

syncTM Weekly highlights from the North Carolina Department of Commerce



N.C. Department of Commerce Secretary Keith Crisco speaks during the grand opening of ABB's new facility in Huntersville

ABB holds grand opening for Huntersville cable plant

Swiss company ABB officially opened its \$90 million plant Sept. 19 in Huntersville. The cable it will make is designed to be buried underground, suitable for transmitting power from wind and solar farms or upgrading aging transmission lines. The N.C. Department of Commerce's [Martyn Johnson](#) was the original developer on this project.

"It is one very effective and reliable way to connect renewables to the grid, especially when wind farms are distant from population centers," said Enrique Santacana, ABB's Cary-based president and CEO for North America.

ABB's cables are up to 6 inches in diameter and can be used to transmit electricity as alternating current, the form that comes from a household outlet, or the direct current that comes from a wind turbine or photovoltaic cell.

N.C. Department of Commerce Secretary Keith Crisco spoke at the grand opening, and in his remarks credited North Carolina's tremendous workforce and low cost of doing



(Left-right) LANXESS AG Board of Management member Dr. Rainier van Roessel, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, Gaston County EDC Executive Director Donny Hicks, and WardsAuto World Editor-In-Chief Drew Winter on a panel at "Mobility Day North America" in Charlotte

LANXESS AG holds "Mobility Day North America" in North Carolina

On Sept. 18 LANXESS AG held "Mobility Day North America" in Charlotte. LANXESS AG is headquartered in Germany and LANXESS North America is based in Pittsburgh. The company has a LANXESS Performance Polymers Unit in Gastonia and a LANXESS Functional Chemicals Unit in Greensboro.

"Mobility Day North America" featured a series of presentations and panel discussions focused on how innovations from LANXESS with advanced materials enable sustainable mobility around the world from the automotive industry to mass transit to aerospace.

LANXESS AG Board of Management member Dr. Rainier van Roessel, N.C. Department of Commerce Deputy Secretary and COO Dale Carroll, and Gaston County EDC Executive Director Donny Hicks participated on a panel moderated by *WardsAuto World* Editor-In-Chief Drew Winter. More than 250 attendees from around the world participated in the event.

[Local plastics plant gets down to business](#)
(*Gaston Gazette*, Sept. 17)

Infrastructure grants awarded to local governments

business with attracting the company.

"A tobacco, textiles and furniture economy is now high-tech and knowledge-driven because of the ambition of our forebearers," Crisco said.

[ABB Inc. CEO says Huntersville plant contributes to N.C. energy hub](#) (*Charlotte Business Journal*, Sept. 19)



Durham Commissioner Brenda Howerton, Durham Board of Commissioners Chairman Michael Page, Freudenberg IT President and CEO Michael Heuberger, and N.C. Department of Commerce Secretary Keith Crisco

Freudenberg opens new RTP data center

Germany-based Freudenberg IT, a global leader of mission-critical managed hosting services, announced on Sept. 20 the opening of its newest data center and office in Durham. N.C. Department of Commerce Secretary Keith Crisco spoke at the grand opening. Commerce International Projects Manager [Dallas Hardenbrook](#), who has maintained a long-term relationship with Freudenberg, also attended the ceremony.

By investing in new offices and data centers, and hiring talented personnel, FIT is responding to the growing demand for its IT outsourcing, application hosting, and SAP-managed hosting services.

The new office and data center is located in a 30,000-square-foot solid-concrete building on a 13-acre campus in the heart of the Research Triangle Park. The property offers plenty of space for future expansion, utilizing FIT's unique modular data center concept to scale out the facility. Based on business growth, FIT can construct data centers as self-contained, reinforced bunkers within the data center building without the need to retrofit or interrupt existing data center operations and modules. It also allows FIT to implement the latest data center technologies when expanding the data center footprint.

"This multi-million dollar office and data center expansion reflects the significant growth that we have experienced since we opened our doors in the Americas in 2003," explained President and CEO Michael Heuberger.

"We chose to locate our North American headquarters here in Durham due to its mild climate, availability of power and networking infrastructure, and availability of highly qualified IT personnel drawn in by the many high tech companies and world-class universities located in the area. Best of all, North Carolina offers our employees a great quality of life, and we are very proud that we are able to contribute to the economic

Governor Bev Perdue announced on Sept. 18 that 18 counties and communities were awarded Community Development Block Grants to upgrade critical public infrastructure in those locations. These projects will improve existing water and sewer services. The CDBG grant funds are provided by the U.S. Department of Housing and Urban Development and are dedicated for projects serving persons of low- and moderate-incomes.

"These projects will enhance the vitality of communities across the state by providing improvements to housing and living environments, as well as expanding economic opportunities," said Perdue. "Our strong federal partnership helps us to ensure that North Carolinians have access to adequate housing and water and sewer services."

The N.C. Department of Commerce's Division of Community Assistance administers the CDBG program. [View a list of the local governments recently awarded funds.](#)



(Left-right) N.C. Department of Commerce Director of Global Commerce John Loyack and Export Grant and Program Director Theresa Spera, HagerSmith Design Vice President and Principal Scott Idol, ImmunoReagents Inc. President and CEO Ann Black, and A10 Clinical Solutions Inc. CEO Leah Brown at the North Carolina booth at BioSpain

N.C. companies showcase biotech products and services in Spain

BioSpain 2012 was held last week in Bilbao. With more than 200 exhibitors from 50 countries showcasing a wide range of new products and latest technologies, the event brought together hundreds of buyers and sellers to discuss various business opportunities in the field of biotechnology and life sciences. More than 1,400 visitors attended the show, which is held every other year.

With support from the N.C. Department of Commerce's International Trade Division, five

development of the area." [Learn more.](#)

[Freudenberg IT shows off new data center](#) (*The Herald-Sun* -- Durham, Sept. 20)

Fabrics maker to create 55 jobs in Rockingham County

Governor Bev Perdue on Sept. 24 announced that Global Textile Alliance Inc, a leading fabrics manufacturer, will expand its operations in Rockingham County. The company plans to create 55 jobs and invest \$7.4 million over the next three years in Reidsville. The project was made possible in part by a \$150,000 grant from the One North Carolina Fund. The N.C. Department of Commerce's [Jan Critz](#) was the developer on this project.

Global Textile Alliance, headquartered in Reidsville, manufactures bedding and upholstery fabrics which are sold to several major U.S. furniture brands. The Reidsville plant is home to the company's corporate headquarters, distribution, design, sales and marketing, finance and quality control divisions. There are currently more than 130 people working at the facility. [Read more.](#)



Assistant Secretary of Tourism, Marketing and Global Branding Lynn Minges (right) chats with a couple who are in the process of moving to Chapel Hill at the RetireNC booth at the AARP Life@50+ event

State, partners promote RetireNC at AARP convention; Sanford, Marion join program

At the AARP Life@50+ Convention & Expo in New Orleans this past weekend, North Carolina was represented for the first time, as the N.C. Department of Commerce's Division of Tourism, Film and Sports Development and representatives from one of the state's [Certified Retirement Communities](#) promoted the state as a premier retirement location. Assistant Secretary for Tourism, Marketing and Global Branding Lynn Minges, Tourism Development Manager Andre Nabors and Lumberton retiree recruiter Connie Russ interacted with delegates at one of the country's largest consumer trade shows for the 50-plus audience. With more than 20,000 registered delegates and guests plus 300 exhibitors, Life@50+ provided an opportunity to increase awareness of North

North Carolina companies exhibited at the show and reported strong lead generation and results. These included Patheon Inc. of Durham, Catalent Inc. of Morrisville, A10 Clinical Solutions Inc. of Cary, and ImmunoReagents Inc. and HagerSmith Design PA of Raleigh. N.C. Commerce Director of Global Commerce John Loyack and Export Grant and Program Director Theresa Spera participated in the event to facilitate North Carolina exports and to assist the companies in forging new partnerships and strengthening existing business relationships in the life sciences market.

August Economic Overview released

The N.C. Department of Commerce's Labor and Economic Analysis Division has released its Monthly Overview of North Carolina's Economy for August 2012. Most of the latest data included is from July 2012. The purpose of the overview is to summarize and analyze important economic indicators.

North Carolina's July unemployment rate, at 9.6 percent, dropped 1.1 percentage points over July 2011 as the state experienced a slight decline in employment and a small increase in unemployed workers. North Carolina hotel/motel room demand for June was at a record high this year with more than 2.8 million rooms, up more than 5 percent from June 2011. Nationally, personal income increased \$42.3 billion, or 0.3 percent, and disposable personal income increased \$39.9 billion, or 0.3 percent. [View the entire report.](#)



McComas to be feted in Wilmington

This weekend, EUE/Screen Gems Studios will host a "Celebration of Danny McComas," the recently retired state legislator who advocated for the film industry during his 18 years as a member of the N.C. House.

McComas, a Republican, recently resigned his House seat to become chairman of the

Carolina as a retirement location to baby boomers, while featuring the state's Certified Retirement Communities.

The General Assembly has charged the Division with promoting the state's Certified Retirement Community program, which recognizes towns that are positioning themselves for retiree attraction as an economic and community development strategy. Asheboro and Lumberton are the state's first two Certified Retirement Communities. On Sept. 24, the communities of Marion and Sanford became the latest North Carolina communities to join the program.

The next deadline for towns interested in applying to become a Certified Retirement Community is Jan. 31. Rating criteria include Demographics, Housing /Technology, Healthcare, Local Economy, Leisure/Cultural Opportunities, Services for Retirees, and Community/Education/Military. Eligibility guidelines, including the establishment of a retiree attraction committee, are available on the application, which may be [downloaded from the website](#). For more information about the Division's marketing initiatives for retirement relocation, contact [Andre Nabors](#) at (919) 733-7502. [Learn more](#) about retirement in North Carolina.



'Tar Heel Traveler' spotlights Call Center

The "Tar Heel Traveler," a segment of Raleigh's WRAL hosted by Scott Mason, recently [shined its spotlight on the Visit N.C. Call Center](#), located at the N.C. Correctional Center for Women in Raleigh. The feature had interviews with several of the staff at the Call Center in addition to showcasing the services the center provides, such as answering calls to 1-800 VISIT NC and fulfilling requests for tourism-related information.

Destination Marketing Organizations periodically make presentations at the 1-800-VISIT NC Call Center to ensure the operators are aware of the latest tourism developments in their area. These armchair presentations allow the Call Center staff to hear first-hand about a destination, its attractions and new sites. The operators also offer feedback about specific questions they receive about an area and their suggestions for additional information that would be helpful to them in fielding inquiries. Information the center's operators pass along directly affects the travel decisions of thousands of people, and it is important that the operators are updated regularly on tourism venues throughout the state.

N.C. State Ports Authority Board of Directors.

The invitation-only party will be held Sept. 29 at the studios in Wilmington.

During this year's legislative session, McComas sponsored an amendment to a bill that extended the expiration of the state's film tax incentives for a year. He was also instrumental in helping the industry obtain a more generous incentives package in North Carolina that is credited with the recent surge in film production in the state.

McComas has also leased buildings he owns to production companies, including the new NBC series "Revolution."

[Film studio to host party for former Rep. Danny McComas](#) (*StarNews* – Wilmington, Sept. 13)

B&I team meets with partners from Camden and Currituck counties

Economic developers from Camden and Currituck counties gave an update on economic development activities in their counties during a meeting with the N.C. Department of Commerce's Division of Business & Industry Development. The meeting took place at the Commerce Department's main office in Raleigh on Sept. 24.

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 - Sept. 25, 2012

New projects assigned:	297
Projects announced:	87
Jobs announced:	11,658
Capital investment announced:	\$2.51B
Industry visits by existing industry staff:	913
Calls to Business Link N.C.:	14,503

N.C. in the News



N.C.-filmed motion pictures well received at Toronto film festival

Screenings of two Wilmington-made films at the Toronto International Film Festival delivered earlier this month, earning filmmakers standing ovations at packed premieres, producers said. Audience members at the premiere of "Arthur Newman," which stars Oscar-winner Colin Firth and Emily Blunt, responded positively, while laughter and tears accompanied the debut of "Writers," a dramatic comedy starring Greg Kinnear and Jennifer Connelly. During the TIFF, Millennium Entertainment picked up U.S. distribution rights to "Writers."

Combined, the features had a direct in-state spend of more than \$10 million while providing nearly 900 job opportunities, according to the N.C. Film Office.

Producers for "Arthur Newman," which also filmed in Raleigh, Durham and Graham, said their experience filming in the region would bring them back. "One of the big reasons for coming was the incentives, but it was also the crew base and the community," Executive Producer Helen Cappuccino said. "We're looking forward to finding other projects to do there."

[Buzz for ILM-made films at Toronto film fest](#) (*StarNews* – Wilmington, Sept. 12)

[Wilmington-filmed comedy nabs U.S. distributor](#) (*StarNews* – Wilmington, Sept. 18)

This Week's Highlights

- [Charlotte airport gets \\$4.6 million grant to fund runway work](#) (*The Charlotte Observer*, Sept. 24)
- [TIMCO adding workers at PTI](#) (*Business Journal of the Greater Triad*, Sept. 21)
- [Apple buys land, expanding in Conover](#) (*Hickory Daily Record*, Sept. 20)
- [Greensboro gets \\$1M for economic strategy competition](#) (*Business Journal of the Greater Triad*, Sept. 20)
- [Forsyth Tech lands big biotech training grant](#) (*Business Journal of the Greater Triad*, Sept. 19)
- [PTI receives \\$6.1M grant for taxiway extension](#) (*Business Journal of the Greater Triad*, Sept. 18)
- [Data center campus in Conover gets funds](#) (*Hickory Daily Record*, Sept. 17)
- [Program to help food entrepreneurs develop products](#) (*Winston-Salem Journal*, Sept. 16)
- [Celebrating businesses that help veterans](#) (*The Daily News* – Jacksonville, Sept. 15)

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