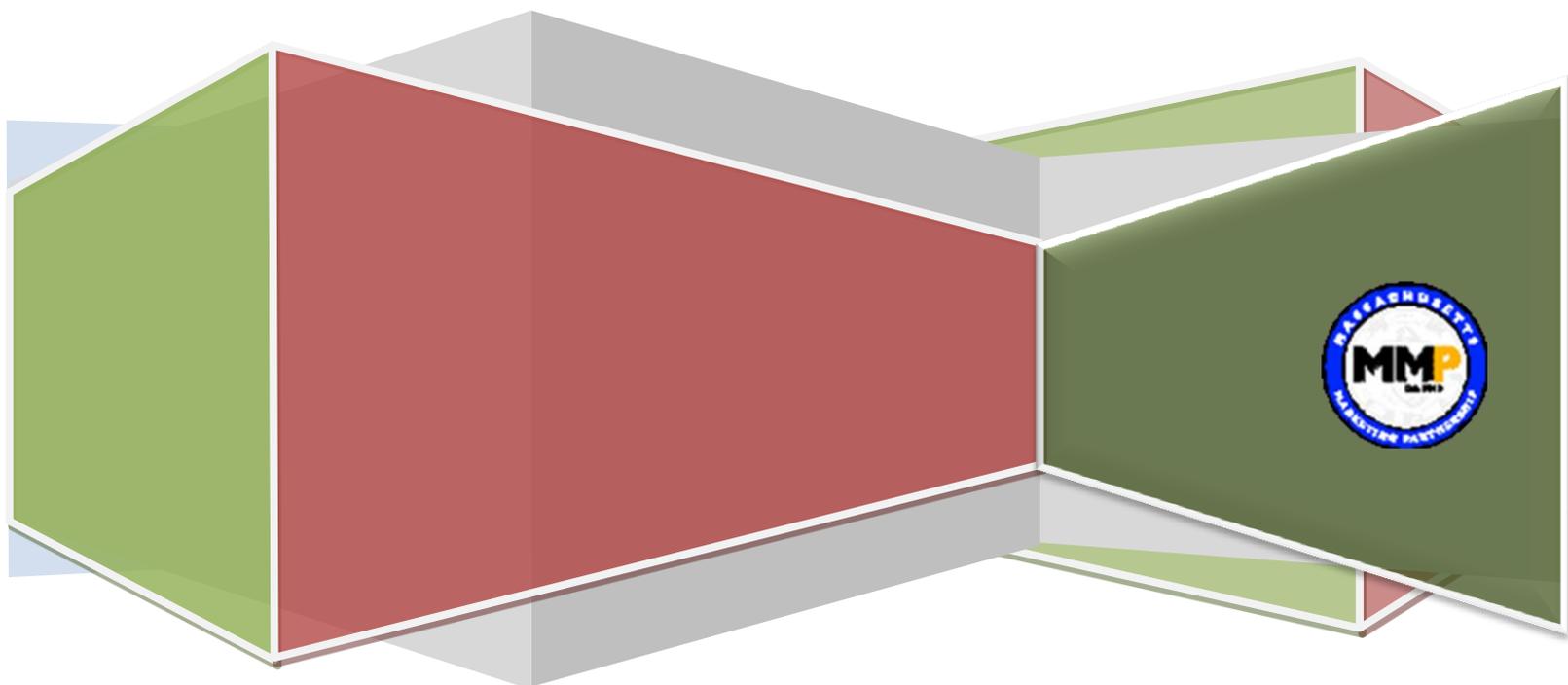


Office of Performance Management & Oversight

Massachusetts Office of International Trade and Investment

Fiscal 2014

Economic Development Business Plan



Massachusetts Office of International Trade and Investment

Mission Statement The Massachusetts Office of International Trade and Investment (MOITI) is the Commonwealth’s primary international business development agency charged with promoting trade and investment with global partners in Massachusetts and around the world. The office is dedicated to building successful international collaborations and partnerships essential to bringing new economic opportunities and investments to the Commonwealth – part of the Massachusetts Marketing Partnership.

Business Plan Summary – The following table summarizes objectives, programs, and initiatives planned for FY14 and performance measurements by which to evaluate progress.

Goals	Strategy	Performance Measurement
Promote foreign direct investment into the Commonwealth	Outreach through international and domestic partner agencies; convene economic development partners in the Commonwealth to attract investment	50% increase in FDI wins; Baseline: 10
Direct air service route development <i>Aligns with Action Item 4.3.3 of the economic development plan</i>	Under the leadership of the Massachusetts Marketing Partnership, in collaboration with Massport, increase the number of direct flights between Massachusetts and other global centers of activity for our key industry clusters	50% increase in new international direct air service Baseline: 1

Business Plan Detail – The following section provides additional information on the primary goals of the Massachusetts Office of International Trade & Investment.

MOITI fulfills its mission in the Commonwealth by preparing Massachusetts based companies to work in global markets, connecting Massachusetts businesses to international partners, developing an informed leadership and constituency for global trade and supporting the infrastructure needed to facilitate foreign direct investment in the Commonwealth and the export of Massachusetts goods and services to international markets.

Internationally, MOITI recruits foreign investors, connects the Commonwealth’s businesses to global partners, promotes Massachusetts’ innovation economy to the international market, and educates foreign audiences on the strengths and advantages of Massachusetts as a premier business and investment destination.

Massachusetts Office of International Trade and Investment

MOITI also serves as the Commonwealth's diplomacy advisor and leverages diplomatic contacts to develop and expand international export and investment opportunities for Massachusetts companies. Through developing strategic partnerships and collaborations, the Commonwealth benefits from the international promotion of its business community and the attraction of international investment.

As part of the Massachusetts Marketing Partnership and partnering with Massport, MOITI assists in Direct Route Development, is working to increase the number of direct flights between Massachusetts and other global centers of activity for the Commonwealth's key industry clusters.