

Chamber's Business Attraction Efforts Lead to New Investment, Regional Job Creation



The Detroit Regional Chamber's business attraction efforts yielded positive results for job creation and economic growth in Southeast Michigan during the first half of 2015.

In May, Farmington-based ISOQA, a Taiwanese advanced manufacturing company, announced that it would open a headlight testing facility, creating two jobs with the potential for additional growth, and investing more than \$1 million in the region. The project was a direct result of the

Chamber's trade mission to Shanghai, China in December 2014. The Chamber's Business Attraction team partnered with Oakland County at Automechanika, one of the world's largest automotive trade shows, to market the region's assets.

As part of a coordinated effort between the Chamber, the city of Auburn Hills, Oakland County and the Michigan Economic Development Corp. (MEDC), Auburn Hills-based Total Filtration Services Inc. announced plans earlier this year to expand operations, including construction of a new corporate headquarters. The expansion includes the addition of 25 new jobs and a total of \$4.4 million in new investment.

The Chamber also partnered with Oakland County, the German American Chamber of Commerce (GACC) and Signature Associates, providing German-based Peter-Lacke with real estate research services for its U.S. company headquarters. The company purchased a 3,800 square foot warehouse in Troy and will add 25 jobs and \$2.8 million in new investment. Peter-Lacke specializes in the development and manufacturing of coatings for plastic, glass and wood.

Collaboration with Regional Partners to Bring Keynote Systems, APAG Elektronik AG to Southeast Michigan



Two tech-based businesses have expanded operations in Southeast Michigan following direct assistance from the Chamber and its partners. In June, California-based Keynote Systems announced plans to expand in downtown Detroit, creating 53 hi-tech jobs and investing more than \$450,000 in the region.

The Chamber's Business Attraction team provided a two-day tour of the city earlier this year, partnering with Ann Arbor SPARK, Detroit Economic Growth Corp. and the Michigan Economic Development Corp. (MEDC) to market the city's technology assets.

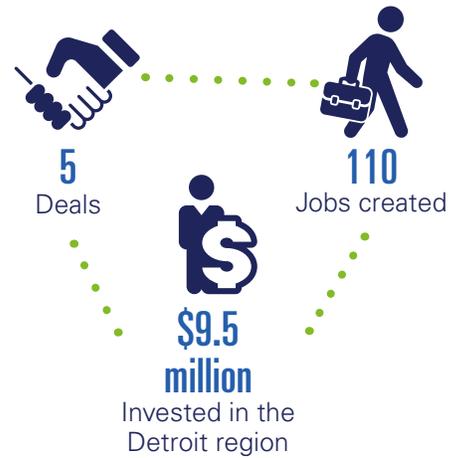
Shawn White, executive vice president for Keynote Systems, said he is excited to bring the company's operations to Detroit.

In May, APAG Elektronik AG, a Switzerland-based electronics design and manufacturing firm, announced that it would open a sales office in Troy this year. Phase one of the project will bring \$350,000 in investment and five new jobs to the region.

Representatives from APAG met with the Chamber's Business Attraction team, as well as representatives from Oakland County and the MEDC, who provided data on Oakland County at the 2015 SelectUSA Investment Summit in Washington, D.C. in March.

Results

Business Attraction



MICHauto



InnoState



Detroit Regional Chamber's China Mission Bolsters Automotive Industry, Infrastructure in Michigan



Capitalizing on the growing interest of Chinese manufacturing companies to invest in Michigan, the Chamber participated in a week long outreach mission to China in April to promote economic development opportunities in the region.

The Chamber's Business Attraction team, along with partners Clayton & McKervey PC., Dickinson Wright PLLC and Oakland County, met with top executives from numerous Chinese automotive companies in one-on-one meetings in Ningbo and Shanghai, while also attending the Shanghai Auto Show.

Justin Robinson, director of Business Attraction for the Chamber, said many of the companies he spoke with already have some sales in the U.S. market but are looking to establish physical operations, with a specific focus on light-weighting and advanced materials.

Since the trip, Robinson said three companies have already visited the region, with a delegation of Chinese industry executives also expected to tour the area later this year.

MICHauto Coalition Launches Mobility Initiative to Expand Michigan's Global Leadership of Connected Vehicle Technology



At the 2015 Mackinac Policy Conference, MICHauto, an economic development initiative of the Detroit Regional Chamber, launched the Michigan Mobility Initiative to strengthen, protect and promote the state's global leadership in next-generation mobility development. This includes high-tech research and development into self-driving cars, connected vehicles, new fuel technologies and other important innovations.

In leading the mobility initiative, MICHauto has convened a coalition of

essential statewide business, automotive and university groups to focus on this priority. The participating organizations include: Michigan Economic Development Corp. (MEDC), Business Leaders for Michigan (BLM), Michigan Department of Transportation (MDOT) and University Research Corridor (URC).

The coalition's objectives include: committing to build Michigan's physical infrastructure and the policies to support it, to meet the industry's technology development demands; promoting current assets to spur economic growth; using Michigan's brand as an automotive leader to demonstrate to global investors that Michigan is the premier state for next-generation research and development; and ensuring secondary and higher education systems are prepared to develop talent to support next-generation mobility.

Read more investor news online at detroitchamber.com/investor-news.

Upcoming Events

August

- 21 Michigan Economic Developers Association Annual Meeting
- 22-29 Governor's Mission Trip to China
- 30 Michigan Supply Chain Innovation Summit

September

- 3 Public Partner Luncheon
- 13-15 Midwest U.S.-Japan Association Business Conference
- 15-17 The Battery Show
- 14-17 Frankfurt International Motor Show
- 30 2015 MICHauto Summit

October

- 1 Public Partner Luncheon
- 5-9 ITS World Congress
- 18-20 CoreNet North America Global Summit
- 20-22 North America Automotive Testing Expo
- 23 Steering Committee Meeting

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