

Sister Cities & Economic Development



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Why Sister Cities?



- Started with our pursuit of F.D.I. as a source of JOBS and INVESTMENT, beginning...
 - 1978> Germany
 - 1982> Japan
 - 2005> China
 - 2018> India
- Sister Cities Economic Development Benefits
 - Foster mutual / bilateral cultural understanding
 - Can serve as a “base of operations” on FDI trips
 - Demonstrates interest in host country
 - “We’re not only here for the \$\$\$”

Early FDI Results

CLAAS (Germany)

- Ag Equip Mfg & Distribution
- 1981 Groundbreaking

Mitsubishi Metals (Japan)

- Powder Metal Components
- 1987 Groundbreaking

Enkei (Japan)

- Automotive Wheel Production
- 1984 Groundbreaking

Toyota Industrial (Japan)

- Forklift Production
- 1988 Groundbreaking

Hoosier Hospitality ?



1986 film, Gung Ho, told story of a Japanese auto company acquisition of a shuttered US car factory, emphasizing cultural differences



1984 Enkei Groundbreaking featured Shinto priests, Indiana Governor Orr, and City's Mayor, was not "universally" accepted

Our Response



Community implemented intentional efforts to become a **welcoming community**

- Ethnic Expo (1984 >)
- Sister City Relationships ('90s-Today)
- Japan House Exhibit in Children's Museum
- Columbus Area Multi-Ethnic Organization
- Local celebrations of Chinese New Year, Holi Festival of Colors, & more!



Columbus, Indiana Sister Cities



Columbus Indiana

Pop: 49,000

Known for
Architecture,
Engineering, &
Manufacturing

Hometown of
Cummins, Inc. &
35 FOE's



Löhne Germany

Pop: 41,750

Scenic, with good
access to regional
economic centers

1994



Pune India

Pop: 3.1 Million

"Oxford of the East"
& cultural capital of
Maharashtra
known for R&D, I.T.,
& manufacturing

2018



Xiangyang China+

Pop: 871,000

Known for its
historic artifacts,
scenic areas, and
its automotive
industry

2011



Miyoshi Japan

Pop: 62,000

Known for its
industrial &
automotive
industries, near
larger Nagoya

1994

+ "Friendship Cities" Wuxi (2008), Ningde (2010), Nanning (2010), Qingzhou (2010), Huzhou (2011), Wuhan Qiaokou (2011), Wuhan EDZ (2012)



- 37 Years of Annual Trips to Japan
- Annual trips to Germany (FDI)
- Annual trips to China 2005-2017
- First trip to India in 2018
- Inbound visits: Japan (annual), China (frequent), India (2019), Germany

Results

Direct & Indirect



- **One** new international resident moves here each day ¹
 - 1,825 Net International Migration (2013-2017)
- **10.1%** of our Population is Foreign Born ²
- **1,300 students** speak **54** unique languages in our public schools
- More than **35 Foreign Companies** employ **8,900±** locally
 - Sister City exchanges help EDC be better marketers to FDI prospects
- Sister City Relationship with Miyoshi is exceptionally strong
 - Education, Government, Citizen exchanges
 - We have opportunity to visit them each year when visiting HQ's
 - Schools are huge partners, annual exchanges
- Our Wuxi, China relationship helped introduce Ivy Tech Community College to a Sister College

How?

FUNDING & STAFF RESOURCES

- No dedicated City staffing, primarily volunteer driven
- EDC offers targeted staff support and allocates some funding:
 - \$3,000 for inbound delegations
 - \$30,000 for international travel for EDC & Mayor – primarily targeting FDI, secondarily to support Sister City relations

POLITICAL / COMMUNITY SUPPORT

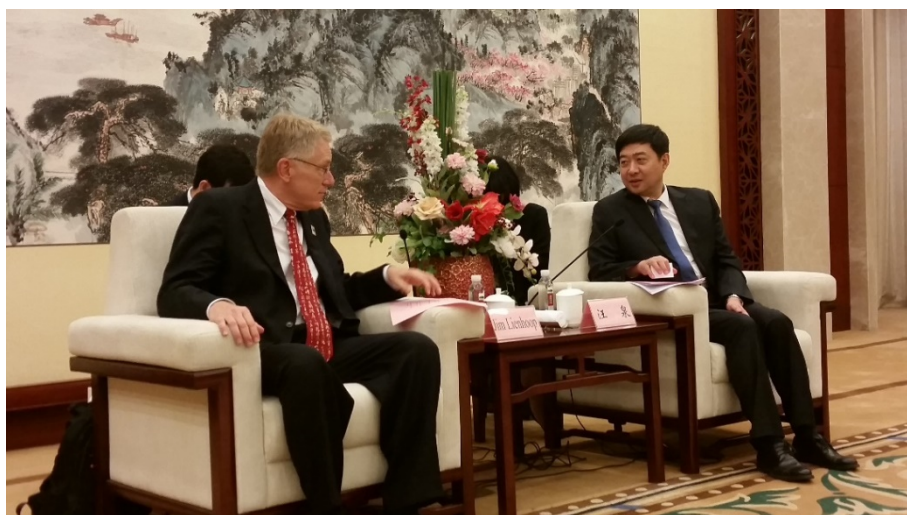
- Officials actively participate
- Primary schools actively support student & teacher exchanges annually (inbound) or semi-annually (outbound); community college has also supported teacher exchanges
- Sister City committee formed for Pune, India relationship
- *Friendship Alley* in Columbus commemorates the Miyoshi relationship

How?

AREAS FOR IMPROVEMENT

- In China, we said “yes” to every city who expressed interest
 - The number of relationships & distance between cities in China make follow-up visits difficult
 - Some of these relationships were not adequately built upon shared/natural bonds
 - With this experience, we now know to take these factors into consideration in the future
- Because our local EDC is the only funder in many cases (*except for school exchanges*), we many not always be as eager or equipped to fund non-economic development Sister City exchanges
- Dedicated funding and/or stand-alone organization for Sister City support is not present (*but we manage!*)

Future Plans



- Annual Japan trips
 - 37+ Years of Business Visits, with several of our companies in/near Miyoshi
 - Support school & government exchanges
- Build upon new Pune, India relationship
 - Home to Cummins R&D Center
 - Leverage relationships with KPIT, Birlasoft, and AxisCades
- Evaluate efforts in China
- Löhne Germany relationship to remain largely volunteer driven



P.S. – In 2013, the beautiful cable-styled entry bridge to our community was re-named in honor of former mayor, Bob Stewart, for his 12 years of leadership and pioneering work in FDI.



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