



For Immediate Release

March 20, 2013

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**Atlanta Leaders Convene to Boost Region's
Overseas Business Opportunities at Global Cities Initiative Forum**
Atlanta Mayor Kasim Reed Announces a New Metropolitan Export Plan

ATLANTA, GA – Forging new city-to-city partnerships to grow Atlanta businesses and strengthen the region's global competitiveness will be the focus of a major forum convened by the Global Cities Initiative—a joint project of JPMorgan Chase and the Brookings Institution—today in Atlanta. Business and civic leaders from around the metro area and Mayor Kasim Reed will participate in the forum held at the Historic Academy of Medicine on the campus of the Georgia Institute of Technology.

Going Global: Boosting Metro Atlanta's Economic Future is the fifth in a series of domestic and international forums convened since 2012 by the Global Cities Initiative (GCI), a \$10 million, five-year joint project of the Brookings Institution and JPMorgan Chase. The project equips both U.S. and global metropolitan leaders with the information, policy ideas, and global connections they need to bolster their position within the world economy. Atlanta marks the first stop of 2013. The city was selected due to its leadership in a variety of industries, including top private sector companies, academia, and government.

"Atlanta is on its way to becoming a great example of a global city," stated Richard M. Daley, former mayor of Chicago and senior advisor to JPMorgan Chase. "The region has tremendous assets such as Fortune 500 companies, universities, and arts and cultural institutions—all of

which form the basis of a world class innovation hub. Atlanta is clearly a region making the most of the growth opportunities globalization brings.”

During the forum, Atlanta Mayor Kasim Reed will announce a new regional export plan to strengthen the global business identity for the Atlanta region and expand local business opportunities with overseas markets.

“I’m pleased to host the Global Cities Initiative in Atlanta and look forward to helping foster and support mutually beneficial relationships between local businesses and international trade partners so our city can compete more effectively in the global marketplace,” said Mayor Kasim Reed. “Our export plan will be the foundation of that effort. It will put the City of Atlanta in a stronger position to grow into a center for advanced production and services, and guide us in taking strategic steps to leverage our global assets.”

Atlanta is the nation’s 13th largest metro exporter, sending \$20 billion in goods and services abroad in 2010 and supporting more than 151,700 jobs throughout the metro area. Services make up 53 percent of exports, larger than the national share of 33 percent. Manufacturing contributes about 47 percent of exports.

“Metropolitan areas account for nearly 90 percent of U.S. exports, and Atlanta is a tremendous example of how metropolitan areas are at the forefront of realizing the goals set forth by the President’s National Export Initiative,” said Francisco J. Sánchez, Under Secretary of Commerce for International Trade. “Greater exports mean more jobs and we are committed to being a federal partner, in Atlanta’s regional export plan and those nationwide.”

“Our city has great potential to seize the global opportunity and the collaboration between public, private, and nonprofits sectors can accelerate that,” said David Balos, market manager for JPMorgan Chase in Georgia. “We are looking forward to the momentum that this Global Cities forum will build.”

The Global Cities Initiative combines Brookings’ deep expertise in fact-based, metro-focused research and JPMorgan Chase’s longstanding commitment to investing in cities. The initiative equips metropolitan leaders with tools to expand the global reach of their local economies by leveraging their assets and focusing on key indicators such as advanced manufacturing, exports, foreign direct investment, and immigration. Ultimately, the Global Cities Initiative will create an international network of leaders from global cities who are intent upon deepening global trade relationships and collaborating to compete more effectively. Last year, GCI events held in San Diego, Columbus, and Tampa Bay inspired public-private partnerships to create Metropolitan Export Plans, and a GCI forum in Los Angeles helped to secure additional business, government, and university contributions toward implementing its new global economic strategy.

“The locus of economic power in the world is shifting,” said Bruce Katz, Brookings vice president and co-director of the Metropolitan Policy Program. “The rising metro performers

today are in Asia and Latin America. We need to reorient our economy so more firms in more sectors trade more goods and services seamlessly with the world. Metro areas like Atlanta will be on the forefront of this nationwide effort.”

The Global Cities Initiative is chaired by Richard M. Daley, former mayor of Chicago and senior advisor to JPMorgan Chase, and managed by Bruce Katz, vice president and co-director of the Metropolitan Policy Program. The next GCI forum will take place in Houston on May 15th. Other 2013 forums will be held in Dallas, Denver, and Mexico City.

The Metropolitan Policy Program at Brookings *provides decision-makers with cutting-edge research and policy ideas for improving the health and prosperity of metropolitan areas, including their component cities, suburbs, and rural areas. To learn more, please visit: www.brookings.edu/metro Follow us on Twitter at www.twitter.com/brookingsmetro*

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