

# sync<sup>TM</sup> Weekly highlights from the North Carolina Department of Commerce



*Henderson County Partnership for Economic Development board members and directors at a luncheon on Aug. 2 celebrating the Continental Automotive announcement*

## Automotive Parts Manufacturer to Expand in Henderson County

Governor Pat McCrory and N.C. Commerce Secretary Sharon Decker announced on July 31 that [Continental Automotive Systems Inc.](#) will expand its manufacturing facility in Henderson County. The company plans to create 40 jobs and invest more than \$35 million over the next five years in Fletcher. The N.C. Department of Commerce's [Bill Payne](#) was the developer on this project.

"It's always great news when existing companies reinvest in our state," said McCrory. "Manufacturers like Continental Automotive Systems recognize that North Carolina's workforce is second to none."

Continental Automotive Systems' parent company, Continental AG, is among the leading automotive suppliers worldwide, producing brake systems, components for powertrains and chassis, vehicle electronics, and instrumentation. Continental Automotive employs 626 workers at the Fletcher facility, and will expand manufacturing operations of vehicle brakes and chassis.

Salaries will vary by job function, but the average annual wage for the new jobs will be \$49,450, plus benefits. The Henderson County average annual wage is \$34,202.

"With this investment, we will be able to increase our current

## HSM to Expand in Catawba County Creating 162 Jobs

Governor Pat McCrory and North Carolina Commerce Secretary Sharon Decker announced today that HSM will be expanding its manufacturing operation in Catawba County. The company plans to create 162 new jobs and invest more than \$3.3 million over the next three years in Hickory and Conover. [Ron Leitch](#) was the developer on this project for the N.C. Department of Commerce.

"It's always encouraging to see companies with roots as deep as HSM reinvest in our state," said Governor McCrory. "Their commitment to innovative manufacturing and job creation will contribute to strong economic growth in Catawba County and across the entire state of North Carolina."

HSM, the new name of Hickory Springs, is a private, family-owned company, which employs 1,494 people in North Carolina. HSM has evolved from a components supplier into a global manufacturer of integrated solutions and components for the transportation, furniture, bedding and a growing number of diversified markets. The company will be investing in innovation with the launch of its new Corporate Innovation and Research Center and Foam Technical Center developing new products in new and existing markets.

"Governor McCrory and I are working together to ensure that we're addressing the needs of our state's existing manufacturers," said Secretary Sharon Decker. "Companies like HSM know our state has the highly-skilled workforce needed to compete in a global economy." [Read more.](#)

volume to support a growing market, improve our manufacturing processes and prepare for additional production demand in the future," said Jeff Scott, plant manager of the Henderson County facility. "Today's announcement shows Continental's commitment to further automotive growth and development in the region."

The project was made possible in part by a performance-based grant from the [One North Carolina Fund](#) of up to \$40,000. The One NC Fund provides financial assistance, through local governments, to attract business projects that will stimulate economic activity and create new jobs in the state. Companies receive no money up front and must meet job creation and investment performance standards to qualify for grant funds. These grants also require and are contingent upon local matches.

Other partners that helped with this project include: N.C. Community Colleges, Henderson County, the Town of Fletcher and Duke Energy Progress. [Read more.](#)



## Keynote Speakers Announced for Aerospace Suppliers Conference

U.S. Senator Richard Burr, the N.C. Aerospace Alliance, the N.C. Military Business Center and the N.C. Department of Commerce have announced the keynote speakers for the [2013 N.C. Aerospace Supplier Conference](#) in Winston-Salem on Aug. 15.

Burr will open the conference with keynote remarks. A senior executive from UTC Aerospace Systems will provide a morning keynote presentation on supply chain issues, supplier opportunities for North Carolina companies and UTC's future in North Carolina and throughout the U.S.

NextGen Air Transportation Center Director Kyle Snyder will be the luncheon keynote speaker. NextGen Air Transportation Center at the Institute for Transportation Research and Education at N.C. State University is a non-profit partnership with academia, industry and the government focused on developing and evaluating improvements to existing and anticipated air traffic control, airspace management, airport and airspace system capacity, surface traffic management, and flight safety.



*Robeson Community College Technology Department Chair Harvey Strong (right) explains a piece of specialized equipment to N.C. Commerce Secretary Sharon Decker*

## Decker Explores Robeson County's Manufacturing Training Capabilities

In a visit to Lumberton on July 31, N.C. Commerce Secretary Sharon Decker addressed local business, civic, education and political leaders. In her remarks, she said that the specialized advanced manufacturing training and advanced manufacturing capabilities in Robeson County are key to the economic development profile of the region. Decker also spelled out North Carolina's new economic development vision and the changes in her department. During her visit, she said companies like Campbell's Soup and the recent Trinity Frozen Foods announcement, were an indication of the strength of advanced manufacturing as a sector in Robeson County.

Advanced manufacturing companies nationally are facing a shortfall of skilled workers, but the mechatronics laboratories at Robeson Community College are able to provide advanced manufacturing training on industry-equivalent equipment and provide the critical skills needed to companies in the region. Robeson Community College is the lead college in the Advanced Manufacturing Alliance, a statewide consortium of colleges providing specialized training for the advanced manufacturing industry in North Carolina.

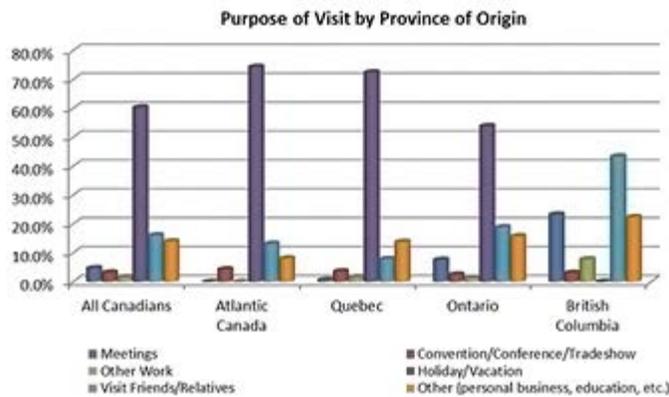
"I'm so impressed by the Advanced Manufacturing Center," said Decker. "We need to get more companies in to see it."

The depth in specialized training capabilities has allowed Campbell's Soup to hire 60 new employees for its local facility and put all of these employees through certification programs at Robeson Community College. Advanced Manufacturing Alliance Project Manager DeRay Cole said that in the first 18 months the alliance has been active, it made 100 job placements, filled 50 internships, awarded more than 1,200 industry credentials, and added as many as 30 industry partners statewide.

Trinity Frozen Foods President and CEO Jere

The N.C. Aerospace Supplier Conference will provide opportunities for North Carolina companies to interact with aerospace prime contractors, as they identify their defense and commercial aerospace projects and needs.

The [agenda](#) is set, [sponsorships](#) are available and registration is [open](#).



[Click to enlarge](#)

## Canadian Visitation to N.C. in 2012 Hits Record Levels

Overnight Canadian visitor volume hit record levels in 2012, topping the previous high from 2008, according to recent data received by the N.C. Department of Commerce's Division of Tourism, Film and Sports Development. More than 454,000 overnight Canadian visitors traveled in the state in 2012, up 5 percent from 2011, spending more than \$134 million.

Nearly half of all Canadian overnight visitors hail from Ontario, while more than 36 percent visit from Quebec. More than 70 percent of trips were reported to be vacation related visits and 16 percent to visit friends and relatives. Popular activities for Canadian visitors in North Carolina include shopping (79 percent), sightseeing (55 percent), visiting friends/relatives (52 percent) and participating in outdoor activities (44 percent). [The full summary is online](#). For more information, contact [Marlise Taylor](#) at (919) 733-7278.

## Grant Benefits State's Energy Industry Workforce

More than 1,700 participants have been trained to succeed in emerging energy efficiency and renewable energy fields, thanks to a 2010 grant awarded to the N.C. Department of Commerce's Division of Workforce Solutions. The Division was awarded \$5.9 million dollars for The State Energy Sector Partnership Training Grant as part of the American Recovery and Reinvestment Act. Since that time, 1,231 participants have received an industry-recognized certification and 983 participants became gainfully employed as a direct result of the grant.

Four regional teams participated in this sector initiative, performing training and certification in weatherization, solar voltaic installation, sustainable agriculture or green construction and deconstruction. The teams were comprised of members from 38 rural counties and represented the Lumber River, Region Q, Northeastern, High Country, Region C and Western Piedmont workforce development boards.

Null said that his company had chosen North Carolina over South Carolina in locating its facility, which will be based in Lumberton and hiring 150 people.

"The Advanced Manufacturing Alliance is serving my company well," he added.

[Decker: Rural counties will get needed funding](#) (*The Robesonian* -- Lumberton, Aug. 1)

[Commerce Secretary says rural N.C. counties will get aid](#) (*The Fayetteville Observer*, Aug. 1)



(Left-right) Enrique Lawlor and Dana Dahlgren of Kewaunee Scientific Corporation and John Loyack of the N.C. Department of Commerce's Division of International Trade

## ITD Promotes N.C. Exporters at Expo-Hospital in Santiago, Chile

The N.C. Department of Commerce's International Trade Division hosted a variety of North Carolina companies at the Expo-Hospital show in Santiago, Chile July 24-26. Seven of the state's companies were promoted at this gathering of 4,000 designed to showcase products and services targeted to meet the growing demand for medical, laboratory and hospital equipment in Chile. The companies attending included Kewaunee Scientific, Pioneer Eclipse, Sun Tech Medical, Dry Corp, Truven Health Analytics and Matthews Specialty Vehicles.

The U.S. Chile Free Trade Agreement continues to drive demand for North Carolina products in this growing market. The market for healthcare-related products in Chile has grown by almost 80 percent since 2010 and almost half of the exports coming in to Chile come from the U.S. Chile spends almost 7

For more information about the SESP grant, you can watch the [video](#) and read the [report](#) online.



(Left-right) UNCW Chancellor Gary L. Miller, Director of Real Estate Management Steve Pickard and Chief of Staff Max Allen at the Donor Preview Reception on Aug. 1 at the UNCW Center for Innovation and Entrepreneurship

## UNCW Helps Grow, 'Polish' Entrepreneurial Companies

Entrepreneurs tend to have a way with words and Jim Roberts, the head of UNC-Wilmington's newly-established Center for Innovation and Entrepreneurship, is no exception. "You can't expect companies to come out tall, dark and handsome," said Roberts. "They need to be polished." CIE is the latest example of a multi-sector effort between UNCW, the business community and the city to help Wilmington develop and attract top entrepreneurial talent.

The CIE will house the university's Small Business and Technology Development Center, future tech transfer operations and the Seahawk venture capital fund, which will create a one-stop shop for entrepreneurs in the area, and will help support university commercialization efforts.

For Roberts, the establishment of the CIE is an important step in building a start-up culture in Wilmington. "I want to change the perception that Wilmington is just a tourist economy," Roberts said. "That's something UNCW has a critical role in doing."

The CIE building opens this fall. It will provide free work-space to students and faculty, as well as housing for the Seahawk Fund and its portfolio companies. [Read more.](#)

percent of its GDP on healthcare and offers excellent market potential for North Carolina medical technologies.

## 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 5, 2013

<b>New projects assigned:</b>	235
<b>Projects announced:</b>	77
<b>Jobs announced:</b>	10,953
<b>Capital investment announced:</b>	\$1.1B
<b>Industry visits by existing industry staff:</b>	775
<b>Calls to Business Link N.C.:</b>	12,280

## N.C. in the News

### This Week's Highlights

- [BASF moves closer to planting global biotech ops in RTP](#) (*Triangle Business Journal*, July 31)
- [Davidson County Community College debuts mobile manufacturing lab](#) (*The Business Journal of the Greater Triad*, July 31)
- [N.C. Farmers 'Hopping On' the Beer Bandwagon](#) (Public News Service, July 31)
- [Revenue growth fuels hiring spree at Durham-based Appia](#) (*News & Observer - Raleigh*, July 31)
- [N.C. accelerator looking to infuse local entrepreneurs with cash](#) (*Triangle Business Journal*, July 31)
- [RST Global builds fiber network to include most of rural N.C.](#) (*Charlotte Business Journal*, July 30)
- [Lights, camera, action in Havelock](#) (*Sun Journal - New Bern*, July 29)
- [Implan moves to Davidson, expects to grow to almost 40 employees](#) (*Charlotte Business Journal*, July 29)
- [Nanobio group returning to Triad](#) (*The Business Journal of the Greater Triad*,

July 29)

- [Putting N.C. veterans to work in manufacturing](#) (WUNC, July 29)
- [Union County being pitched to industry. agriculture. commercial projects for jobs](#) (Charlotte Business Journal, July 29)
- [Made in NC: Swan Quarter seafood company survives despite challenges](#) (News & Observer - Raleigh, July 28)
- [As Dome prepares to close, road to Sleepy Hollow opens](#) (StarNews - Wilmington, July 28)
- [Facade and building rehabs: more than just a pretty face](#) (Sun Journal - New Bern, July 27)
- [Carolinas work to lure visitors off beaten path](#) (News & Observer - Raleigh, July 27)
- [Though it's best known for NASCAR, North Carolina takes a tax reform victory lap](#) (Forbes, July 26)
- [Swiss Bear director awarded prestigious Order of the Long Leaf Pine](#) (Sun Journal - New Bern, July 20)

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