

ATLANTA MAYOR'S OFFICE OF INTERNATIONAL AFFAIRS

2013 | 14

YEAR
REVIEW



LETTER FROM MAYOR KASIM REED

Atlanta is truly an international city. We're home to the world's busiest passenger airport, which has a new international terminal that will serve 10 million foreign visitors per year. Foreign direct investment supports 130,000 jobs and drives our city's economic growth. We have the 3rd highest concentration of global Fortune 500s headquarters in the US, and one of the fastest growing immigrant populations in the nation.

We have a consular corps of over 70 consulates and foreign trade offices, approximately 40 bi-national chambers of commerce, and 18 sister city relationships. Atlanta is a global, cosmopolitan city, and we're proud of our international footprint.

But I know that we can do better.

That's why I moved to reopen of the Mayor's Office of International Affairs in July 2013. Thanks to the work of Director Claire Angelle and her talented staff, the City of Atlanta is now better equipped to serve our great city's international community.

My administration now has the means of its ambition to manage all the global opportunities, programs, and initiatives that will strengthen Atlanta's position as one of the leading cities in the world.

It's been a great year, as Atlanta's international profile has continued to rise. Our city was selected to host the 2015 World Summit of Nobel Peace Prize Laureates, and the Brookings Institute and JP Morgan Chase chose Atlanta to participate in the Global Cities Initiative. We celebrated our city's deep economic and cultural connections with the African continent through Africa Atlanta 2014, an ongoing year-long series of events. We joined the Welcoming America Initiative to send the message that Atlanta will be inclusive and welcoming to our growing foreign-born population. And we've also welcomed countless international delegations and begun best practice exchanges with our partners around the world.

I've also worked to grow Atlanta's economy by looking outward for new international markets. Atlanta is currently the 13th-largest metro exporter in the U.S. In 2013, we sent \$25 billion in goods and services abroad. However, the Metropolitan Atlanta region needs a

dedicated strategy to help more firms become exporters and assist our current exporters as they search for new markets. With that in mind, we are developing a Metropolitan Export Plan for the city and the region in collaboration with key partners in the business, academic, and civic communities.

I know that none of this will get done if I just sit in my office.

To lift Atlanta's international profile, I'll need to meet with leaders beyond our borders. I recently traveled with 37 business owners and civic leaders on a successful trade mission to Brazil.

I also attended the World Economic Forum in Davos, Switzerland along with Coca-Cola's CEO Muhtar Kent. While there, I spoke about the ascendancy of cities and how metropolitan areas are leading cultural, economic and social change on a global scale.

Going forward, I will focus our efforts on pursuing international business opportunities by expanding international trade, attracting foreign direct investment, and counseling small and medium Atlanta businesses on how to export. My international team will also provide support to Atlanta's international community and facilitate many cultural and tourism-focused initiatives.

If you know of an international project that could transform our city, please do not hesitate to reach out to our Office of International Affairs.

Thank you for all that you do, every day, to make Atlanta the thriving international city it is today.



A handwritten signature in black ink that reads "Kasim Reed". The signature is fluid and cursive.

Kasim Reed
Mayor of Atlanta



GLOBAL CITIES INITIATIVE & METROPOLITAN EXPORT PLAN

According to data from the State of Georgia, companies who export grow 20% faster, pay 20% higher wages, and are 9% less likely to go out of business than companies that rely solely on the domestic market. In Atlanta, over 150,000 jobs are supported by exporting activity.

In spring 2013, Atlanta was selected by JP Morgan Chase and the Brookings Institute to participate in their Global Cities Initiative – a five-year, \$10 million project to assist metropolitan regions in becoming more competitive in the global marketplace.

Using the Brookings Institute’s deep expertise in fact-based city research metrics, the Global Cities Initiative focuses on key indicators including immigration, advanced manufacturing, foreign direct investment, freight flow and composition of exports (services vs. products). These indicators, combined with best practices and policy innovations from all over the U.S., will allow Atlanta leaders and state policy-makers to develop a regional export ecosystem. This regional export ecosystem will assist large and small companies as they increase their exports of goods and services.

A primary project goal of the Global Cities Initiative is to develop a Metropolitan Export Plan (MEP) for the Atlanta metropolitan statistical area. Representatives from the Mayor’s Office of International Affairs, Atlanta Export Assistance Center, Invest Atlanta, Georgia Department of Economic Development, U.S. Commercial Service, Metro Atlanta Chamber of Commerce and private businesses and banks formed a Steering Committee in spring of 2013. Dwayne C. Meeks, UPS President – South District Manager and David Balos, President of Chase Middle Market Banking were selected chair and co-chair of the committee, respectively.

During the summer and fall of 2013, the steering

committee released an online export survey to identify the needs of currently exporting and ready-to-export companies in Atlanta. During spring 2014, the committee conducted in-depth, one-on-one interviews with the online survey participants to get more comprehensive understanding of what trade services and support Atlanta companies need. On April 24, 2014, the steering committee met to discuss progress, give updates, and present results from market data research. One of the interesting research findings showed that Atlanta’s exports are primarily services – they represent 52.8% of exports from the Atlanta region – which is substantially higher than the national average of services exports. On May 13, 2014, a core group from the Atlanta MEP Steering Committee attended the “Global Cities Phoenix: Building and Sustaining a Competitive Region” to share best practices and brainstorm new ideas with other American cities in the Global Cities Initiative.

Moving forward, the MEP Steering Committee will provide actionable steps to state and local policy-makers on how to increase exports, boost global sales, and support Atlanta companies involved in international trade. The findings and strategy will be completed in fall of 2014. For more information on the Global Cities Initiative and Atlanta Metropolitan Export Plan, please visit: atlantamep.com.



WELCOMING ATLANTA

On October 22, 2013, Mayor Reed announced the City of Atlanta’s commitment to join the Welcoming America initiative, which supports locally-driven efforts to create more inclusive and immigrant-friendly environments. Welcoming America is a national, grass-roots-driven collaborative that works to promote mutual respect and cooperation between foreign-born and native-born Americans.

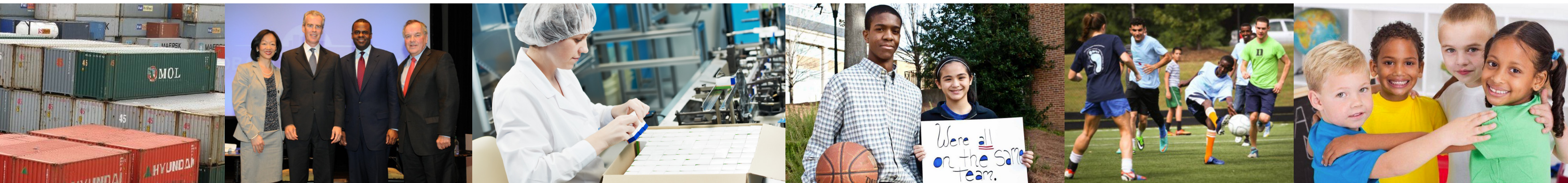
As a Welcoming City, Atlanta will identify opportunities to engage local immigrant communities with a focus on supporting and highlighting the cultural and economic contributions of immigrants. Immigrants comprise 13.5% of Atlanta’s population, higher than the national average. In fact, Atlanta has the second fastest growing immigrant population among large urban areas in the United States. “Atlanta’s diversity and vitality has been built on the strength of immigrant populations that have come to enjoy new freedoms and opportunities,” said Mayor Kasim Reed. “In partnership with Welcoming America, the City of Atlanta will continue to work on welcoming, including, and supporting the economic and social contributions of immigrants to enhance our city’s cultural fabric, economic growth, and global competitiveness.”

On May 28, 2014, Mayor Reed convened a 21-member working group comprised of individuals from a range of professional backgrounds –non-profit, for-profit, education, diplomatic, and business associations. Jeffrey Tapia, Executive Director of the Latin American Association and Charles Kuck, Managing Partner at Kuck Immigration Partners Law Firm serve as co-chairs of the committee.

The Welcoming Atlanta Working Group began discussions about the five pillars of Welcoming Atlanta:

1. Ensuring Equitable Access to Basic Services
2. Expanding Educational Opportunities
3. Facilitating Economic Empowerment
4. Enhancing Public Safety and Fostering a Connected Community
5. Building Immigrant Civic Engagement and Leadership

Subcommittees on each pillar met throughout the summer to brainstorm ideas and solutions; and provided actionable steps to Mayor Reed on August 15, 2014. “We applaud Mayor Reed for his leadership in recognizing that our diverse population is our greatest asset, and for committing to work in partnership with the community to build a more inclusive and welcoming Atlanta,” said David Lubell, Executive Director, Welcoming America. “We hope and expect that other leaders in the region will follow his lead.” Atlanta is the 22nd city to join the Welcoming America Initiative.



ATLANTA SISTER CITIES COMMISSION

Atlanta has 18 Sister Cities across the globe. Sister Cities International is an organization whose goal is to “promote peace through mutual respect, understanding and cooperation” through person-to-person citizen diplomacy. President Eisenhower created Sister Cities International in 1956, with the idea that community-to-community cultural, educational, information, business and trade exchanges would foster prosperous relationships between countries. Since then, every U.S. president has served as the Honorary Chairman of Sister Cities International.

Atlanta established its first Sister Cities committee in 1967 to Salzburg, Austria and has grown to 18 relationships with cities in countries across the globe. These Sister Cities Committees are run by individuals with an interest and connection to the specific city and country.

The volunteer-led committees manage various educational, trade, social, and cultural events throughout the year including: an exchange of legal professionals from Tbilisi, student exchanges from various countries, an annual medical delegation to Montego Bay, potlucks and wine tastings, and a security experts trade fair in Nürnberg, Germany.

City of Atlanta officials have visited six sister cities since the Mayor’s Office of International Affairs reopened. Mayor Reed visited Montego Bay, Jamaica as the keynote speaker of the Montego Bay Chamber of Commerce 2013 Expo opening and led a trade mission of about 40 delegates to Brazil that included business meetings in Rio de Janeiro, Brazil. Atlanta City Councilmember Kwanza Hall, District 2 visited Mayor Valentín Fernández in Salcedo, Dominican Republic. International Affairs Director Claire Angelle visited Taipei as part of the Young Political Leaders Initiative. She also visited Lagos, Nigeria on a fact-finding and planning mission. Invest Atlanta’s Senior Economic Development Officer Kevin Johnson visited Toulouse, France to participate in a trade show and meet with elected officials.

In the past few months, Atlanta has welcomed visits from Mayor Glendon Harris of Montego Bay, Mayor Valentín Fernández of Salcedo, Eric Tardieu and Silvia Ferrari of Invest Toulouse, and Councilor Nick Forbes from Newcastle-Upon-Tyne. This summer, Hartsfield–Jackson Atlanta International Airport unveiled a panel recognizing Atlanta’s 18 Sister City relationships. The ribbon-cutting ceremony was held on August 13, 2014. Visit www.atlantaga.gov/internationalaffairs for more information on the ASCC and how you can participate.

“Sister Cities are an essential part of Atlanta’s international strategy as they represent an incredible tool to promote peace and prosperity through cultural, educational, humanitarian, and economic development exchanges.”

Claire Angelle
International Affairs Director



AFRICA ATLANTA 2014

In February, the Ivan Allen College of Liberal Arts at Georgia Tech kicked off “Africa-Atlanta 2014,” a year-long celebration of the ties between Africa and Atlanta. Mayor Kasim Reed, honorary chair remarked, “Throughout my second term, the continent of Africa is going to be an area of concentration. We would be wise to be engaged,” at a press conference announcing the initiative in February. This initiative will use the entire year of 2014 to showcase Atlanta’s historic and ongoing connections to the African continent, and serve as springboard to deepen those ties here in Atlanta, strengthening educational links, and positioning Atlanta as the gateway for business and investment between the US and Africa.

Mayor Reed added that six of the fastest-growing economies in the next 15 years will be in Africa, and that Atlanta would like to be a friendly partner in that growth.

The Robert C. Williams Paper Museum at the Georgia Institute of Technology presented Mapping Place: Africa Beyond Paper at the grand opening of Africa Atlanta 2014 on February 27. Signature events throughout the year include the Kongo across the WATERS exhibit at the Jimmy Carter Library and Museum from May 15-September 21, 2015; the U.S. Economic Community of Central African States Global Summit in the Fall, and the BronzeLens Film Festival, just to name a few. Please visit www.africaatlanta.org for more information about upcoming events.

The City of Atlanta also welcomed 32 scholars from the Sub-Saharan region as part of President Barack Obama’s Young African Leaders Initiative, an initiative supported by universities such as Clark Atlanta University and the Georgia Institute of Technology.



“Africa is of great interest to people for its cultural richness and variety and its emerging centers of global trade.”

Dr. Jacqueline Royster
Dean of the Ivan Allen College and
creator of Africa Atlanta 2014



2015 WORLD SUMMIT OF NOBEL PEACE PRIZE LAUREATES

On November 22, 2013, Mayor Reed, joined CNN Founder Ted Turner, 2006 Nobel Recipient Professor Muhammad Yunus, Chairwoman of the Captain Planet Foundation Laura Turner Seydel, and President & CEO of the Yunus Creative Lab Dr. Mohammad Bhuiyan to announce that Atlanta had been chosen to host the 2015 World Summit of Nobel Peace Prize Laureates.

“This is one of most important wins the city has had since I’ve been mayor because it’s going to put the city of Atlanta in the heart of the international stage, and it’s going to continue to strengthen the recognition of Atlanta as one of the leading cities in the world,” said Mayor Reed.

Atlanta’s connection to various Nobel Peace Prize recipients played an instrumental part in the city’s selection as host for the 15th World Summit. Atlanta is one of only two cities in the world that has two Nobel Peace Prizes on display. Native sons Rev. Dr. Martin Luther King, Jr and President Jimmy Carter are recipients, 1964 and 2002, respectively. Bishop Desmond Tutu (1984) and the Dalai Lama (1989) are visiting professors at Emory University. Professor Muhammad Yunus of the Grameen Bank (2006) is an honorary citizen of Atlanta and has made the city his second home. Professor Yunus proposed Atlanta as host for the 15th World Summit, citing the city’s strong connections to civil and human rights movements.

Over 30 Atlanta leaders from the civic, nonprofit, education and private industries have come together to create the host committee. The 2015 World Summit will focus on youth engagement and development. Over 2,000 visitors are expected to participate in roundtables, seminars and brainstorming sessions to propose solutions to some of the world’s most pressing issues.

This Summit marks only the second time it has been

held in a U.S. city in its 15 year existence. Mayor Reed, as host mayor will travel to the 14th World Summit hosted by Cape Town, South Africa in October 2014 to accept the city’s nomination as 2015 host and participate in the 2014 World Summit of Nobel Peace Prize Laureates. The 15th World Summit will take place in Atlanta, Georgia on November 15-19, 2015.

“The summit’s message of peace, justice and equality most certainly resonate with Atlanta’s core values.”

*Kasim Reed
Mayor of Atlanta*



2014 EXPERIENCE ATLANTA CONSULAR CORPS TOUR

On Tuesday, June 17, 2014, the Mayor’s Office of International Affairs hosted its first “Experience Atlanta” Consular Corps Tour. Atlanta hosts over 70 consulates and foreign trade officers. While they are here in Atlanta, we strive to give them the best experience possible, and ensure that they are acclimated and informed of all the city has to offer. The Experience Atlanta tour was an opportunity for the Mayor’s Office to introduce these foreign diplomats to Atlanta, inform them of new city initiatives, and connect them with city leaders.

This year’s program featured presentations by Ernestine Garey and Eloisa Klementich of Invest Atlanta, William Pate of the Atlanta Convention & Visitors Bureau, LaRonda Sutton of the Mayor’s Office of Entertainment and Lee Sutton of the State of Georgia Film Office. The group then toured the new Center for Civil and Human Rights.

Mayor Kasim Reed and Hartsfield-Jackson International Airport General Manager Miguel Southwell provided remarks at the Commerce Club luncheon before the group traveled to tour the Atlanta BeltLine. The day ended at City Hall where Atlanta City Council President Cesar Mitchell and Councilmembers Mary Norwood, Felicia Moore and Natalyn Archibong met and discussed the city’s legislative branch with the Consular Corps. Charles Kuck and Officer Quintana ended the “Experience Atlanta” tour with a presentation on the Welcoming Atlanta initiative – an effort by Mayor Reed and his administration to make Atlanta more welcoming to foreign visitors and immigrants.

“According to A. T. Kearney’s Global Cities Index, Atlanta is the 35th most global city in the world. In the United States, only New York City, Los Angeles, Chicago, Washington D.C., Boston, and San Francisco are ahead of us. But I want us to dream big and this is why I am taking steps to strengthen our city as a global leader in logistics, technology, trade and culture.”

*Kasim Reed
Mayor of Atlanta*



FEATURE: MAYOR'S TRADE MISSION TO BRAZIL

Mayor Kasim Reed led a trade mission of 37 delegates to Brazil from April 5-12, 2014 to encourage foreign direct investment in the metropolitan Atlanta region and help small-to-medium-sized local businesses identify and grow their export opportunities with the world's seventh-largest economy.

Mayor Reed and the Atlanta delegation began their trade mission in Brazil's largest city, Sao Paulo. The two-day visit to Sao Paulo included seminars from Banco Santander and NCR on Brazilian banking and credit processing systems. Apex-Brasil, a Brazilian federal agency, also briefed our participating companies on procurement and bidding opportunities in Brazil.

"The visit from Atlanta Mayor Reed and his delegation is an example of how government-to-government, city-to-city, and people-to-people, we are finding new opportunities to bring the United States and Brazil closer together," said Consul General Hankins.

UPS and FIESP - Brazil's largest professional association - also invited Brazilian companies interested in the U.S. market to learn about the benefits of doing business in Atlanta from Mayor Reed and then-President and CEO of Invest Atlanta Brian McGowan.

Mayor Kasim Reed and the Atlanta delegation then made its final city stop in Brazil with a visit to Rio de Janeiro, Atlanta's Sister City since 1972, where they were welcomed by Atlanta's very own The Coca-Cola Company.

During their visit, Mayor Reed and the Atlanta delegation met the Rio 2016™ Olympic and Paralympic Games organizing committee to discuss the economic impact of the Olympics on a local and global level. They learned about investment and procurement opportunities from Rio Negocios, the investment promotion agency for the city of Rio de Janeiro, and Oder-

brecht Infrastructure, one of the largest conglomerates in Brazil.

Mayor Reed also met with Rio de Janeiro Mayor Eduardo Paes. Joining them were Atlanta City Council President Ceasar Mitchell, Councilmembers Keisha Lance Bottoms, CT Martin, and Kwanza Hall, as well as representatives from Invest Atlanta, the Metro Atlanta Chamber and the Brazilian-American Chamber of Commerce-U.S. Southeast.

The delegation toured the Rio Operations Center, which was created as part of IBM's Smarter Cities Initiative, as well as the Porto Maravilha, one of Rio de Janeiro's revitalization projects.

Finally, at a luncheon hosted by the Federation of Industries of the State of Rio de Janeiro (FIRJAN), members of the Atlanta City Council, Metro Atlanta Chamber, and General Manager of Hartsfield-Jackson Atlanta International Airport Miguel Southwell, promoted the metropolitan Atlanta region to potential investors.

Over the course of five days, Mayor Reed and the Atlanta delegation met with about 100 potential investors to promote Atlanta for foreign direct investments and create export trade opportunities for Atlanta-based businesses.

"The time our delegation has spent in Brazil has reaffirmed the tremendous potential for increased trade and investment between Atlanta and the world's seventh largest economy," said Mayor Reed.

THE OFFICE OF INTERNATIONAL AFFAIRS' DAY TO DAY OPERATIONS

The Mayor's Office of International Affairs mission is to maintain the city's relationships with the international community, promote international trade opportunities to spur business growth, encourage foreign direct investment by positioning Atlanta as a great place to do business, and raise the global profile of the city of Atlanta through various initiatives, events, and programs.

We maintain the working relationships and partnerships with Atlanta's international organizations such as:

- The over 70 consular and trade offices
- The 40+ bi-national chambers of commerce
- Trade and global affairs organizations such as the World Affairs Council, World Trade Center Atlanta, and the Georgia Council for International Visitors
- Atlanta Sister Cities Commission

In the past year, the Mayor's Office of International Affairs has welcomed over 70 international delegations. Business, educational, and political contacts all over the world have traveled to Atlanta to foster economic ties, share best practices, learn about municipal government, partner with our city and leading organizations, develop frameworks for student exchange, and collaborate in various other ways.

From July 2013-July 2014 we hosted delegations from the 33 following countries and territories:

Azerbaijan	Norway
The Bahamas	Pakistan
Brazil	The Philippines
China	Qatar
Colombia	Kosovo
Denmark	Saudi Arabia
Dominican Republic	Singapore
France	South Africa
Germany	St. Lucia
Ghana	Switzerland
Hong Kong	Turkey
India	Uganda
Ireland	Taiwan
Jamaica	The United Arab Emirates
Japan	The United Kingdom
Korea	Vietnam
Nigeria	



Mayor's Office of International Affairs Team

Claire Angelle

Director

ccangelle@atlantaga.gov

Noah W. Downer

Chief of Protocol

nwdowner@atlantaga.gov

Bettina Gardner

Coordinator

bgardner@atlantaga.gov

Website: www.atlantaga.gov/internationalaffairs

Contributing Writers: Bettina Gardner, Claire Angelle, Noah Downer, Payson Schwin



Mayor's Office of International Affairs

Georgia Pacific Building

133 Peachtree Street NE, Suite 2900

Atlanta, Georgia 30303