



BUSINESS DEVELOPMENT DIVISION
FY 2011

Our clients, our competitors, and our stakeholders will

know Virginia as a

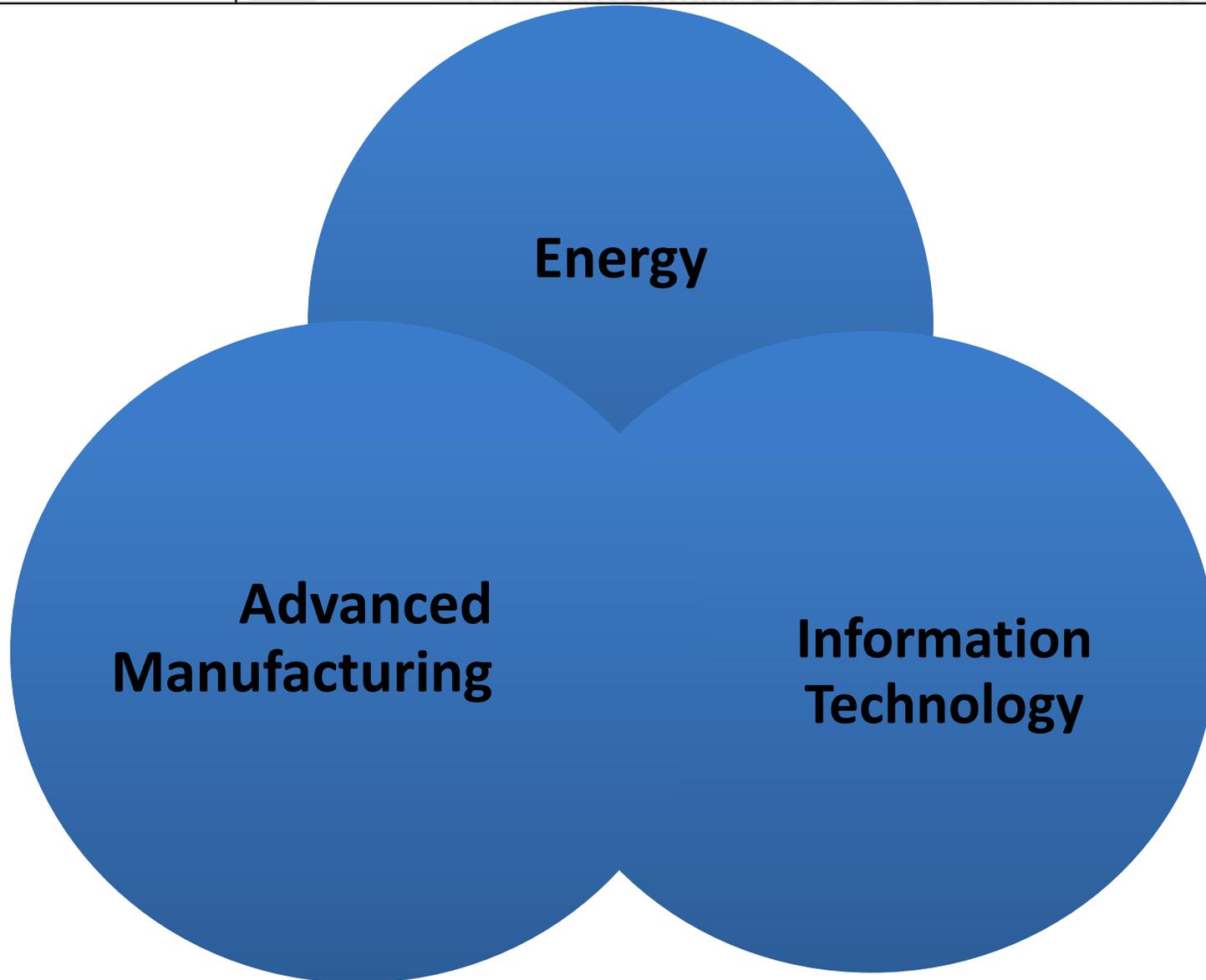
Center of Excellence/Best in Class Leader

In

Energy, Information Technology, and Advanced Manufacturing

INTENDED RESULTS

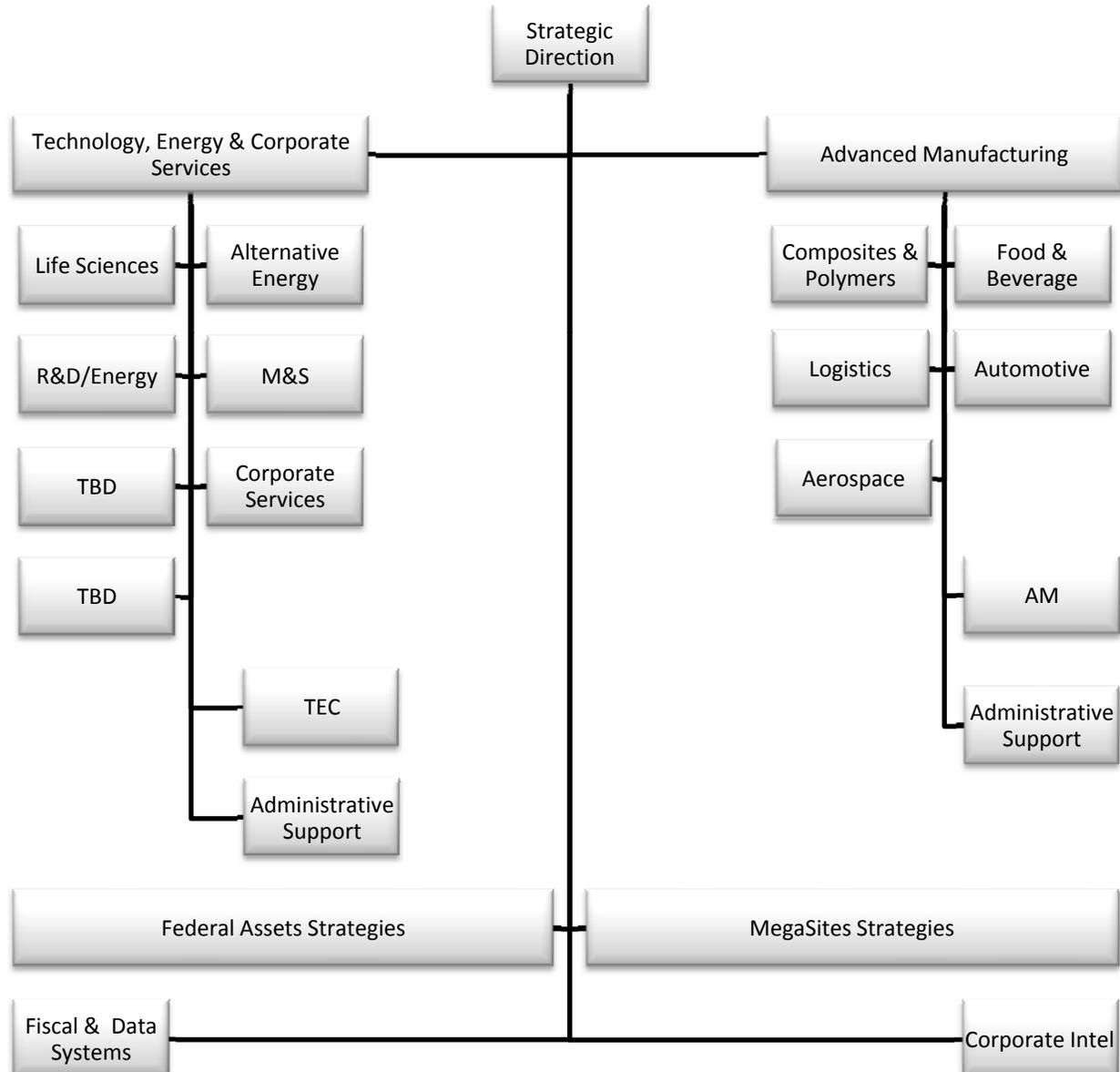
- Increase *sector* investment and jobs in Virginia
 - Benefits Virginia's citizens and localities
- Expand global image
 - Continue to build international clusters by sector in VA
- Improve results from *catalyst* assets
 - Create sustainability via the supply chain
- Effectively engage *key partners* (private & public)
 - Validate messages to state political leaders
 - Create new tools to support target business sectors
- Demonstrate a workforce development system aligned to sectors
- Increase connectivity between R&D and Virginia businesses
 - Build an innovation culture that improves competitive position for business and the Commonwealth



Life Sciences/Bio

**Offshore Wind &
Components**

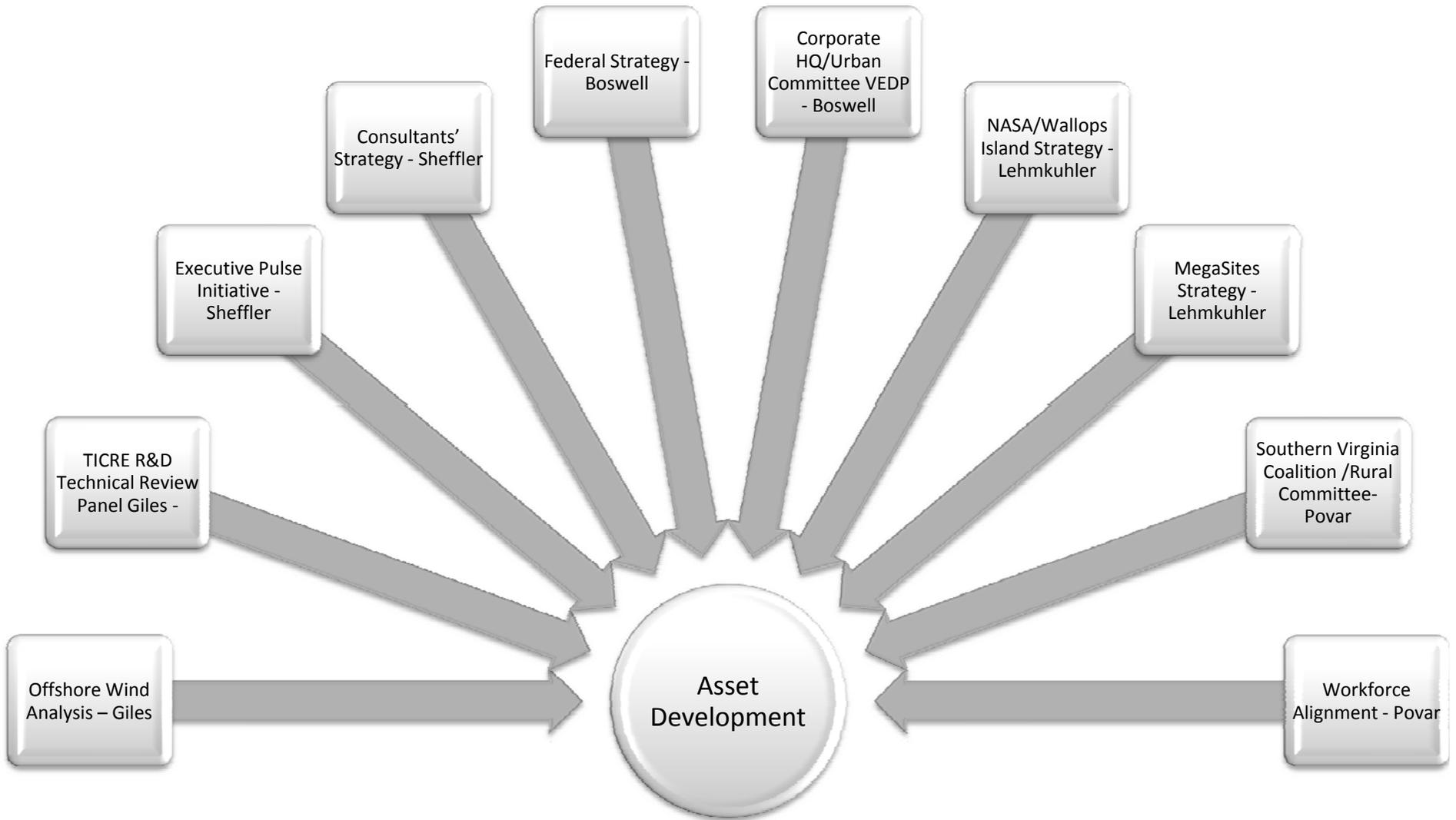
BUSINESS DEVELOPMENT SECTORS FY 2011



- In Business Development Division, 70% of events & 65% of funding targeted toward Information Technology, Energy, and Advanced Manufacturing
- 15% of events & 15% of funding targeted toward site selection consultants
- Remaining 15% of events and 20% of funding targeted toward “other” sectors
 - Marketing missions included here; even these are based on Gold Accounts and target sectors
 - Governor’s Business Contact Program

GETTING THE MESSAGE TO THE MARKET

- **Target market traditional venues domestically & globally**
 - Marketing Missions (geographic, virtual, sector)
 - Conferences, Shows
 - Association & board memberships
 - Partnerships with corporations of significance
- **Media communications**
 - Web site, social media & blog content
 - Electronic newsletters & press releases
 - Industry publication content
- **Marquee events**
 - IAMC, Primland , Governor's Manufacturing Summit
 - Corporate ED Site Selectors' Forum
 - Media Tours
 - Support for regional target market strategies
- **Governor's Business Contact Program**
 - Governor, Lt. Governor, Secretary of Commerce, Senior Economic Advisor
 - Existing Virginia businesses & target companies
 - Calls & Visits



Thank you!

www.YesVirginia.org