

Syracuse/CenterState New York Export Plan

CenterState New York is a 12-county region in the central part of the state, anchored by the Syracuse metropolitan area. The region is aggressively pursuing new strategies and initiatives to help overcome entrenched challenges and transform the region into a globally competitive 21st century economy. While the CenterState region has had success in collaborating, developing a regional identity, and proactively pursuing business development, it has not focused on promoting and stimulating the growth of a potential transformational business practice: increasing the region's exporting activity.

► **Export Profile:** Seventy-five percent of Syracuse/CenterState metro exports come from the metro's top 10 exporting industries, including manufacturing (computer and electronics, machinery, chemicals, primary metals, and transportation equipment), professional services, royalties, travel and tourism, financial services, and education. Top export markets for CenterState are Canada, Mexico, China, and the United Kingdom.

► **State of Export Services:** There is a lack of targeted proactive outreach to firms related to exports and a limited pipeline of export-ready companies. While businesses that have used local export services rank them highly, it is not clear to most where they should go to for services. There is not a designated lead for export services in the region and roles and responsibilities among federal, state, and local export service providers are not clearly delineated.

► **Objectives and Strategies:** The primary objectives of the CenterState export plan are to create jobs through increased export activity, improve the region's global competitiveness, ensure long-term economic sustainability and growth, and attract and retain world-class talent. Three core strategies have been crafted to pursue these objectives:

1. **Increase Export Activities of the Region's Top Exporters:** Provide targeted export interventions for the region's top exporting firms that are above and beyond traditional export services efforts. This includes one-on-one targeted outreach, optimization of overseas services, policy advocacy, and the establishment of a regional council of top export executives.
2. **Build Export Capacity of Small and Medium Enterprises (SMEs):** Minimize real and perceived export barriers by increasing awareness of export opportunities, streamlining export services, and creating a 'tag-a-long' program to connect SMEs to successful, larger local exporters with global experience and connections. Given its proximity, the region will target Canada as an ease of entry market for SMEs with little or no export experience.
3. **Expand Exports of the Region's Services Sector:** Leverage significant export potential in key services sectors (education, healthcare and medical services, and tourism) by establishing a focused services working group within the regional council and enhancing foreign language services to assist foreign visitors and companies. Canada will be the initial target for healthcare and tourism.

Syracuse MSA Exports		
	Value	Metro Rank
Exports, 2010	\$3.3 billion	72
Export Growth, 2003–2010	\$794 billion	69
Export Growth Rate, 2003–2010	32.3%	64
Export Jobs, 2010	22,673	72
Export Jobs Growth, 2003–2010	2,808	65
Export Jobs Growth Rate, 2003–2010	14.1%	66

Source: Emilia Istrate and Nicholas Marchio, "Export Nation 2012: How U.S. Metropolitan Areas Are Driving National Growth" (Washington: Brookings Institution, 2012); the data above is for the Syracuse MSA and does not include the broader CenterState region. The Syracuse MSA represents 45 percent of the CenterState region's population, 45 percent of employment, 52 percent of Gross Metro Product (GMP), and 60 percent of total exports; A rank of "1" signifies the highest value among the 100 largest metropolitan areas.

Export Plan Development

The development of the Syracuse/CenterState export plan has been led by staff from the following regional organizations and businesses:

- CenterState CEO (Project Lead)
 - Central New York Technology Development Organization (CNYTDO)
 - City of Syracuse
 - East Point Public Relations
 - MACNY, the Manufacturers Alliance
 - Mirador Consulting
 - Mohawk Valley EDGE
 - Mohawk Global Logistics
 - New York State Empire State Development Corporation
 - Onondaga Civic Development Corporation
 - Onondaga County
 - The Kiebach Center for International Business at the Whitman School of Management at Syracuse University
 - U.S. Department of Commerce
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- Anaren
 - ConMed
 - Inficon
 - Welch Allyn

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About the Brookings-Rockefeller Project on State and Metropolitan Innovation

States and metropolitan areas will be the hubs of policy innovation in the United States and the places that lay the groundwork for the next economy. The Brookings-Rockefeller Project on State and Metropolitan Innovation will present fiscally responsible ideas state leaders can use to create an economy that is driven by exports, powered by low carbon, fueled by innovation, rich with opportunity and led by metropolitan areas.

Part of the Brookings-Rockefeller Project on State and Metropolitan Innovation, the Brookings Metropolitan Export Initiative (MEI) is a ground-up collaborative effort to help regional civic, business, and political leaders, with their states, create and implement customized Metropolitan Export Plans (MEPs), from which this summary export plan is drawn. These localized export plans will apply market intelligence to develop better targeted, integrated export-related services and strategies to help regions better connect their firms to global customers, as outlined by their individualized export goals.

About the Metropolitan Policy Program at the Brookings Institution

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

About The Rockefeller Foundation

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