

ATLANTA, GEORGIA

WEDNESDAY, MARCH 20, 2013

# GLOBAL CITIES INITIATIVE

A JOINT PROJECT OF BROOKINGS AND JPMORGAN CHASE





March 20, 2013

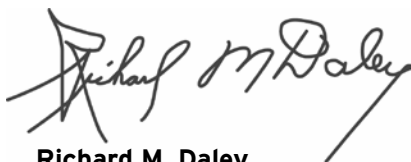
**O**n behalf of the Global Cities Initiative, a joint project of the Brookings Metropolitan Policy Program and JPMorgan Chase, we would like to welcome you to the Metro Atlanta Global Cities Forum hosted by the Georgia Institute of Technology. With this convening, we hope to bring together a select group of senior government, business, civic, and philanthropic leaders from throughout the Atlanta metropolitan region to explore new data and strategies that can further enhance its ability to compete globally.

As we emerge from the Great Recession, it is clear that our nation's economy must be purposefully restructured from one focused inward and characterized by excessive consumption and debt to one that is globally engaged and driven by production and innovation. A growing chorus of leaders is calling for a new growth model, one that creates more and better jobs by engaging rising global demand and attracting global talent and capital. These leaders recognize that only by harnessing the power of cities and metropolitan areas can we hope to foster job growth in the near term and restructure our economy for the long haul.

This imperative created the basis for the Global Cities Initiative (GCI), launched in 2012. Over five years, GCI aims to equip city and metropolitan leaders with the information, policy ideas, and connections they need to bolster their position within the global economy. Supported by objective research and trend analysis from Brookings and sustained through domestic and global forums convened each year, GCI will provide leaders with opportunities to explore the distinctive economic strengths of U.S. and global metropolitan areas. Through GCI, we will forge an international network of leaders from global cities intent on trading and growing together.

Today's forum is an important part of this new endeavor. We know that the Atlanta metropolitan area holds tremendous potential for economic growth in the years ahead. The speakers you hear from today will provide context on the region's position in the global marketplace and offer insight into how area leaders can work together, and with international partners, to expand global trade and enhance Atlanta's economic prosperity.

We are excited to have you join us for what promises to be a substantive and engaging forum.



**Richard M. Daley**  
Chair, Global Cities Initiative



**Bruce Katz**  
Director, Global Cities Initiative

## **GLOBAL CITIES INITIATIVE A JOINT PROJECT OF BROOKINGS AND JPMORGAN CHASE**

Rapid urbanization is shifting the locus of global economic power. As swift growth in rising nations creates new markets and expands trade opportunities, American business and civic leaders are realizing that the time has come for major U.S. urban and metropolitan areas to more fully engage in the global marketplace.

The Global Cities Initiative is a five-year initiative to equip the leaders of metropolitan America with the tools they need to strengthen their regional economies by meeting demand abroad and attracting global capital and talent at home. Combining Brookings' deep expertise in metro-focused research and JPMorgan Chase's longstanding commitment to investing in cities, this initiative will:

- Help city and metropolitan leaders in the U.S. and abroad better leverage their global assets by unveiling their economic starting points on such key indicators as exports, advanced manufacturing, foreign direct investment, freight flows, and immigration.
- Provide metropolitan area leaders with proven, actionable ideas for how to expand the global reach of their economies, building on best practices and policy innovations from across the nation and around the world.
- Create a network of leaders from global cities intent upon deepening international trade relationships.

The Global Cities Initiative is chaired by Richard M. Daley, former mayor of Chicago and a senior advisor to JPMorgan Chase, and directed by Bruce Katz, Brookings vice president and co-director of the Metropolitan Policy Program.

## **GOING GLOBAL: BOOSTING METRO ATLANTA'S ECONOMIC FUTURE**

The Metro Atlanta Global Cities forum is a one-day convening to catalyze high-level discussion of Atlanta's position in the world economy and the actions that metro leaders can take to improve trade relationships with cities in mature and rising markets.

Hosted by the Georgia Institute of Technology, the forum aims to bring together distinguished regional, national, and international leaders from the business, civic, government, and philanthropic communities to:

- Explore how Metro Atlanta can enhance its ability to compete globally by focusing on the interplay between advanced research, advanced industries, skilled workers, foreign direct investment and sophisticated export promotion and finance.
- Expand the vision for metropolitan-led economic growth and job creation, driven by global trade and investment.
- Cultivate support among public and private sector leaders for regional actions to strengthen global economic competitiveness.
- Determine how Metro Atlanta can accelerate the pace of global economic engagement with other global cities in emerging and established markets.



## ACKNOWLEDGEMENTS

Support for this conference was generously provided by JPMorgan Chase. The Global Cities Initiative: A Joint Project of Brookings and JPMorgan Chase aims to equip U.S. metropolitan leaders with the data and research, policy ideas, and global connections necessary to make strategic decisions and investments as they work to bolster their metro's position within the global economy.

## ABOUT JPMORGAN CHASE & CO.

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## ABOUT THE METROPOLITAN POLICY PROGRAM

Created in 1996, the Brookings Institution's Metropolitan Policy Program provides decision makers with cutting-edge research, on-the-ground innovations, and policy ideas for improving the health and prosperity of cities and metropolitan areas including their components cities, suburbs, and rural areas. To learn more visit: [www.brookings.edu/metro](http://www.brookings.edu/metro)

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