iredell County. The company plans to create 35 new jobs and invest more than \$1.75 million over the next three years in Mooresville.

"This is an important expansion for us as we work to strengthen our role as a leader in the aviation sector," said Governor McCrory. "We are also encouraged by the success of IOMAX here in North Carolina and welcome these new, hi-tech jobs to Iredell County."

IOMAX USA, headquartered in Mooresville, is a full spectrum provider for signals intelligence and airborne systems solutions. The company supports the U.S. and allied governments, worldwide, in their effort to stay abreast of and effectively address the criminal use of state-of-the-art, wireless communications technologies. IOMAX currently employs 65 people in North Carolina.

"IOMAX's decision to expand their Iredell County facility is great news for the region and state," said Sharon Decker, North Carolina Secretary of Commerce. "Our commitment to spurring economic growth continues to bring new jobs to North Carolina families." [Read more.](#)



(Left-right) N.C. Commerce Director of Global Commerce John Loyack, ImmunoReagents Vice President Brad Heidinger, CFO Kay Johnson, CEO/President Dr. Ann Black, and Women's Business Center Director Briles Johnson at the SBA awards ceremony on June 13

SBA names Raleigh business owner 2013 N. C. Exporter of the Year

The U.S. Small Business Administration has named the owner of ImmunoReagents Inc. in Raleigh the N.C. Exporter of the Year for 2013. Dr. Ann Black was nominated for the award by the N.C. Department of Commerce's Director of International Trade Jean Davis and Briles Johnson, director of Women's Business Center of North Carolina at the N.C. Institute for Minority Enterprise Development. The criteria for the award include: increased sales, profits and/or employment due to exporting, creative overseas marketing strategies and introduction of unique trading relationships, products or services.

ImmunoReagents has been boosting its overseas sales in recent years by establishing relationships with new distributors in new markets. In a seven-month span beginning in May 2012, ImmunoReagents, an antibody manufacturer, brought on eight new international distributors in markets like China, France and Germany. The company experienced a 240% increase in export sales growth during 2012.

Knowing that there is no substitute for face-to-face meetings, ImmunoReagents CEO Ann Black used a SBA State Trade and Export Promotion (STEP) grant to join John Loyack with Commerce's International Trade Division at two major international tradeshows, including BioSpain in Bilbao, Spain and MEDICA in Dusseldorf, Germany. Not only did Black meet with several new prospective partners, but she was also able to meet with four existing European distributors that she had not previously met in person. These meetings helped further strengthen relationships aimed at increasing international sales for the company.

"We are proud to be honored with this award," said Black. "Our export success is direct result of working the excellent export resources from the federal government and the State of North Carolina."

On June 13, N.C. Commerce Secretary Sharon Decker gave the keynote address at the The Support Center Small Business Week awards luncheon, where ImmunoReagents' award was presented. [Read more.](#)

Eighteen communities submit Small Town Main Street applications for 2013-2014

Continuing to demonstrate the need and interest in North Carolina's small towns to improve their downtown business districts, 18 small towns in North Carolina have submitted applications to become Small Town Main Street communities. The applications will be reviewed by the N.C. Department of Commerce's Office of Urban Development staff and narrowed to six to eight finalists that will receive site visits by staff members. After the site visits, four to six communities will be selected to join the current 39 STMS communities and receive technical assistance for the 2013-2014 year. The selected communities will be announced in August.

Sam Jones of The Skylight Inn chops barbecue during the Big Apple Block Party in NYC

N.C. barbecue shines in NYC

Several of North Carolina's culinary leaders joined Division of Tourism Public Relations Manager Margo Metzger to represent the state's food heritage and its modern cuisine at two special events in New York the weekend of June 7-9. Ed Mitchell of Durham and Sam Jones of Ayden were featured pitmasters at the Big Apple BBQ Block Party in Madison Square Park. The event attracted more than 100,000 attendees and numerous media, giving New Yorkers a taste of the South's best barbecue. On that Friday evening, North Carolina was again highlighted as Chef Matt Kelly of Mateo and Sean Wilson of Fullsteam Brewery were included in a who's who of Southern tastemakers during the Southern Foodways Alliance Potlikker Film Festival. Journalists and food enthusiasts gathered to watch films including "[Capitol Q.](#)" which features The Skylight Inn in Ayden.

International Trade Division co-sponsors "Protecting Your IP in China" seminar next week

On June 24, the N.C. Technology Association, in partnership with the N.C. Department of Commerce and the U.S. Small Business Administration, will host [a luncheon seminar on "Protecting Your Intellectual Property in China" as part of NCTA's Go Global program series.](#)

This program will provide insight from three experts on the necessary steps businesses should take when registering and protecting their IP in China. Attendees will also learn about the eligibility and application process for the N.C. STEP (State Trade Export Promotion) Grant, which offers North Carolina small businesses potential funding for some of costs incurred through establishing/protecting a company's IP in China.

This luncheon is free for NCTA/CED members and guests of N.C. Commerce and is targeted to senior executives from small-to-medium sized companies.

The program will be held at the Research Triangle Park headquarters at 12 Davis Drive from 11 a.m. to 2 p.m.

Space is limited, so [please register soon.](#) Contact Rachel Kennedy at the NCTA if you have questions at rkennedy@nctechnology.org or (919) 890-0772.

Year-to-date Metrics

Below are year-to-date metrics tracked by the



CIAA tournaments generated \$47M in economic impact

The Central Intercollegiate Athletic Association's 68th Annual Men's and Women's Basketball Tournament generated a substantial economic impact for the Charlotte region with more than \$47 million in economic impact and almost \$30 million in direct spending, according to a new study. The study was conducted by the Charlotte Regional Visitors Authority and accounts for spending that occurred during the 2013 event, held Feb. 25 - March 2 in Charlotte. The study took into account CIAA visitor spending in Mecklenburg County, consisting of lodging, retail, food and beverage, transportation and other amenities. The total economic impact number represents the sum of the direct, indirect and induced number.

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 17, 2013

New projects assigned:	188
Projects announced:	54
Jobs announced:	8,386
Capital investment announced:	\$679M
Industry visits by existing industry staff:	649
Calls to Business Link N.C.:	9,734

N.C. in the News

This Week's Highlights

- [\\$20M investment will allow Lolly Wolly Doodle to hire 100](#) (*The Business Journal of the Greater Triad*, June 13)
- [Columbus County businessman finds new ways to market homegrown sweet potatoes](#) (*The Fayetteville Observer*, June 13)
- [Is CAT moving HQ here? No, but it does love the Triad](#) (*The Business Journal of the Greater Triad*, June 12)
- [Truong: Diverse work force is ingredient in Electrolux 'secret sauce'](#) (*Charlotte Business Journal*, June 12)
- [Herbalife to begin hiring, construction at Winston-Salem facility](#) (*The Business Journal of the Greater Triad*, June 11)
- [Town of Ansonville awarded \\$250,000 CDBG grant](#) (*The Anson Record*, June 11)
- [State official explains changes to unemployment law](#) (*The Dispatch* – Lexington, June 11)
- [N.C. ranks as fifth-largest state for Chinese investment](#) (*Triangle Business Journal*, June 10)
- [JSNN plans nanomanufacturing conference in Greensboro](#) (*The Business Journal of the Greater Triad*, June 10)
- [Imperial Brown expects to double employment to 160 in Salisbury plant](#) (*Charlotte Business Journal*, June 10)
- [McCrorry to lead trade mission to India](#) (*wncn.com*, June 9)
- [Domtar unveils new technology at Plymouth facility](#) (*News & Observer* –

Raleigh, June 8)

- [Local company to expand into former Broyhill No. 5 plant: to add approximately 100 jobs in near future](#) (*The Taylorsville Times*, June 7)
- [Baxano Surgical aims to expand in Raleigh](#) (*Triangle Business Journal*, June 7)

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