



City of Austin

Steve Adler, Mayor

301 W. 2nd St., Austin, TX 78701
(512) 978-2100, Fax (512) 978-2120
steve.adler@austintexas.gov

Greetings:

Welcome to the Fourth Annual Texas-European Union Business Summit. This Summit highlights specific trade opportunities for your company within multiple nations of the European market.

Due to the fact that 95% of the world's consumers live outside of America, our local economy cannot thrive without healthy international trade. It is wonderful to know that over 1,800 local businesses were exporting to global markets in 2011. 87% of those exporting companies were small and medium sized companies. By 2013, Austin metro businesses achieved \$9 billion in total merchandise export sales. Merchandise exports to the 28 member states of the EU by Austin area companies represented 9% of our total exports.

Examining foreign direct investment and its impact on our employment growth, Austin ranked third among Texas cities for foreign corporate investments during 2014. One example of our FDI advantage is German prosthetics company Ottobock HealthCare, which began the relocation of its North American headquarters – a \$4.6 million investment in our community, with 110 jobs.

Local companies should consider leveraging Austin's formal, long-term partnerships with organizations and communities throughout the European Union. Last month the new Consulate General Office of Ireland was officially opened by Prime Minister Enda Kenny. Corporate executives on both sides of the Atlantic are similarly encouraged to leverage our sister city partnerships with the Borough of Hackney in London, Koblenz in Germany and Angers in France. Austin is also leading a science city network which includes Malaga in Spain, Lulea in Sweden, Aarhus in Denmark and Oslo in Norway. More information about Austin's award-winning international economic development strategic plan is available at: www.austintexas.gov/ecodev

Austin is a world-class city. We are fortunate to have multicultural programs and international business events available to our residents on a frequent basis. Our community truly benefits from the efforts of representatives from the Summit's partner organizations – the U.S. Department of Commerce, the State of Texas, the University of Texas, the Greater Austin Chamber of Commerce, the Greater San Marcos Partnership, Austin Community College, Texas State University, St. Edward's University and the World Affairs Council of Austin.

I am confident that you all will enjoy this year's Summit. For those of you visiting Austin, I hope you will leave with a delightful memory of your time in the Live Music Capital of the World.

Sincerely,

Steve Adler