

# COMMONWEALTH OF MASSACHUSETTS

Executive Office of Housing and Economic Development

## **OFFICE OF PERFORMANCE MANAGEMENT & OVERSIGHT**

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**MA Office of International Trade and Investment**

FISCAL 2015 ANNUAL PLAN

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6/1/2014

## **INTRODUCTION**

The Massachusetts Office of International Trade and Investment Fiscal 2015 Annual Plan complies with the requirements of the Office of Performance Management Oversight created by Chapter 240 of the Acts of 2010 – An Act Relative to Economic Development Reorganization. It includes goals set for the year and the performance measurements by which to evaluate goals, programs, and initiatives. This plan also demonstrates alignment where applicable with the Commonwealth’s economic development plan and policy, Choosing to Compete in the 21<sup>st</sup> Century.

## **AGENCY OVERVIEW**

The Massachusetts Office of International Trade and Investment (“MOITI”) is the Commonwealth’s primary international business development agency charged with promoting trade and investment with global partners in Massachusetts and around the world. Our office is dedicated to building successful international collaborations and partnerships essential to bringing new economic opportunities and investments to the Commonwealth. MOITI’s mission is simple: strengthen the Massachusetts economy, create jobs and increase the Commonwealth’s international presence.

MOITI fulfills its mission in the Commonwealth by preparing Massachusetts based companies to work in global markets, connecting Massachusetts businesses to international partners, developing an informed leadership and constituency for global trade and supporting the infrastructure needed to facilitate foreign direct investment in the Commonwealth and the export of Massachusetts goods and services to international markets.

Internationally, MOITI recruits foreign investors, connects the Commonwealth’s businesses to global partners, promotes Massachusetts’ innovation economy to the international market and educates foreign audiences on the strengths and advantages of Massachusetts as a premier business and investment destination.

MOITI also serves as the Commonwealth’s diplomacy advisor and leverages diplomatic contacts to develop and expand international export and investment opportunities for Massachusetts companies. Through developing strategic partnerships and collaborations, the Commonwealth benefits from the international promotion of its business community and the attraction of international investment.

# FISCAL YEAR 2015 ANNUAL PLAN

GOALS	STRATEGY	MEASUREMENTS
<p>Attract Foreign Companies to locate in Massachusetts (Foreign Direct Investment)</p>	<ul style="list-style-type: none"> <li>• Increase foreign direct investment lead generation and tracking</li> <li>• Create comprehensive database documenting state and local programs and services available to international companies looking invest and or locate in MA</li> <li>• Build relationships with key international contacts including the Consular Corps, international economic development agencies and international industry associations</li> <li>• Frequently update MOITI website highlighting all resources of the Commonwealth relating to international trade and investment</li> </ul>	<ul style="list-style-type: none"> <li>• Established metrics for FDI Leads and follow-up; historical benchmarks</li> <li>• Number of agencies and services captured in data base</li> <li>• Track and monitor website analytics and usage</li> <li>• Number of MA Global Alumni joining group</li> <li>• Number of Global Alumni Events taking place</li> <li>• Track MOITI participation in international scientific, Medical and technical conferences in MA and abroad.</li> </ul>
<p><b>Economic Development Plan Alignment: Aligns with Category for Action 4, Subcategory 4.3 – Market the Strengths of Doing Business in Massachusetts – and strengthens overall organizational goals.</b></p>		
<p>Increase Cross-State Collaboration to Attract FDI and Promote Best Practices for Trade Development</p>	<ul style="list-style-type: none"> <li>• Coordinate with other state and regional economic development agencies/groups to develop the best strategies and marketing initiatives to attract foreign companies</li> <li>• Share information with regional trade councils and representatives on strategies and new initiatives to boost investment and exports.</li> </ul>	<ul style="list-style-type: none"> <li>• Track number of conference calls with Eastern Trade Council.</li> <li>• Track degree of communication with other State Trade development agencies.</li> </ul>
<p><b>Economic Development Plan Alignment: Above goal does not align with any specific sub-category, but attempts to learn from best practices of other states to contribute to overall goals within the Plan.</b></p>		

<p>Increase Number of Direct Flights to Massachusetts</p>	<ul style="list-style-type: none"> <li>• Work closely with Massport and the MA Marketing Partnership to lobby, solicit, and secure direct flights to Boston</li> <li>• Promote MA as a destination during trade missions and meetings with visiting trade delegations</li> </ul>	<ul style="list-style-type: none"> <li>• Track number of direct flights to Boston</li> <li>• Track number of planning meetings and trade mission airline company discussions</li> </ul>
<p><b>Economic Development Plan Alignment: Aligns with Category for Action 4, Subcategory 4.3.3 – Increase the number of direct flights between MA and other global centers of activities for our key industries.</b></p>		
<p>Assist Massachusetts Companies to Grow Internationally through Focused Export Promotion</p>	<ul style="list-style-type: none"> <li>• Apply for, manage, and administer MA STEP Grant Program</li> <li>• Provide comprehensive database on international tradeshow opportunities to MA companies</li> <li>• Assist with Massachusetts Pavilions at large international trade shows</li> <li>• Host inbound foreign delegations</li> <li>• Facilitate access to various export promotion services at the state and federal level</li> <li>• Host Export related seminar series; “Doing Business In.....” for MA companies</li> </ul>	<ul style="list-style-type: none"> <li>• Track STEP Grant Applicants/Recipients and job creation resulting from the STEP Grant</li> <li>• Companies Assisted</li> <li>• Amount of increased exports (in USD, as reported by the companies)</li> <li>• Number of inbound foreign trade delegations</li> <li>• Number of regional resource briefings held to introduce companies to state/federal export services</li> </ul>
<p><b>Economic Development Plan Alignment: Above goal does not align with any specific sub-category, but contributes to the overall success of several initiatives and key organizational goals</b></p>		
<p>Increase International Opportunities for MA State and Local Agencies and MA Companies Through Missions to Target Markets</p>	<ul style="list-style-type: none"> <li>• Organize Governor-led international trade missions with a delegation of Massachusetts companies and/or public affiliates</li> <li>• Prepare post-Mission reports to build institutional knowledge and guide implementation of take-aways</li> <li>• Perform follow-up from missions through meetings with stakeholders, strengthening of local and international networks, and</li> </ul>	<ul style="list-style-type: none"> <li>• Number of trade missions; deliverables from missions</li> </ul>

	launching of programs and relevant international initiatives.	
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**Economic Development Plan Alignment: Aligns with Category for Action 4, Subcategory 4.3 - Market the Strengths of Doing Business in Massachusetts - and strengthens overall organizational goals.**

## **CONTACTS:**

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