A WORLD OF OPPORTUNITY

North Carolina Blueprint for Global Engagement

N.C. is global.
North Carolina is connected to the world and the world is connected to North Carolina.

750,000 foreign-born residents live in N.C.

More than 200,000 North Carolinians go to work each day in foreign-owned companies.

Nearly 16,000 international students attend N.C. colleges and universities, contributing $416.6 million to the state’s economy.

The value of N.C. exports grew to $31 million in 2014.

To prosper & thrive in a complex, dynamic world, N.C. needs:

**PEOPLE**
who are resilient, adaptable, & globally-connected

**STRATEGY**
that is globally-focused & intentional

**ACTION**
that promotes global opportunity inside & outside N.C.
1 LEADERSHIP
Develop leadership across all sectors and at all levels that is informed and actively supports global engagement.

2 GLOBAL BRAND IDENTITY
Be known around the world as an attractive place to invest, work, study, visit, partner, and live.

3 GLOBAL INFRASTRUCTURE AND LOGISTICS
Develop and maintain infrastructure and logistics capabilities to support global opportunities.

4 GLOBAL ECONOMIC DEVELOPMENT
Optimize global economic development opportunities through concerted efforts both inside & outside N.C.

5 CROSS CULTURAL COMPETENCE
Ensure that N.C. citizens are educated and prepared to succeed and thrive in a global community and marketplace.

6 COLLABORATION & RESEARCH
Encourage business, academic, public and private sector collaboration, and research with domestic and international partners.

The N.C. Coalition for Global Competitiveness is a public-private partnership working to position North Carolina for global success. We are business, education, government, and community leaders committed to positioning N.C. globally as a great place to invest, study, work, partner, and live. The Center for International Understanding coordinates this effort.