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Weekly highlights from the
North Carolina Department of Commerce



Secretary Decker (center) tours Edwards Brothers Malloy in Lillington on Aug. 8

Decker Tours Lillington Book Manufacturer

On Aug. 8, N.C. Commerce Secretary Sharon Decker toured Edwards Brothers Malloy in Lillington, where the company has two offset printing facilities and employs around 215 people.

The Michigan-based company serves publishers of all sizes, including self-published authors. Specialists in short-run manufacturing, Edwards Brothers Malloy has one of the largest digital print operations in the industry, with ten locations in North America and the U.K.

For longer runs, the company has the largest fleet of Timsons web presses in the U.S. and numerous sheeffed presses. Edwards Brothers Malloy also offers distribution services for smaller publishers as well as global printing and distribution through their GPS Global Print Solutions partnership. Combined, the 120-year-old company offers publishers a single print supply chain solution.

Decker toured the company as part of an effort to learn more about rural counties, their manufacturers and their needs.



Registration Opens for Annual Southeast U.S./Japan Conference

The 36th Annual Joint Meeting between the Southeast United States and Japan will be held at the Beau Rivage Resort in Biloxi, Mississippi Nov. 17-19. The registration period for people interested in joining North Carolina's delegation to the conference opened last week and runs through Oct. 18.

The SEUS/Japan conference, always a high-profile event, brings together leaders from Japan and the seven member states of the Southeast Association. This year, new Japanese Chairman Atsutoshi Nishida from Toshiba Corporation will co-chair the meeting with Southeast Chairman and Chairman of Yates Construction Company, William Yates. Ambassador to the United States Kenichiro Sasae has also been invited to address conference delegates.

The 2013 conference features an outstanding group of speakers and an attractive series of special activities along Mississippi's beautiful Gulf Coast. This year's conference theme, "Success Through Harmony, Tradition and Innovation," will be reflected in conference sessions on important topics such as:

- Leadership: Challenges and Best Practices
- Competitiveness: Succeeding in a New Global Market
- Shale Gas and Alternative Energy Deliverables and Technology
- Security Issues in the Pacific and How it Impacts the Japan-U.S. Relationship



Maersk Opens Direct Service to Colombia for North Carolina Ports' Customers

The world's largest ocean container carrier, Maersk Line, is bringing Colombia to customers of the North Carolina Ports with a new direct weekly call on its South Atlantic Express (SAE) service between three Colombian ports and the Port of Wilmington.

In addition to the direct calls to Colombia's ports of Santa Marta, Barranquilla and Cartagena, exports from Brazil are available through Cartagena. Other direct port calls on the SAE include Manzanillo, Panama and Puerto Moin, Costa Rica. The SAE also connects the Port of Wilmington directly with Puerto Cortes, Honduras, and Santo Tomas, Guatemala in northern Central America.

Other trade lanes for Port of Wilmington customers are open to South America's west coast and the Caribbean via transshipments at Manzanillo, Panama. Markets in Venezuela, Ecuador and Trinidad and Tobago are accessible through this option. Over-the-road service to El Salvador and Nicaragua continues to be available from Puerto Cortes and Santo Tomas.

According to a notice to Maersk customers, a fourth vessel has been added to the SAE service to ensure transit times and cargo availability remain the same for cargo already using this service.

Maersk has provided weekly service between the Port of Wilmington and Honduras and Guatemala for four years and is largely used by North Carolina's textile and apparel industries.



Tourism industry partners meet with in-state media in Charlotte

Tourism Division Hosts Successful In-State Media Mission in Charlotte

More than 35 media outlets were treated to an event that showcased the best of North Carolina for 2013 on Aug. 13 at the NASCAR Hall of Fame in Charlotte.

The Division's PR team, along with more than 30 partners

To download a registration form and register for the conference, [click here](#).

To review the current agenda, [click here](#).

For further information about the conference, contact David Rhoades in Commerce's Marketing Division at (919) 715-6556 or by email at drhoades@nccommerce.com



Toad Campers Reaches Global Markets with International Trade Division Assistance

Toad Campers is a small but growing camper trailer manufacturer based in Tabor City. Scotty Ketron, the owner of Toad Campers, had the mountains of North Carolina in mind as he created a line of lightweight campers that are attractive yet simple in design and functionality. However, to his surprise, there is strong interest from international buyers as well. Recently, buyers from around the world began to contact Toad Campers about their products and some have even visited the Tabor City facility. In order to learn more about what it takes to export his product, Ketron and business mentor Johnny Edge reached out to the [N.C. Department of Commerce's International Trade Division](#).

Before meeting with international buyers, the Toad Campers team contacted John Loyack with the International Trade Division to discuss international business customs for certain countries, intellectual property protection, international trade finance options and much more. Loyack walked them through what to expect from doing business internationally and how to prepare themselves for the unexpected. Toad Campers received market research, country profiles and more and were then able to prepare themselves for business meetings that led to successful international sales. Moving forward, Ketron and Edge plan to work with the International Trade Division to develop a detailed export strategy that will help them sell internationally for years to come.

from across the state, hosted the media members at an evening reception. The mission included in-state media from Charlotte, Greensboro, Winston-Salem and Asheville as well as several out-of-state media from Greenville and Spartanburg, S.C. At the event, the Division and partners met with key travel and lifestyle producers, writers and editors, and shared what's new in North Carolina.

Partners included Bald Head Island Ltd. Blue Ridge National Heritage Area, Burke County TDA, Camden County TDA, Chapel Hill/Orange County VB, Charlotte Regional Visitors Authority, Childress Vineyards, Chowan County TDA, CVB-Pinehurst, Southern Pines, Aberdeen Area, Distl Public Relations (Boone, Beech Mountain, Surry County), Dunn Area TA, Duplin County TDA, Elizabeth City Area CVB, Fayetteville Area CVB, Greater Mount Airy C of C, Greater Raleigh CVB, Greenville-Pitt County CVB, Haywood County TDA, Hickory Metro CVB, Kinston-Lenoir County TDA, Mooresville CVB, NC's Brunswick Islands, N.C. Dept. of Cultural Resources, N.C. Film Office, Onslow County Tourism, Outer Banks VB, Pender County Tourism, Polk County TDA, Rutherford County TDA, Swain County C of C/TDA, Visit Cabarrus, Visit Winston-Salem, Wilmington and Beaches CVB, and Wilson VC.



Commerce Team Contributes to State Hurricane Preparedness Effort

Hurricane season is here once again, and last week 13 volunteers from the N.C. Department of Commerce participated in a training session to prepare for service as emergency call center operators in the event North Carolina is impacted this year.

The Governor's Emergency Hotline, first established for Hurricane Floyd in 1999, is a call center that provides emergency information to citizens during a disaster.

Hotline operators provide citizens with valuable information at a time when they need it most, such as:

- Information about evacuations, shelters, feeding sites, highway conditions and emergency animal care that can help save the lives of people and companion animals.
- Information about donated goods can help meet the immediate need for food and other necessities.
- Information about volunteering can help meet needs in local communities.
- Information about housing assistance and the recovery process that can help survivors begin to gain a degree of

Scotty Ketron's hobby of sketching, designing and building lightweight camper trailers was born of his love for the outdoors and a desire to help the less fortunate members of his community. Now he sees that this is a love that he shares with people all over the world.

For more information on Toad Campers, visit their website at www.toadcampers.com.

Year-to-date Metrics

Below are year-to-date metrics tracked by the 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 - August 19, 2013

New projects assigned:	251
Projects announced:	84
Jobs announced:	11,788
Capital investment announced:	\$1.2B
Industry visits by existing industry staff:	803
Calls to Business Link N.C.:	12,997

N.C. in the News

This Week's Highlights

- [AdvantageWest carries on after cuts](#) (*Times-News* - Hendersonville, Aug. 13)
- [New startup accelerator ThinkHouse coming to downtown Raleigh](#) (*Triangle Business Journal*, Aug. 13)
- [Tech company finishes rural broadband project](#) (*The Charlotte Observer*, Aug. 12)
- [Siemens says N.C. operations remain key to company's global strategy](#) (*News & Observer* - Raleigh, Aug. 12)
- [N.C. Ports Authority addresses local industry leaders](#) (*The Sampson Independent* - Clinton, Aug. 12)
- [Duke Energy Foundation invests \\$6.7M to support N.C. community colleges](#) (*Charlotte Business Journal*, Aug. 12)
- [Report Says You Can Cut Carbon Emissions and Create Jobs](#) (*Public News Service*, Aug. 12)
- [Company's decision to go green saves](#)

normalcy in their lives.

The hotline is only activated when there is an impending threat to the state, such as a hurricane landfall. The hotline then remains in operation as long as needed after a storm has passed — several weeks if necessary, depending on the severity.

- [dollars](#) (*Gaston Gazette*, Aug. 12)
- [Monroe-Union County Economic Development ready for action](#) (*The Charlotte Observer*, Aug. 12)
- [NASCAR reaching out to a new generation of fans](#) (*News 14 Carolina*, Aug. 11)
- [Made in N.C.: NASCAR industries keep gaining speed](#) (*News & Observer - Raleigh*, Aug. 11)
- [10 states where manufacturing still matters](#) (*USA Today*, Aug. 10)
- [In effort to double exports, U.S. initiative targets big cities](#) (*The Charlotte Observer*, Aug. 10)
- [New Belgium to begin construction in spring](#) (*Citizen-Times - Asheville*, Aug. 9)
- [Exclusive: National General selects Winston-Salem office park for new home](#) (*The Business Journal of the Greater Triad*, Aug. 9)
- [Local company turns to Kickstarter to expand its manufacturing](#) (*Winston-Salem Journal*, Aug. 9)

(919) 733-4151

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

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Raleigh, NC 27601-1058

Mailing Address:

4301 Mail Service Center
Raleigh, NC 27699-4301

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