



# City of Austin

Mayor Lee Leffingwell · 301 Willie Nelson Boulevard, Austin, Texas 78701 · [www.mayorleffingwell.com](http://www.mayorleffingwell.com)  
Office (512) 974-2250 · Fax (512) 974-2337 · [Lee.Leffingwell@austintexas.gov](mailto:Lee.Leffingwell@austintexas.gov)

Greetings:

Welcome to the Third 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. In 2012, Austin metro businesses made approximately \$9 billion in total merchandise export sales. When focusing on exports to the EU, one will see that a \$732 million market existed for Austin companies. Considering the fact that US exports to the EU totaled \$262 billion, it becomes apparent that there is room for local companies to increase their export sales.

The other side of our trans-Atlantic trade relationship is also poised for growth. In 2012, France held the top position with over \$110 million worth of import sales to Austin consumers. When examining the weight of goods imported, the United Kingdom was ranked third (over 10,000 tons) and Germany was ranked fourth (over 6,000 tons).

Austin also engages in formal, long-term partnerships with cities within the European Union. Corporate executives on both sides of the Atlantic are encouraged to leverage our sister city partnerships with the Borough of Hackney in London, Koblenz in Germany and Angers in France. To learn more about these and other international economic development opportunities, you may reference [www.austintexas.gov/ecodev](http://www.austintexas.gov/ecodev)

Austin is a world-class city. We are very fortunate to have multicultural programs and international business events available to our residents on a frequent basis. Local organizations and their representatives work very hard to make events like this Summit possible. It is important to acknowledge the efforts of the Summit's partner organizations – the U.S. Department of Commerce, the State of Texas, the Greater Austin Chamber of Commerce, the University of Texas, Austin Community College, 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 leave with a delightful memory of your time in the Live Music Capital of the World.

Sincerely,

Lee Leffingwell  
Mayor, City of Austin