

Massachusetts Office of International Trade & Investment

BUSINESS PLAN FY2013

Mission:

The Massachusetts Office of International Trade & Investment (“MOITI”) is the Commonwealth’s primary international business development agency charged with promoting trade and investment with global partners in Massachusetts and abroad. More specifically, MOITI’s underlying mission includes identifying and promoting export opportunities for Massachusetts goods and services, promoting the Commonwealth as a destination for foreign direct investment (“FDI”), providing guidance on matters of protocol for Massachusetts, and supporting the infrastructure necessary for incoming foreign direct investment and the export of Massachusetts goods and services to international markets.

Strategic Goals, Action Steps and Performance Measures

Goal	Action	Measurement
<p>Attract foreign companies to locate into MA – foreign direct investment</p>	<ul style="list-style-type: none"> • Increase foreign direct investment lead generation and tracking • Create comprehensive database documenting state and local programs and services available to international companies looking invest and or locate in MA • Build relationships with key international contacts including the Consular Corps, international economic development agencies and international industry associations • Develop new MOITI website highlighting all resources of the Commonwealth relating to international trade and investment • Coordinate with other state and regional economic development agencies/groups to present the best information and marketing to foreign companies • Market the Strengths of doing Business in Massachusetts to international groups: <ul style="list-style-type: none"> ▪ 4.3.1 increase by 20% annually over the next five years the number of private sector “ambassadors” sharing their knowledge and enthusiasm about the Commonwealth with businesses 	<ul style="list-style-type: none"> • Established metrics for FDI Leads and follow-up; historical benchmarks • Number of agencies and services captured in data base • Track and monitor website analytics and usage • Number of MA Global Alumni joining group • Number of Global Alumni Events taking place • Track MOITI participation in international scientific, Medical and technical conferences in MA

	<p>interested in locating or growing here, with a corresponding increase in the number of networking events, forums and marketing channels in which these ambassadors participate – through the creation and implementation of the international Global Alumni Network</p> <ul style="list-style-type: none"> ▪ 4.3.2 Leverage status as a leading host of international scientific, Medical and technical conferences to better connect and market our key industry clusters – for FDI purposes ▪ 4.3.3 Increase the number of direct flights between Massachusetts and other global centers of activity for our key industry clusters 	
<p>Assist Massachusetts companies growing internationally through focused export promotion</p>	<ul style="list-style-type: none"> • Manage and administer MA STEP Grant Program • Provide comprehensive database on international tradeshow opportunities to MA companies • Assist with Massachusetts Pavilions at large international trade shows • Host inbound foreign delegations • Organize Governor-led international trade mission with a delegation of Massachusetts companies • Facilitate access to various export promotion services at the state and federal level • Host Export related seminar series; “Doing Business In.....” for MA companies • 4.3.2 Leverage status as a leading host of international scientific, Medical and technical conferences to better connect and market our key industry clusters – for export promotion purposes 	<ul style="list-style-type: none"> • Track STEP Grant Applicants/Recipients and job creation resulting from the STEP Grant • Companies Assisted • Amount of increased exports (in USD, as reported by the companies) • Number of trade missions; deliverables from missions • Number of inbound foreign trade delegations • Number of regional resource briefings held to introduce companies to state/federal export services