

# sync<sup>TM</sup>

Weekly highlights from the  
North Carolina Department of Commerce



(Left-right) Mike Foulkes, director, Local & State Governmental Affairs, Apple Inc., Dan Whisenhunt, senior VP-Real Estate, Apple Inc., Peggy Anderson, Commerce senior developer, and Scott Millar, CEO, Catawba Economic Development Corp., are recognized for their work to bring a \$1 billion Apple data center to North Carolina. (Photo courtesy of Cindy Carroll)

## Apple to build in Maiden

On July 6, Apple announced plans to build its new \$1 billion data center in the Catawba County town of Maiden. The announcement followed a joint meeting of the Catawba County Board of Commissioners and the Maiden Town Council during which both boards approved economic incentives packages. Commerce Sec. Keith Crisco, Deputy Commerce Sec. Dale Carroll and senior economic developer Peggy Anderson were on hand for the announcement.

Mike Foulkes, director, Local and State Governmental Affairs, Apple Inc., said in a statement: "Apple is looking forward to building a new data center in North Carolina, and we appreciate the efforts of Gov. Perdue, the state lawmakers, the County and the Town, and all who helped make it possible."

[Apple to build \\$1 billion data center in Maiden](#) (Hickory Daily Record, July 7)

[Small city plucks a big plum in Apple](#) (Charlotte Observer, July 7)

## PRSP releases June economic overview

The Policy, Research, and Strategic Planning Division released its Monthly Overview of North Carolina's Economy June 6. Among the findings in the review:



(Left-right) Sumio Shibata, Akiko Masumura, and Leland Gaskins at Bio Expo Japan

## Asia offices participate in biotech conferences

Marlinda Ma, trade and investment representative with Commerce's Mainland China office, and Leland Gaskins, investment representative with the Tokyo office, participated in Bio Economy 2009 in Tianjin, China, June 26-27. The two gave a presentation to delegates. Bio Economy, organized by the Ministry of Science and Technology of the People's Republic of China was expected to draw more than 75,000 visitors.

The following week, from July 1-3, the Tokyo office's Sumio Shibata, trade representative, Akiko Masumura, marketing manager, and Gaskins participated in Bio Expo Japan in Tokyo with an exhibition booth and a presentation. Bio Expo Japan is the country's premier life sciences event with more than 700 exhibitors and attracting more than 20,000 visitors.

North Carolina was the only U.S. state invited to present at Bio Economy in China, and one of only two, along with Pennsylvania, exhibiting or presenting at Bio Expo Japan.

## Travel joins U.K. partners for summer campaign

The Division of Tourism, Film and Sports Development's United Kingdom office is partnering with House of Fraser, a leading U.K. department store, and top U.K. tour operator Bon Voyage for a summer sales incentive campaign. The promotion aims to drive U.K. visitors to North Carolina by advertising "America's Best Kept Secret –

- Unemployment rates increased slightly across the state and nationally
- Employment continues to decline in most industry sectors
- Announced closing and layoffs are down from the previous month, but still significant
- Foreclosures decreased in May; existing home sales and housing units authorized increased
- Gross sales and use tax collections were higher than the previous month

[Read the review.](#)

## Register for SEUS/Japan

The Marketing Division is now accepting applications to join the North Carolina delegation to the Southeast United States (SEUS)/Japan Conference, to be held October 18-20, 2009 in Tokyo, Japan. Now in its 33rd year, the annual conference returns to the Imperial Hotel in Tokyo for a meeting that will mark the final milestone in North Carolina's two-year role as the SEUS/Japan Host State. Delegates will hear presentations on investment opportunities in the Southeast United States, tourism, and green energy and the environment. In addition, ceremonial and networking events during the conference offer opportunities to meet and interact with senior business leaders from both Japan and the southeast region.

Information about the conference, including a registration form and preliminary program agenda, can be found online at [www.nccommerce.com/seusjapan](http://www.nccommerce.com/seusjapan). Or contact David Rhoades in the Marketing Division at [drhoades@nccommerce.com](mailto:drhoades@nccommerce.com) or (919) 715-6556.



(Left-right) NCSPA President Tom Eagar, Deputy Commerce Sec. Dale Carroll, and N.C. DOT Deputy Sec. Jim Trogdon (Photo courtesy of the N.C. Ports Authority)

## Commerce facilitates Ports, DOT meeting

On July 1, Commerce facilitated a planning meeting with the N.C. State Ports Authority (NCSPA) and N.C. Dept. Of Transportation. Deputy Commerce Sec. Dale Carroll attended the meeting, which also included economic developers from Brunswick County, Columbus County, N.C.'s Southeast Region and Commerce's Fayetteville regional office. A primary focus of the planning dealt with a future joint industrial park for major distribution center clients.

North Carolina."

The campaign focuses on direct mail to 250,000 House of Fraser credit card holders, targeting them with information and images of North Carolina, and offering them the opportunity to win a luxury seven-night fly-drive to North Carolina. Runner-up prizes include DVDs featuring North Carolina, such as "Nights in Rodanthe," "Last of the Mohicans," "Dirty Dancing," "Cold Mountain" and "Days of Thunder."

The campaign also entices consumers with special summer offers with leading tour operator Bon Voyage, through all House of Fraser mailings and a tie-in with Travelpromos and [Mytravelstore.co.uk](http://Mytravelstore.co.uk). This involves total e-blasts and direct mail to almost a million subscribers over the summer months. The promotion will also be featured in the U.K.'s summer Ezine and on the [U.K. Web site](#).

## NCTA to host technologies and trends breakfast

The North Carolina Technology Association (NCTA) is hosting a networking breakfast with the theme "Emerging Technologies and Trends," July 8 at the Murdock Research Institute, N.C. Research Campus in Kannapolis. Speakers include Dr. Ken Russell, CIO of Murdock Research Institute, Marjorie Benbow, director of the N.C. Biotechnology Center, Dr. Larry Mays, director of Bioinformatics Research Center at UNC-Charlotte, and Samuel Taylor, president of the N.C. Biosciences Organization. The breakfast begins at 8:30 a.m. The cost is \$30 for NCTA and Charlotte Chamber members; \$49 for non-members. [Read more.](#)

## Metrics from B&I Division

Below are year-to-date metrics tracked by the Division of Business and Industry (B&I) 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.

January - July 6, 2009

New projects assigned:	231
Projects announced:	52
Jobs created:	5,809
Capital invested:	\$1.695B
Direct account interactions (industry visits by existing	912

## Relocation company ranks N.C. No. 3 on Top Ten list for business

Pollina Corporate Real Estate, a relocation company based in Chicago, has ranked North Carolina third in the nation in its study "Corporate Top 10 Pro-Business States for 2009." Virginia and Utah were ranked first and second, respectively.

The study evaluates and ranks states based on 33 factors, including taxes, human resources, right-to-work legislation, energy costs, infrastructure spending, workers compensation laws, economic incentive programs and state economic-development efforts.

[Relocation company ranks N.C. third on pro-business list](#) (Winston-Salem Journal, June 30)

## State grant helps Adhezion expand

Gov. Bev Perdue announced July 7 that Adhezion Biomedical LLC, a global provider of surgical adhesives, wound-care dressings and infection-prevention sealants, will expand in Hudson. The company plans to invest \$750,000 and create 20 new jobs during the next three years. The announcement was made possible in part by a \$40,000 grant from the One North Carolina Fund.

Adhezion Biomedical, headquartered in Pennsylvania, develops and manufactures wound closure surgical adhesives, wound-care dressings and anti-microbial sealants used in operating rooms, emergency medical care and long-term care facilities. The company has one manufacturing, research and development facility, located in Hudson, where seven workers are employed.

industry staff):

Calls to the Business  
ServiCenter:

13,303

## N.C. in the News

This Week's Highlights

- [Wells Fargo makes plans for investment bank](#) (The News & Observer - Raleigh, July 6)
- [Asheville ministry gets grant to help vets win green jobs](#) (Asheville Citizen-Times, July 2)
- [Baldor to add 32 jobs at Weaverville factory](#) (Asheville Citizen-Times, July 1)
- [Turning research into economic growth in Kannapolis](#) (Charlotte Business Journal, July 1)
- [Raleigh, Cary make list of fastest growing U.S. cities](#) (The News & Record - Greensboro, July 1)
- [Stimulus funds boost WNC mass transit](#) (The Smoky Mountain News, July 1)

**(919) 733-4151**

[Business Services](#) | [Community Services](#)  
[Tourism Services](#) | [Workforce Services](#) | [Press Room](#)

Building Location:  
301 North Wilmington Street  
Raleigh, NC 27601-1058

Mailing Address:  
4301 Mail Service Center  
Raleigh, NC 27699-4301

[My Info](#) [Unsubscribe](#) [Subscribe](#) [feedback@nc-sync.com](mailto:feedback@nc-sync.com)

© 2009 North Carolina Department of Commerce | TM SYNC is a trademark of the N.C. Department of Commerce.