

# sync<sup>®</sup> NEWS & OPPORTUNITIES FROM N.C. COMMERCE



The homepage of the new [nccommerce.com](#).

## Commerce Launches New Website

The North Carolina Department of Commerce launched a new edition of our website last week featuring a fresh design, streamlined content, and upgraded technology that among other benefits makes the site much easier to view on smartphones and other mobile devices.

The site is published at the same web address - [nccommerce.com](#).

The site upgrade represents a significant improvement to the Department's digital capabilities, a key goal in **Secretary Copeland's** agenda for the agency. The site's core underlying technology, known as Drupal, powers the websites of many top companies and organizations around the world.

In addition to the technology upgrade, content for the site has been edited and re-organized to better meet the needs of key audience groups who visit the site. Significant audience research was conducted to guide the new structure, including input from several of the nation's leading site selection consulting firms.

Content on [nccommerce.com](#) is now organized around audience needs, rather than the agency's own organizational structure. However, people looking for information about our divisions will find quick navigation links to the divisions from the main home page. In addition to an enhanced search capability, the site also features a new [Programs and Services Directory](#), offering visitors an easy-to-navigate way to find a specific program or service.

While every page on the website now provides visitors with a



## SANRITSU AMERICA, INC.

### Japanese Logistics Company Selects Rockingham County for \$9 Million Project

Sanritsu Logistics will open a new warehouse and manufacturing plant in Rockingham County, creating 24 jobs, **Governor Roy Cooper** announced November 8. The international and domestic logistics services company plans to invest \$9 million in Reidsville and will service clients throughout the southeastern United States.

"International companies like Sanritsu Logistics recognize North Carolina's advantages for reaching customers in North America," said **Governor Cooper**. "Our dedicated workforce, strong business climate and robust transportation networks offer a winning combination for growing companies."

Sanritsu Logistics, whose parent company is headquartered in Nagoya, Japan, is a third-party logistics company (3PL) that supports multiple modes of logistics operations, from air cargo to ocean shipping to inland transportation. Sanritsu Logistics plans to operate a kitting service for manufacturers from the Reidsville location, a service that streamlines the combination of items into packages of finished goods that are then delivered to customers.

"We were looking for a location for our base in the U.S. where the dynamic infrastructure we need would be satisfied," said **Mitsuharu Tanaka, CEO of Sanritsu Logistics America**. "Rockingham County in North Carolina provides the strategic infrastructure to meet our client needs and expectations. We are grateful for the utmost cooperation and support by the state of North Carolina's Department of Commerce as well as the

way to send feedback instantly, SYNC readers are also invited to [email our editors with any comments and questions](#).



Commerce Secretary Tony Copeland (center) with Masanori Yasunaga (left), CEO of Morinaga America, Inc. and Kyoichi "Kirk" Okamoto, President of Morinaga America Foods, Inc.

## Secretary Copeland Visits Orange County Confectionery Company Morinaga

Commerce Secretary Tony Copeland met recently with high-ranking company executives from Morinaga, the well-known Japanese confectionery company that located its first manufacturing plant in the United States in Orange County.

The company announced its decision in 2013 and celebrated a grand opening in May, 2016.

During the visit, Secretary Copeland discussed current operations with Mr. Masanori Yasunaga, Chief Executive Officer of Morinaga America and Kyoichi "Kirk" Okamoto, President of Morinaga America Foods. Mr. Okamoto is based in North Carolina.



ARC grant recipients celebrate their awards in this ceremony held in Asheville October 29.

## Appalachian Regional Commission (ARC) Grant Awards Celebrated

Four western North Carolina organizations will receive grants totaling \$2.4 million from the Appalachian Regional Commission (ARC). The organizations were recognized during a ceremony in Asheville October 29.

Recipients include:

- Southwestern North Carolina Planning and Economic Development Commission, which is based in Sylva, for physical improvements to the Western North Carolina Farmers Market (WNCFM) | \$1,250,000

Economic Development Partnership, Rockingham County, and of course, the City of Reidsville for this bright opportunity. We look forward to expand our business and contribute to this society."

The average annual wage of all the new jobs will be \$36,200, higher than the Rockingham County average wage of \$34,620.

A performance-based grant of \$50,000 from the One North Carolina Fund will help facilitate Sanritsu's move into Rockingham County.

Partnering with the [North Carolina Department of Commerce](#) and the [Economic Development Partnership of North Carolina](#) on this project were the [North Carolina General Assembly](#), the [North Carolina Community College System](#), [Rockingham County](#), the [City of Reidsville](#), the [Rockingham County Center for Economic Development, Small Business and Tourism](#), and the [Reidsville Economic Development Department](#).

[Read more.](#)



Commerce Secretary Tony Copeland speaks at the November 14 NCWorks Commission meeting about the Cybervets announcement.

## Governor Cooper Announces Cybersecurity Training Initiative for Veterans in North Carolina

Cisco Systems will partner with leading industry partners and the state to train North Carolina veterans for jobs in the cybersecurity workforce. **N.C. Commerce Secretary Tony Copeland** delivered the news alongside representatives from Cisco at the November 14 meeting of the NCWorks Commission meeting, Governor Cooper's statewide workforce development board.

"North Carolina is the most military friendly state in the nation and we're proud that so many of our veterans choose to stay here when they return to civilian life. Veterans play a crucial role in powering our economy and we must make sure they have the skills they need to thrive in the workforce. The cybersecurity field is vital to the 21st century economy and I'm pleased that Cisco recognizes that North Carolina's talented veterans are the perfect fit for these important

- Mountain BizWorks in Asheville for a collaborative regional approach to expanding western North Carolina's promising outdoor gear manufacturing industry | \$940,000
- Mayland Community College in Spruce Pine on behalf of the Community Colleges of Appalachia (CCA) to develop two strategic plans that address both opioid issues and entrepreneurial training in the coal-impacted communities served by the community colleges | \$100,000
- Piedmont Triad Regional Council in Kernersville for a strategic plan to address the current and future workforce needs of Forsyth and Surry counties. This plan will include a state-of-the-art workforce development and education center called the "Dream. Career. Academy." | \$99,000

The grants are part of ARC's POWER (Partnerships for Opportunity and Workforce and Economic Revitalization) initiative.

More information on North Carolina's role in ARC can be found [online at nccommerce.com](http://onlineatnccommerce.com).



Secretary Copeland with the award winners.

## North Carolina's Top Manufacturers Honored at mfgCON

Commerce Secretary Tony Copeland offered keynote remarks and participated in an award ceremony honoring the state's top manufacturers at mfgCON, North Carolina's premiere conference for manufacturing innovation. The conference was held November 13-14 in Durham.

The Leadership in Manufacturing Awards program recognizes manufacturing facilities that deliver truly exceptional performance in each of five categories:

- Developing Markets
- Continuous Improvement
- Innovation
- Advanced Talent Management
- Sustainable Manufacturing

A category for overall excellence in manufacturing was also awarded. Details about [each of the winning companies is available online at the North Carolina Manufacturing Extension Partnership website](#).

jobs," said **Governor Cooper**.

North Carolina is the third state to partner with Cisco to launch CyberVetsUSA, joining Maryland and Virginia. For more information on the program, visit [it.nc.gov/cybervetsusa](http://it.nc.gov/cybervetsusa).

## On Our Radar

- [UNC-Chapel Hill Named an Innovation and Economic Prosperity University](#)

## N.C. in the News

- [EDPNC's Frank Emory says Rowan boosters need to always look forward](#) (Salisbury Post - November 16)
- [Marion is Small Town of the Year for 2018](#) (McDowell News - November 16)
- [ANA Business Jet takes flight with HondaJet pair](#) (FlightGlobal.com - October 30)

## About Us

SYNC is North Carolina Commerce's electronic newsletter for local government officials, private-sector allies, state policy makers, and other economic development leaders. We offer unfiltered details about new economic development projects and events, useful news about your peers, and opportunities to synchronize with statewide programs and tools in order to advance economic development in your community. [Send your story ideas to the editor](#).

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