



City of Austin

Kirk Watson, Mayor

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Greetings,

Welcome to the Fourteenth Annual Texas-Europe Business Summit. I'm thrilled you're here in Austin to explore trade opportunities and make meaningful business connections.

International trade has been essential to Austin as our beautiful city has become a focal point in the global economy. In 2024, Austin area companies exported over \$17 billion in goods. Austin remains one of the top 10 U.S. metros for exports of computer and electronic products, with those export sales totaling over \$9 billion. European Union countries accounted for \$2.8 billion in export sales for Austin area companies in 2024.

Austin also has formal, long-term partnerships with organizations and communities throughout Europe that can create opportunities for our local companies as well. Our city is fortunate to have the Consulate General Office of Ireland as well as several honorary consulates and trade officers. Corporate executives on both sides of the Atlantic can leverage our intergovernmental partnerships with Angers in France, Koblenz in Germany, and Florence in Italy. More information about Austin's international economic development initiatives are available at: <https://www.austintexas.gov/departments/resources-international-businesses>

Austin is a world-class city that offers a wide range of multicultural programs and international business events. 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 Center for European Studies at the University of Texas, the Austin Chamber of Commerce, the University of Texas San Antonio, Austin Community College, Opportunity Austin, St. Edward's University, the Foreign Trade Zone of Central Texas, the Texas Camino Real District Export Council, and the World Affairs Council of Austin.

I hope you all will enjoy this year's Summit and take some time experiencing everything that Austin — the Live Music Capital of the World — has to offer.

Sincerely,

Kirk Watson
Austin Mayor