

# THE MINNEAPOLIS-SAINT PAUL EXPORT PLAN

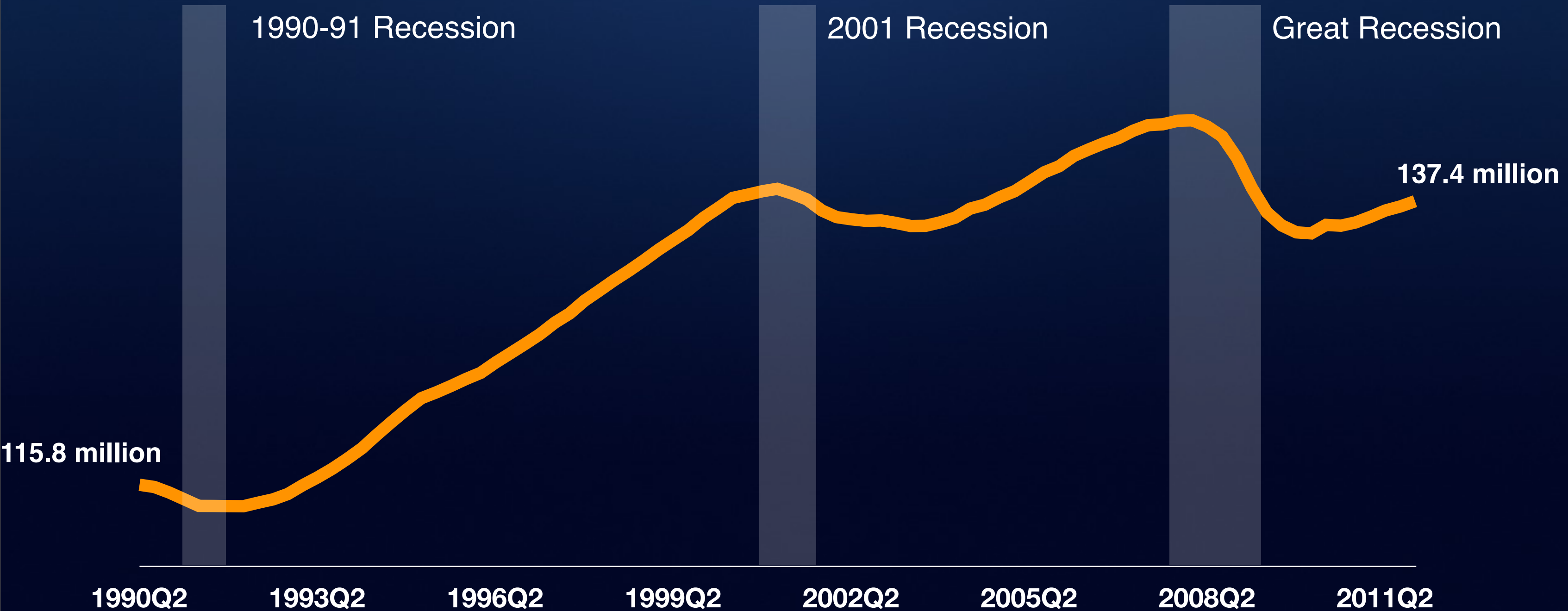
## A New Strategy to Grow Jobs and the Economy

1 2 3

1 The U.S. economy is undergoing a structural change, and it requires a structural response

# The Great Recession Was a Structural Recession, Not a Cyclical One

Number of People Employed in the U.S.



Source: U.S. Bureau of Labor Statistics (BLS): Current Employment Statistics (CES), Quarterly Census of Employment and Wages (QCEW); Moody's Analytics Estimates



# The Core Problem: The Bulk of U.S. Growth Came from Non-Tradeable Sectors

**98 percent**

incremental job growth between  
1990-2008 from non-tradeable  
sectors

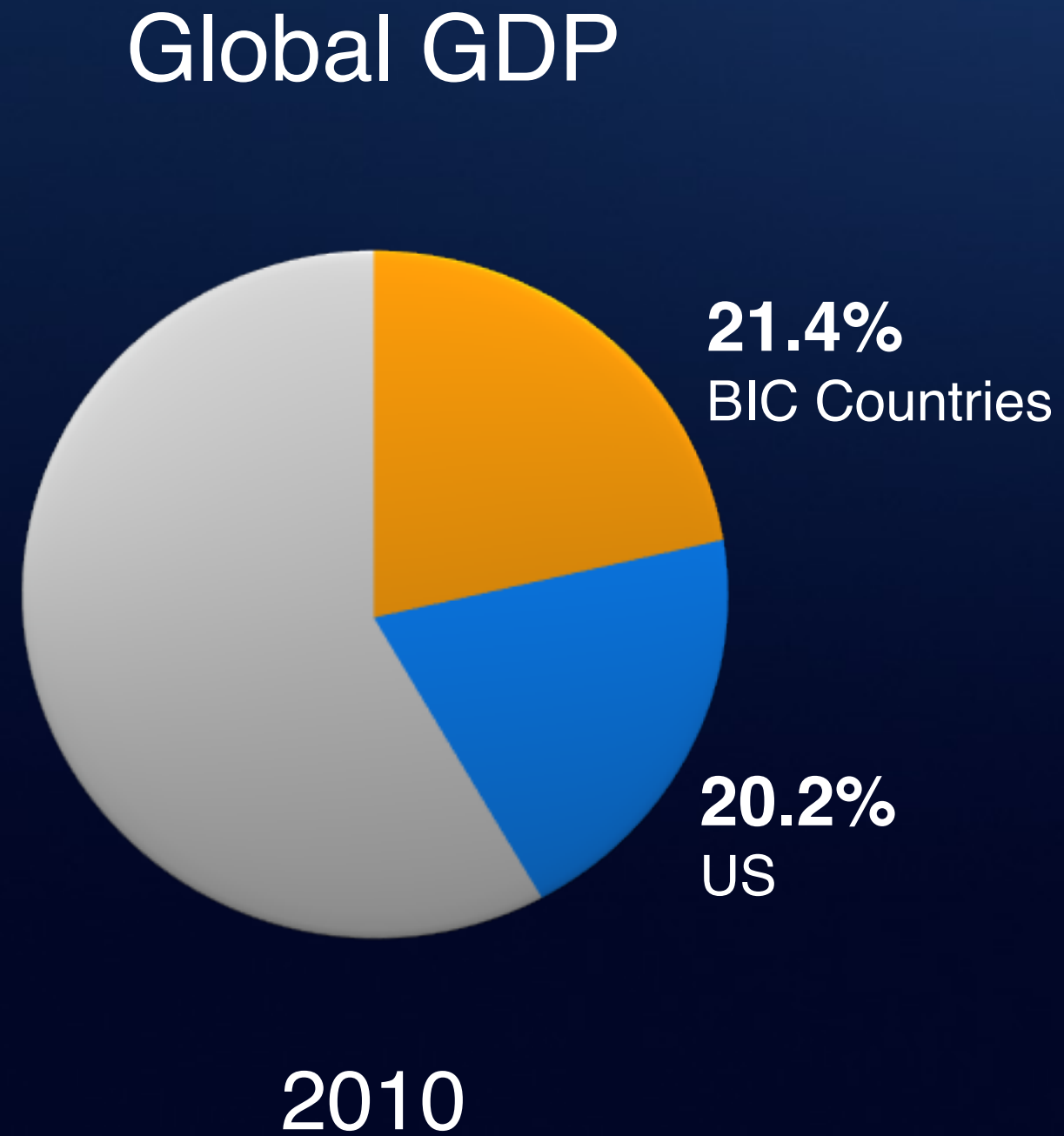


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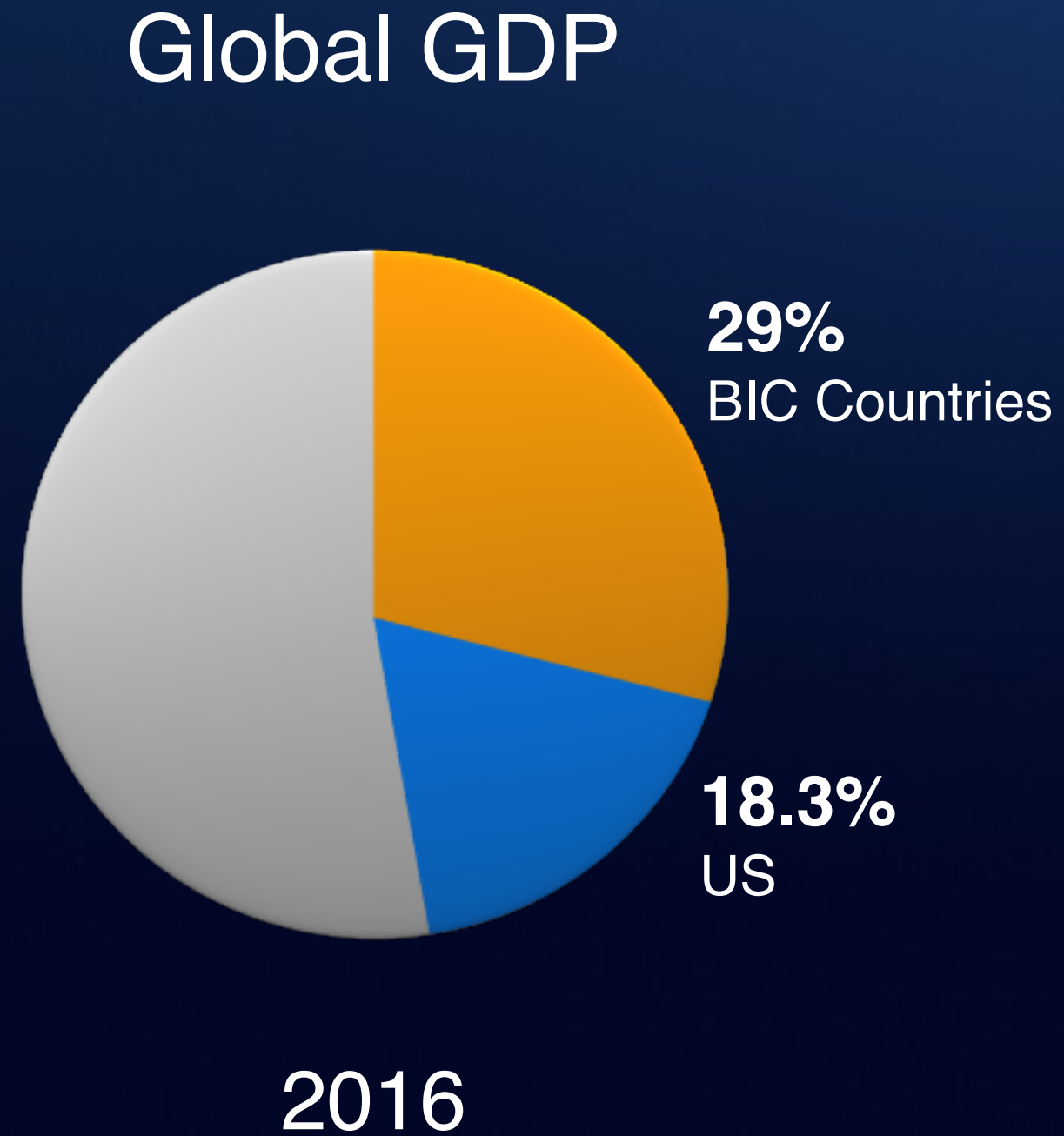


# The Other Big Shift: Growth Markets Are Increasingly Located Outside of the U.S.



Source: International Monetary Fund, World Economic Outlook Database, April 2010; UN Department of Economic-Social Affairs, World Urbanization Prospects, 2009

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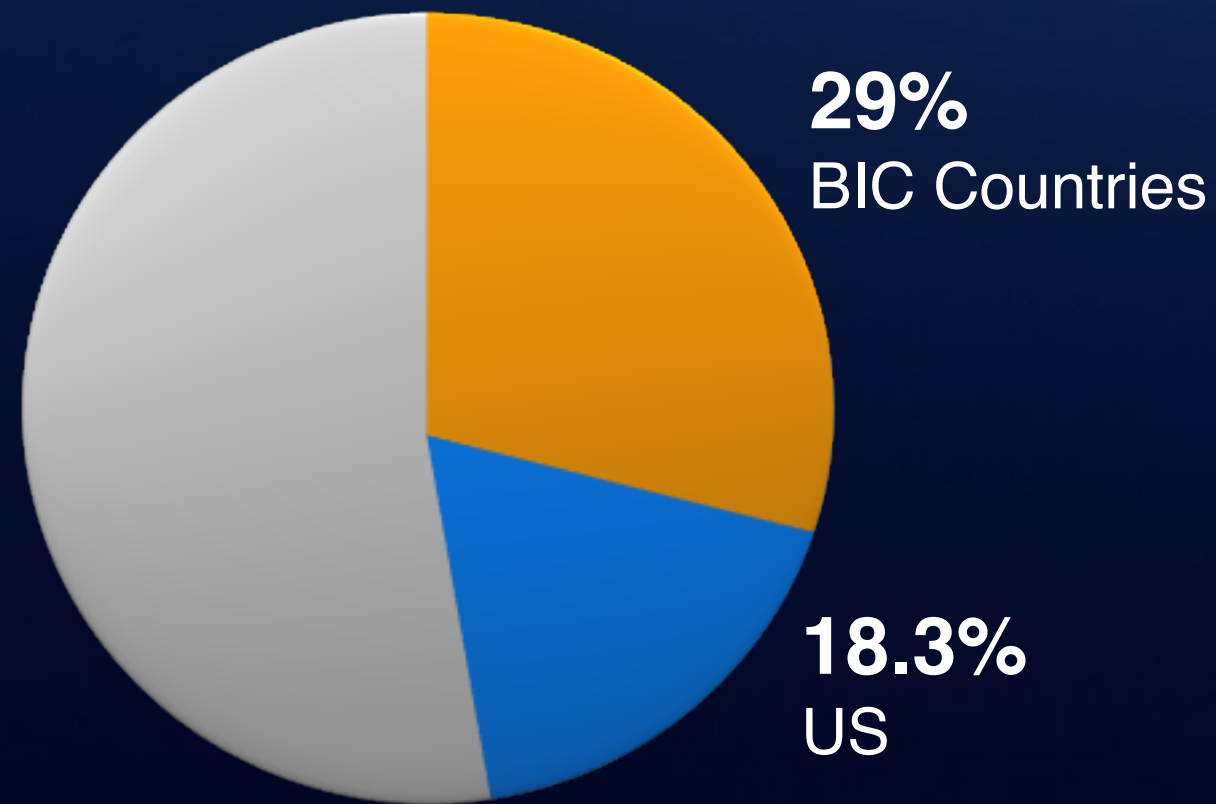


Source: International Monetary Fund, World Economic Outlook Database, April 2010; UN Department of Economic-Social Affairs, World Urbanization Prospects, 2009



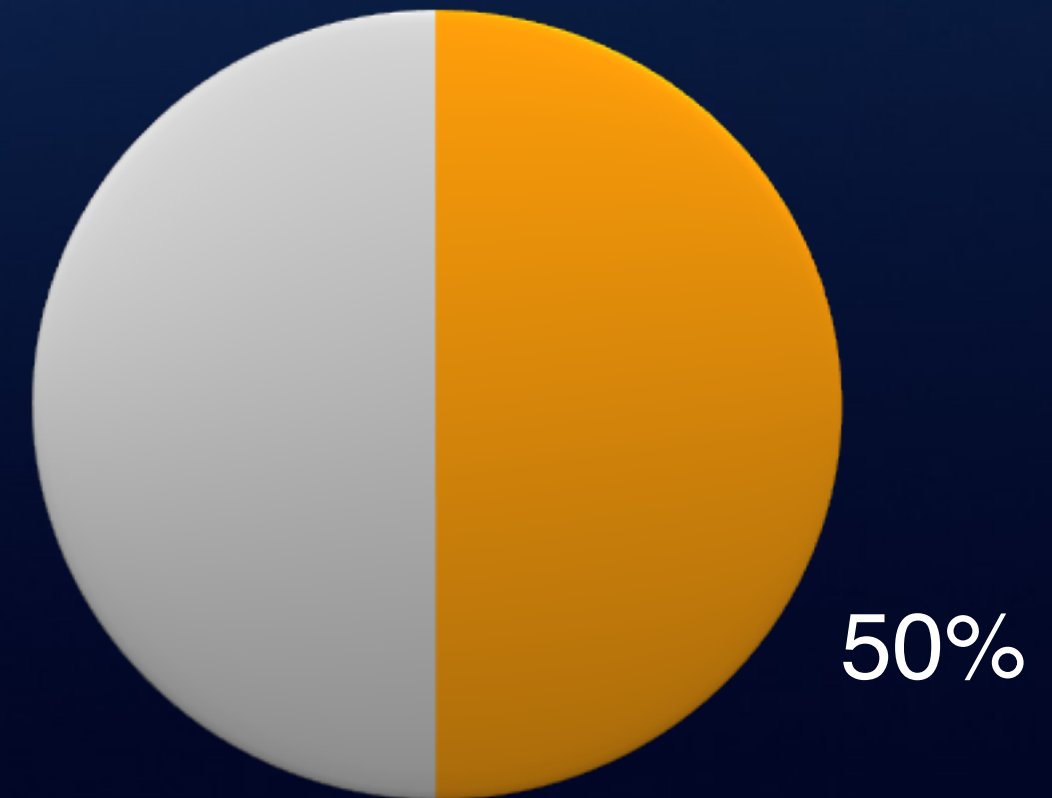
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## Global GDP



2016

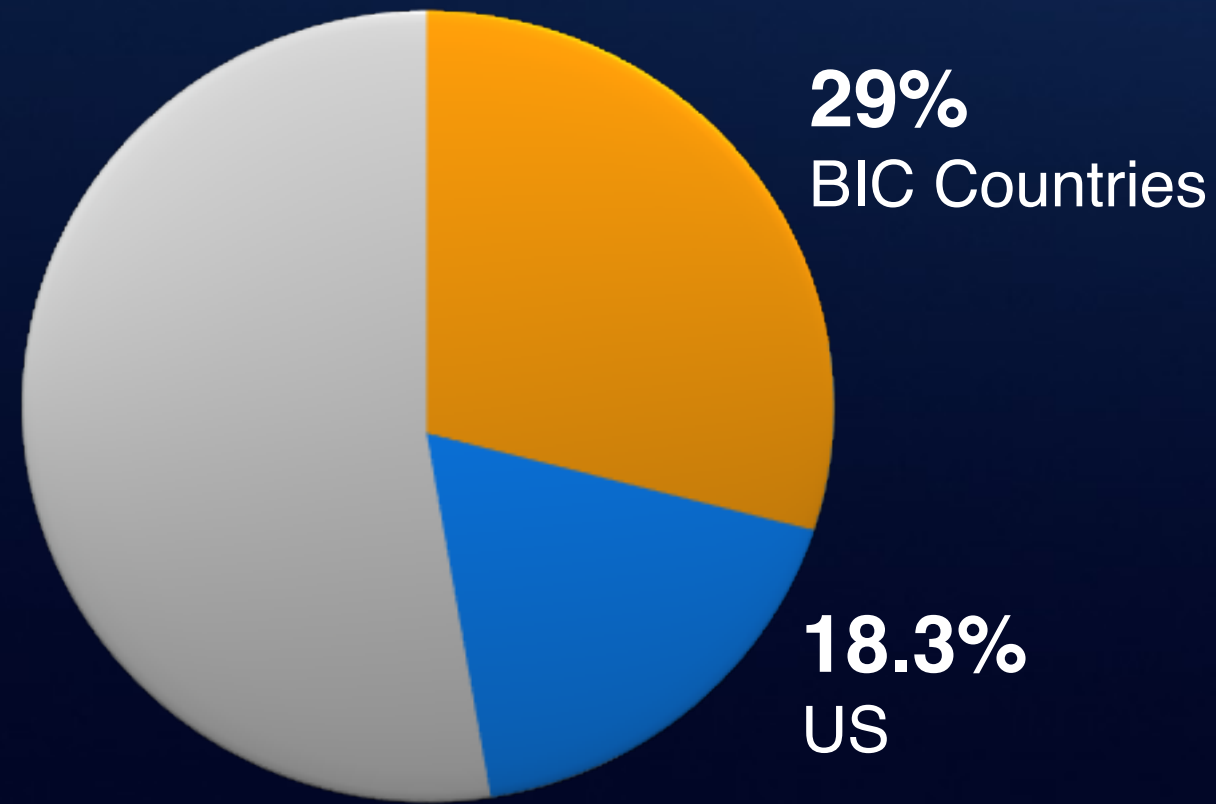
## Global Metro Population



2009

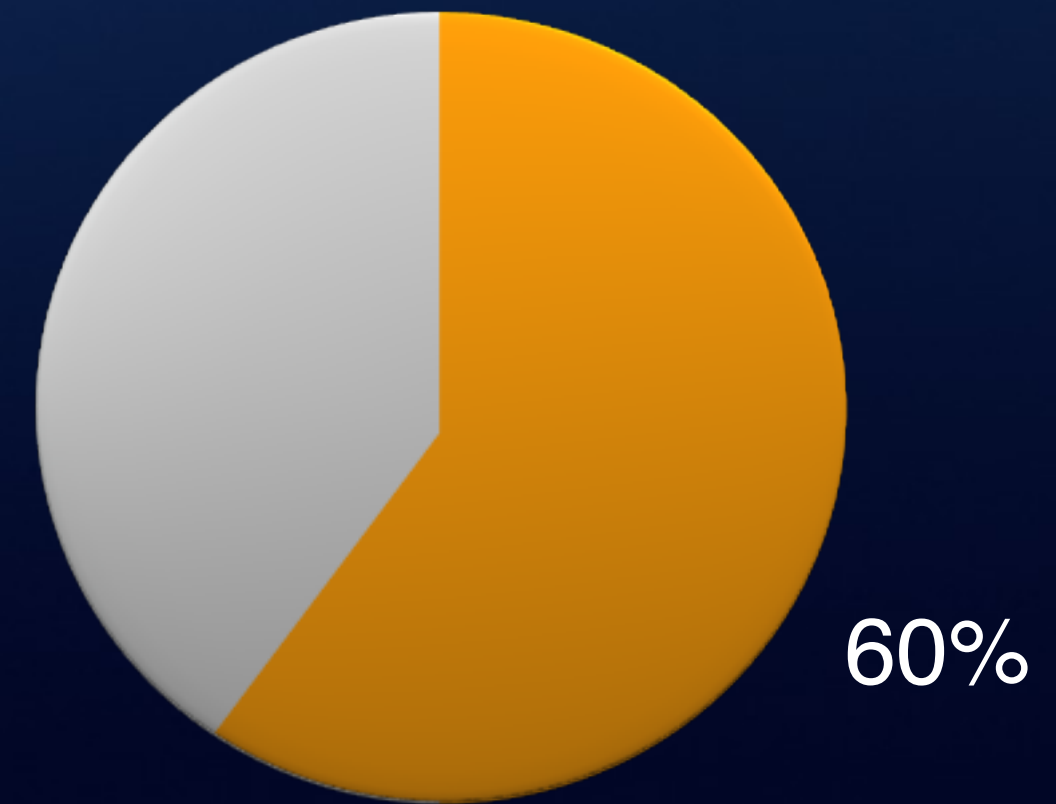
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## Global GDP



2016

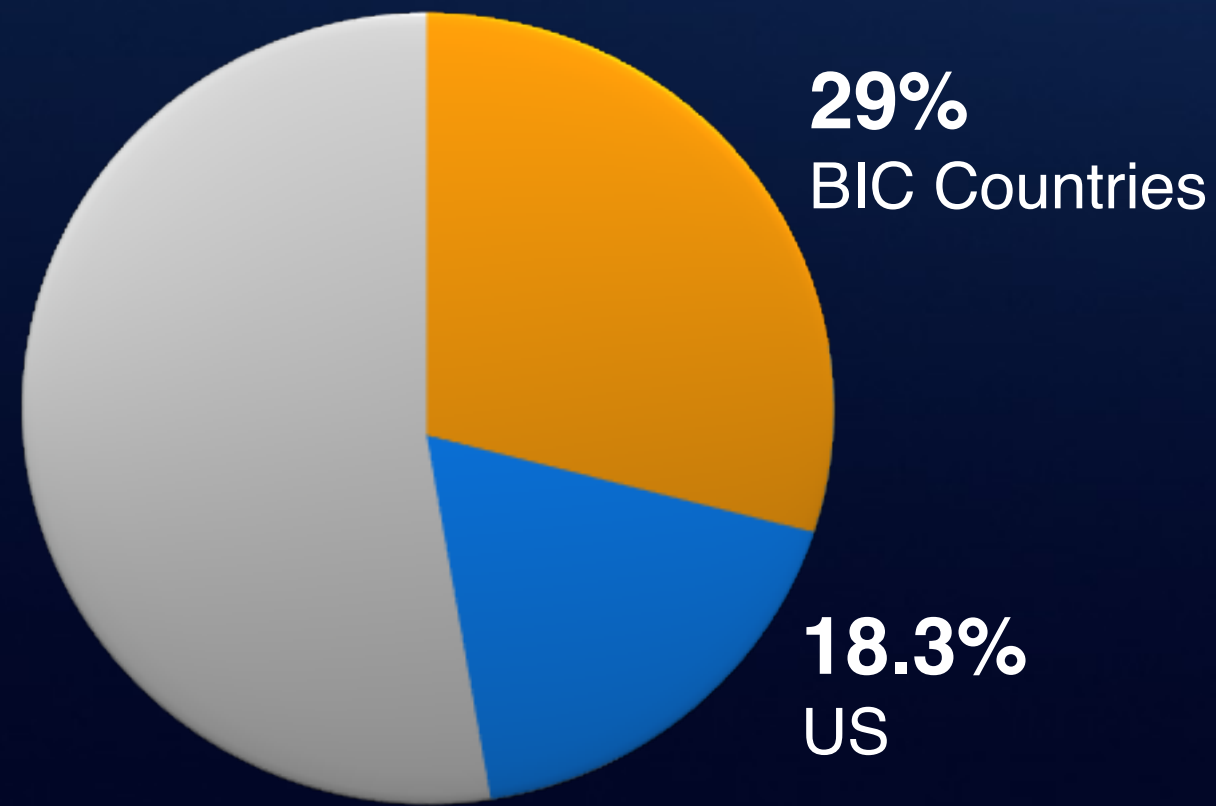
## Global Metro Population



2030

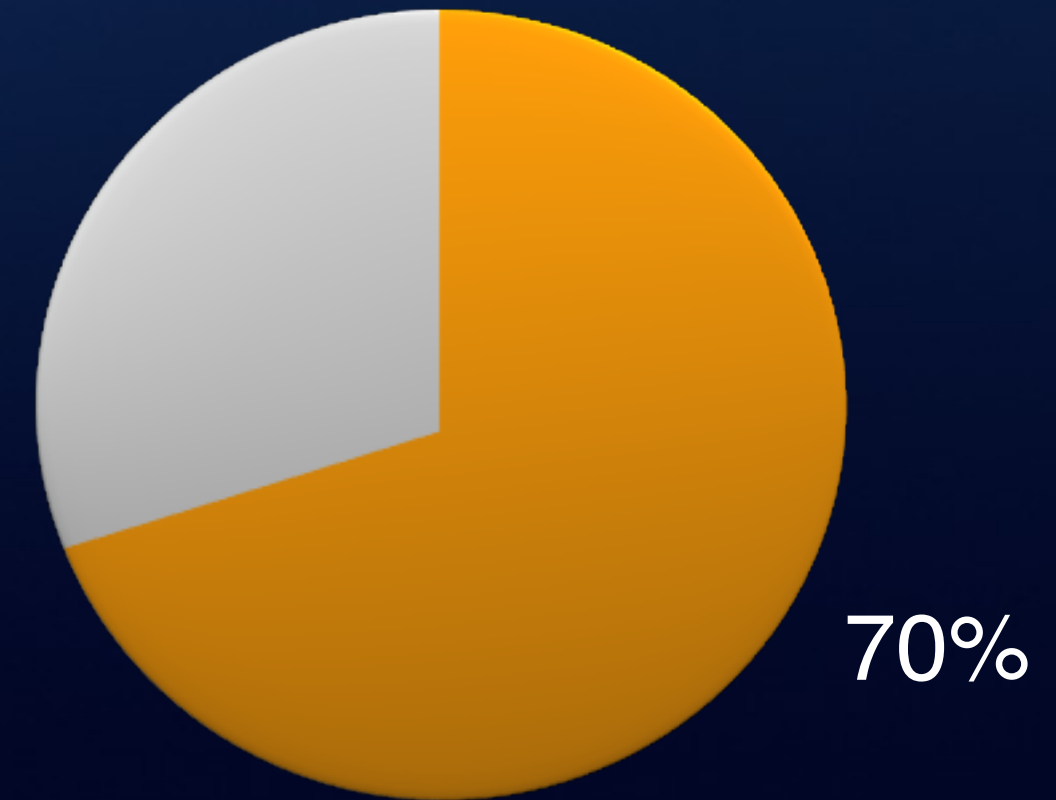
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## Global GDP



2016

## Global Metro Population



2050



# The Other Big Shift: Growth Markets Are Outside of the U.S.

**\$21 trillion**

global middle class consumption in  
2000

# The Other Big Shift: Growth Markets Are Outside of the U.S.

**\$31 trillion**

global middle class consumption in  
2020

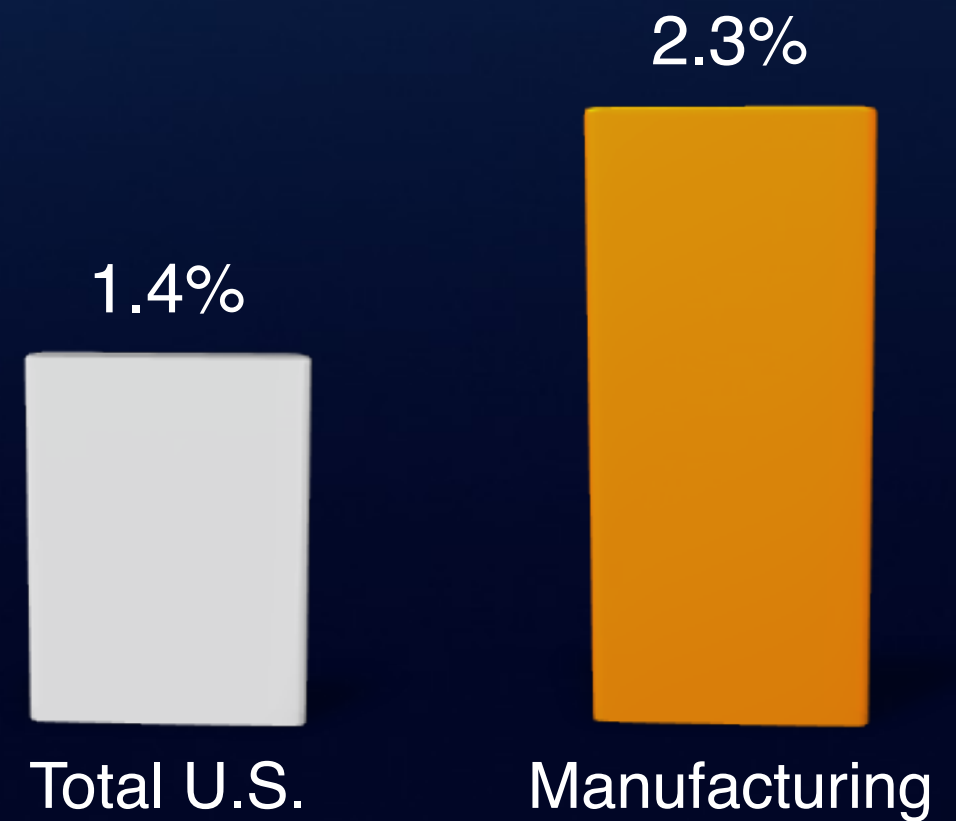
The winners in the next economy will be those who maximize global assets and tap new opportunities



# Leaders Will Innovate in Manufacturing and Services



## Employment Gains (2009Q4-2011Q3)

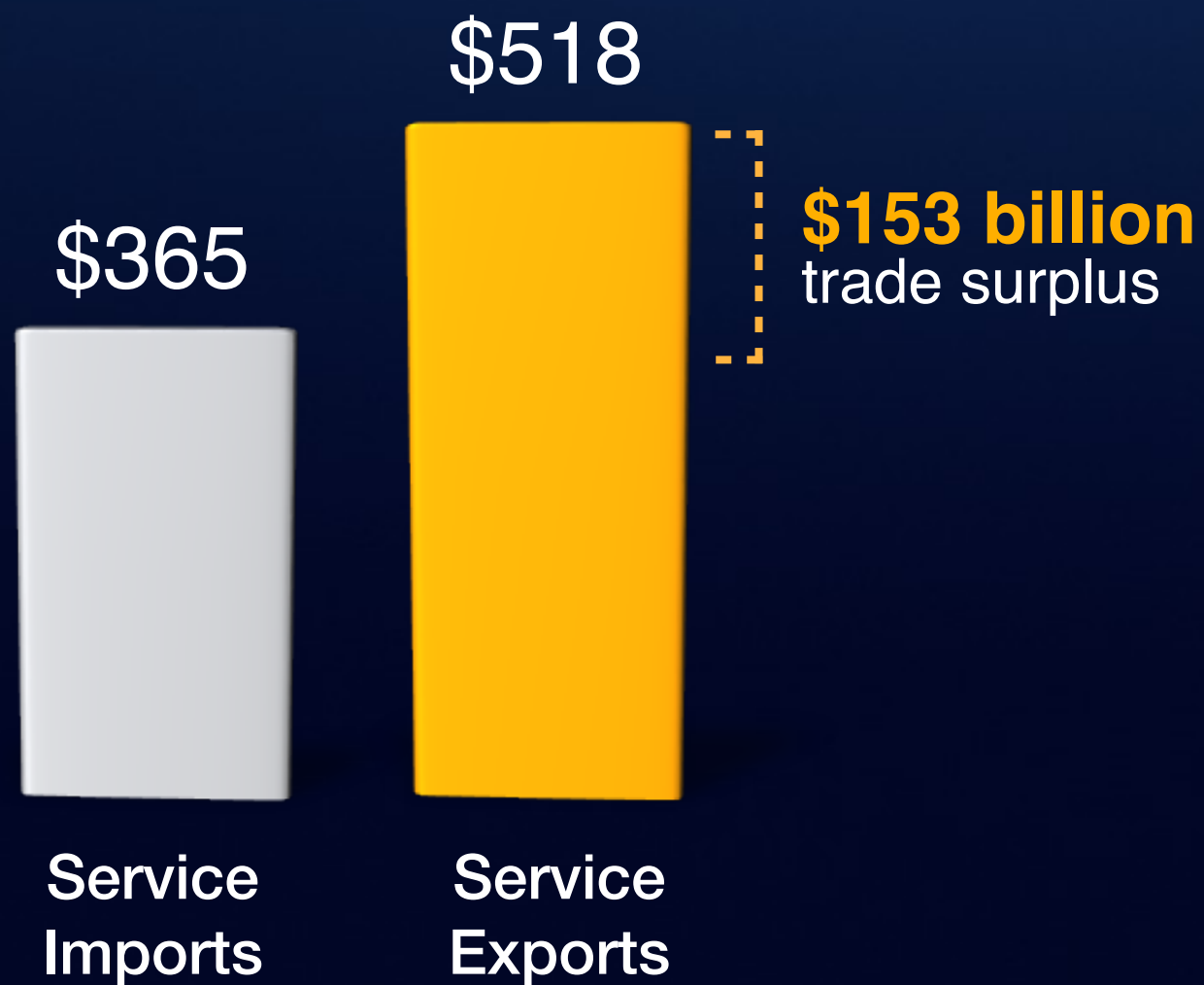


Source: Howard Wial, forthcoming, "Why Manufacturing Matters," Brookings.



# Leaders Will Innovate in Manufacturing and Services

## US Service Trade *2010, Billions*

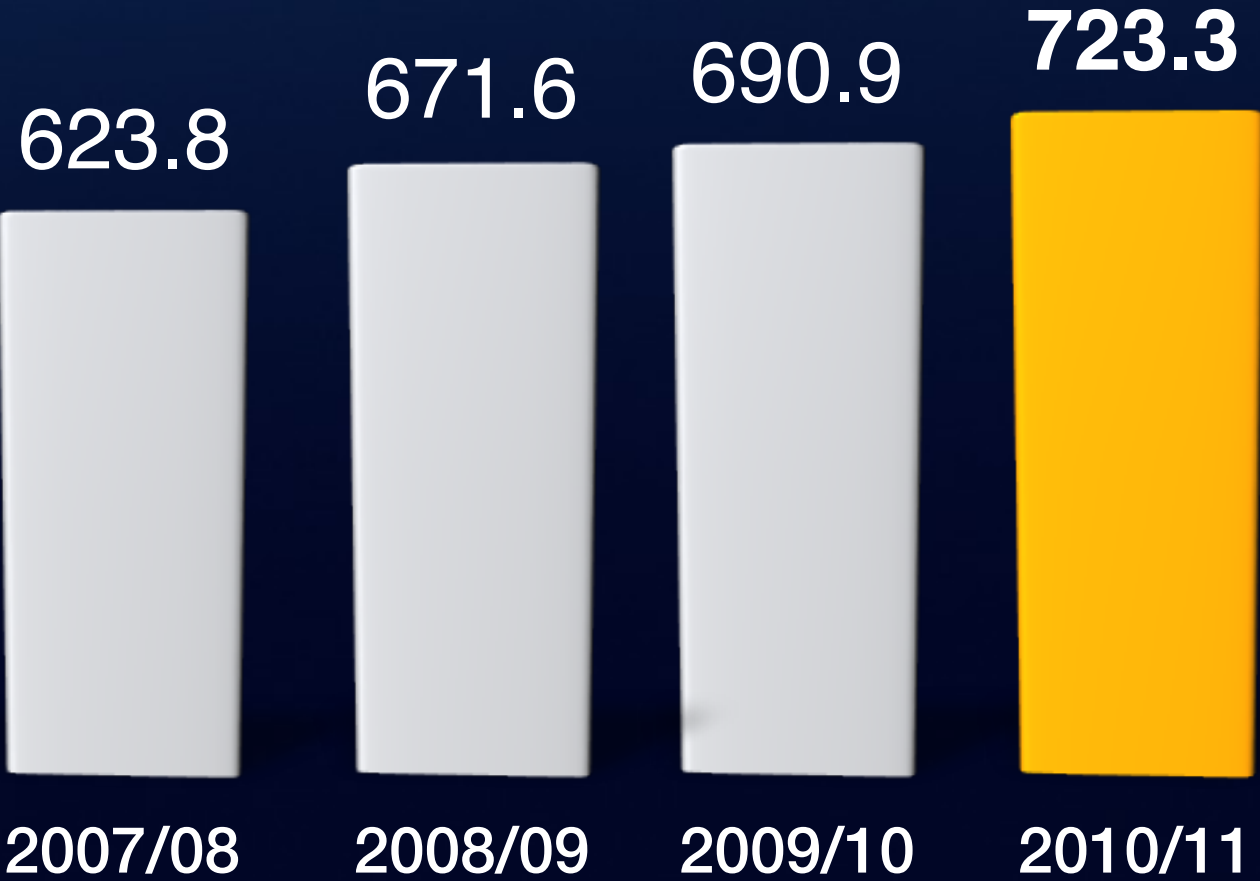




# Leaders Will Innovate in Manufacturing and Services



International  
Student Enrollment  
*Thousands*





# Leaders Will Innovate in Manufacturing and Services

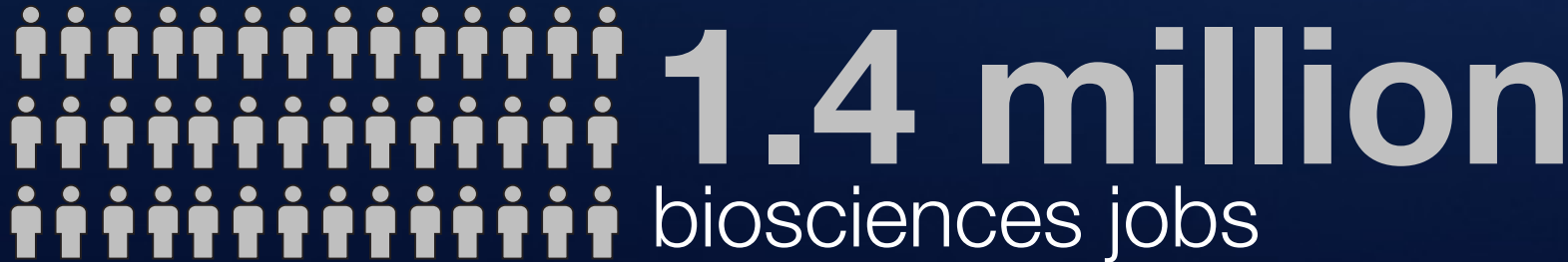


International  
Student Enrollment  
*Thousands*

**\$21.2 billion**  
education exports



# Leaders Will Invent and Produce Clean Economy Goods and Services



Sources: Brookings-Battelle Clean Economy Database (2011), Brookings Analysis of Battelle, BLS, Moody's Analytics data

# The Clean Economy Is a Huge Market

## The Size of the Clean Economy



Source: HSBC Global Research, "Sizing the Climate Economy" (September 2010); PricewaterhouseCoopers/NVCA MoneyTree Report, Data: Thomson Reuters

# The Clean Economy Continues to Attract Private Capital



Source: HSBC Global Research, "Sizing the Climate Economy" (September 2010); PricewaterhouseCoopers/NVCA MoneyTree Report, Data: Thomson Reuters



# Clean Economy Establishments are Twice as Export Intensive as the National Economy

**\$53.9 billion**  
clean economy exports

Export Intensity  
*Yearly Export Earnings per Job*







**Economic Performance**  
2010-2011

- Highest Performing Metros
- Lowest Performing Metros

Source: Istrate, Berube & Nadeau,  
"Global MetroMonitor 2011"



# Exports Drove 46 Percent of GDP Growth Between 2010 and 2011

## Exports Share of GDP Growth *2010-2011*



*Source: Brookings analysis of Bureau of Economic Analysis data*

# Exports Drove 46 Percent of GDP Growth Between 2010 and 2011

## Exports Share of GDP *2011*



# Going Global Pays Off for Small and Medium Enterprises

## U.S. Firms Revenue Growth *(2005-2009)*

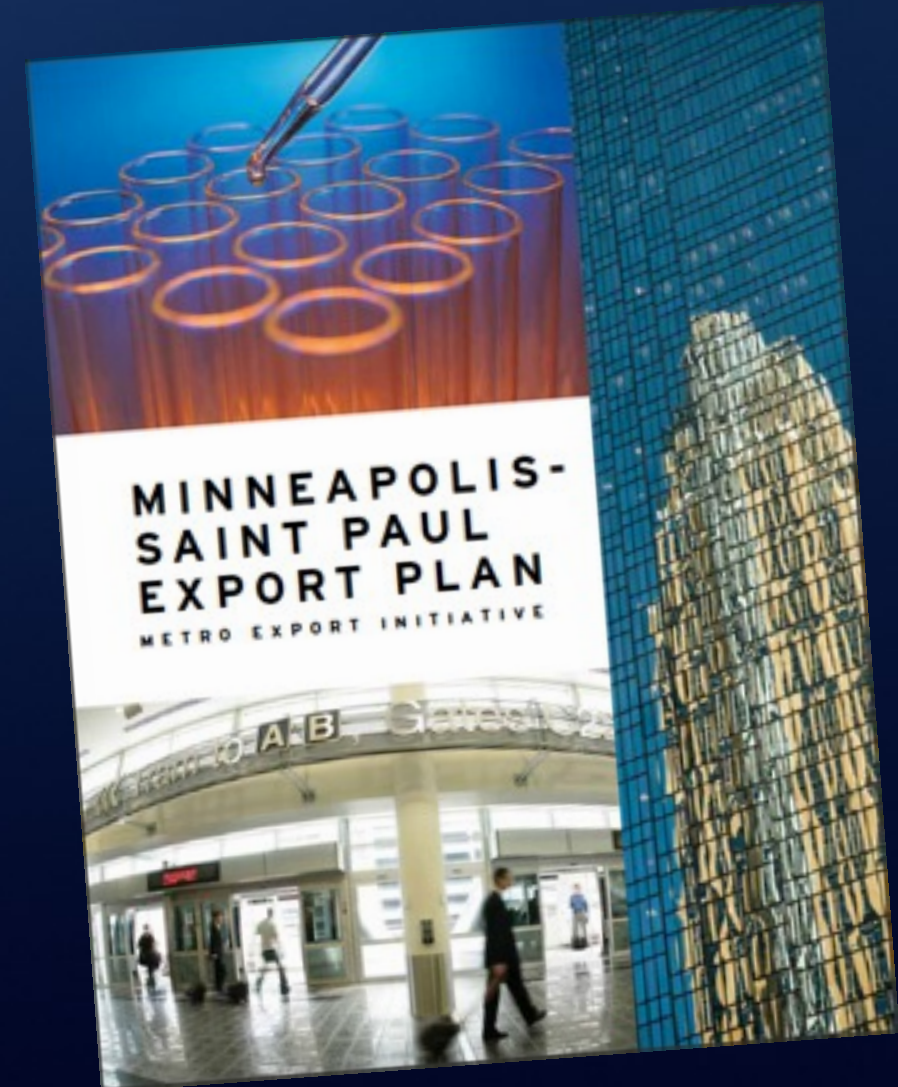




1 2 3

2

Good news: Greater  
MSP is acting with  
intention to excel in the  
next economy





# Greater MSP Is One of Four Leaders Adopting a Metropolitan Export Initiative



# Exporting Is an Unnatural Act

1%

U.S. companies that export



# Metro Export Plans Matter





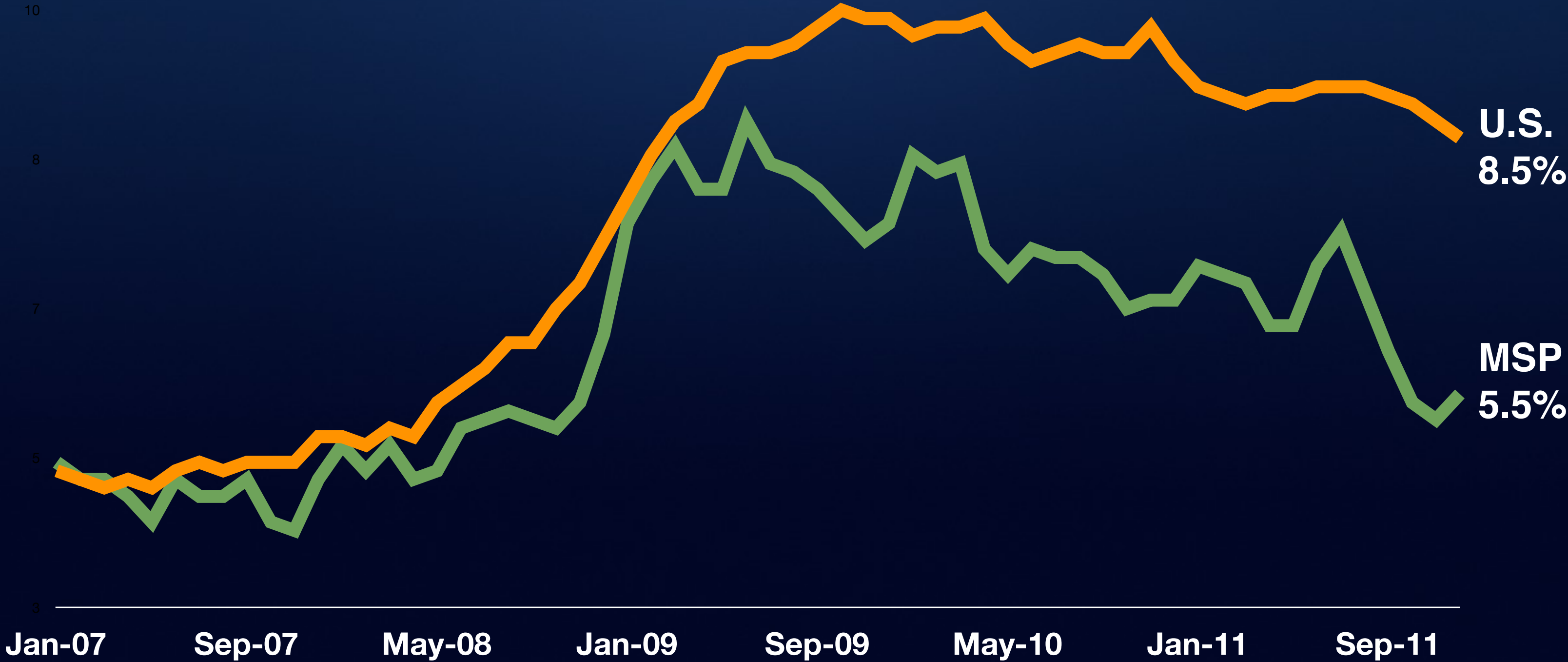
1 2 3

3 Greater MSP is well  
positioned to succeed



# Good News: The Greater MSP Economy Is Recovering

Unemployment Rate (2007-2011)



Source: U.S. Bureau of Labor Statistics (BLS).

# Greater MSP Is a Strong Exporter

# \$18 billion

MSP's export volume, 2010  
(Rank 14th)

*Source: Istrate and Marchio, "Export Nation 2012," Brookings. 2012.*





# Greater MSP's Exports Provide Thousands of Jobs



63,242

number of direct export related  
jobs in MSP, 2010 (Rank 18th)

Source: Istrate and Marchio, "Export Nation 2012," Brookings. 2012.



# Greater MSP's International Students Can Help Support Export Growth

6,035

number of international students in MSP, 2009 (Rank 19th)



Source: Istrate and Marchio, "Export Nation 2012," Brookings. 2012.



# Greater MSP Has a Sizeable Clean Economy



# 37,750

number of clean jobs in MSP (Rank 11th)

*Source: Jonathan Rothwell , "Sizing the Clean Economy," Brookings, 2011.*

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