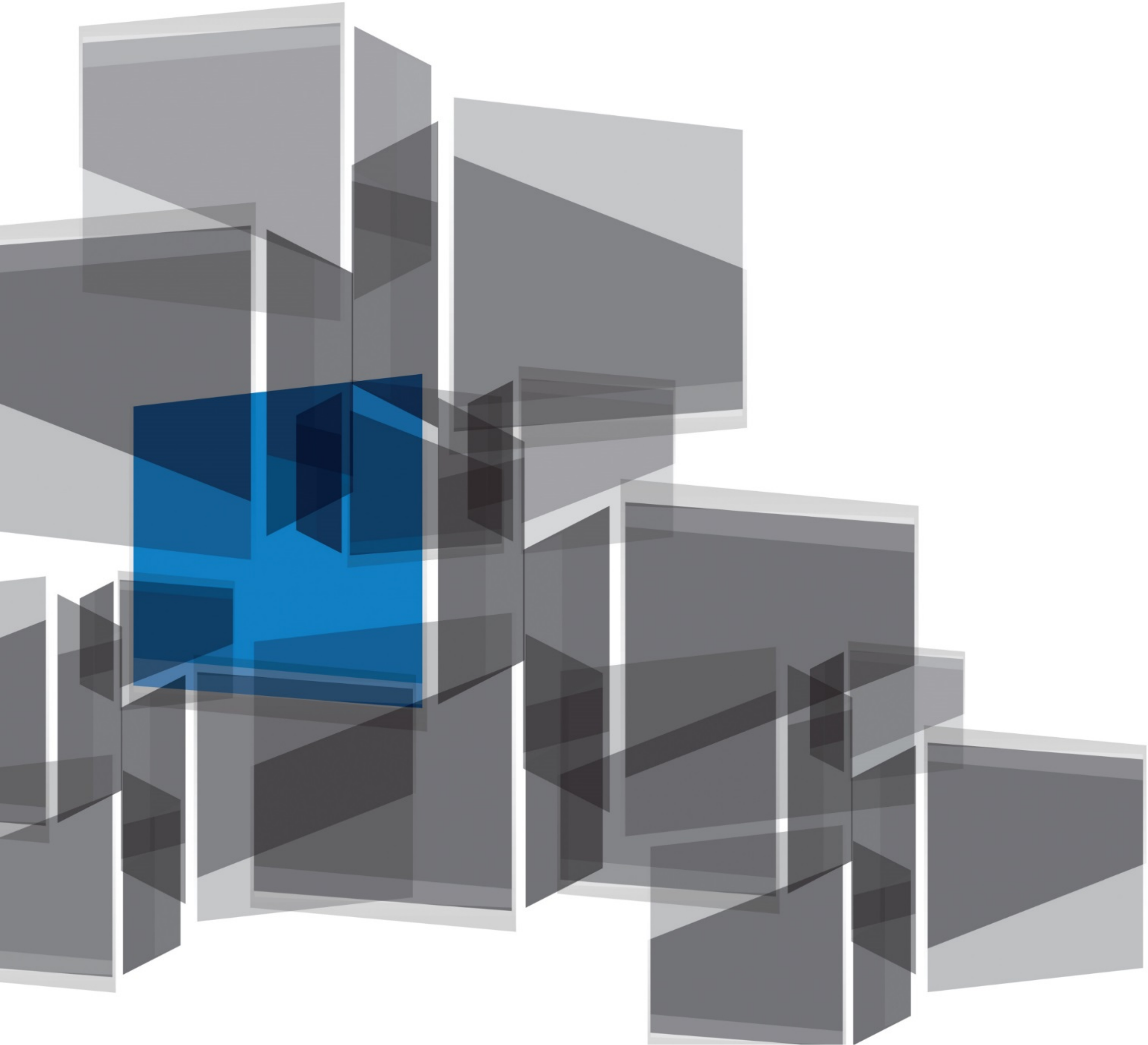


OCO

Developing City to City Partnerships

September 2016

www.ocoglobal.com

The Importance of cities as engines for Economic Development and FDI

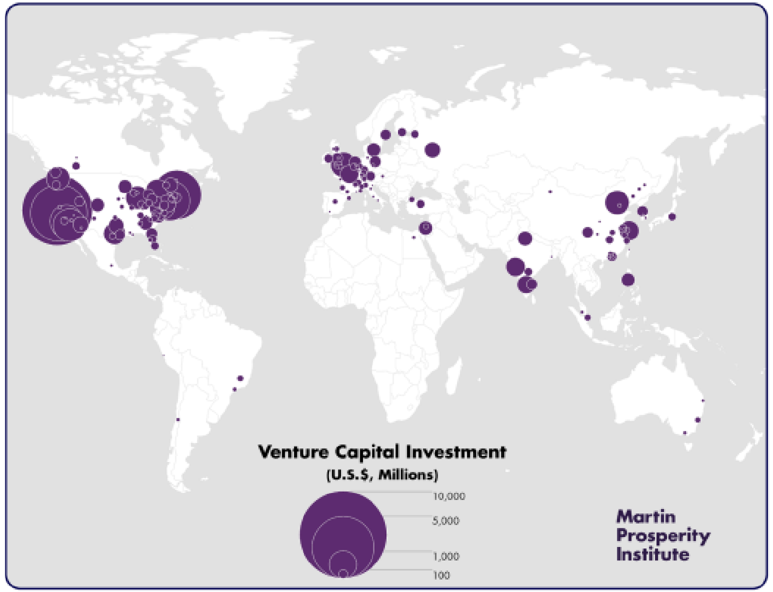
- **Brookings Global Cities Initiative**
  - From Athens and Rome in ancient times to New York and Singapore today, a handful of cities have stood out as centers of economic, military, cultural or political power beyond their regions or nations.
  - In the twenty-first century, the number of globalizing cities is greater than ever before. New technologies and shifting geo-politics enable more cities to attract global talent and capital, lead in the hosting of new advanced industries, and achieve global recognition and influence.

- **Enhanced City Infrastructure**
  - Smart Cities
    - The idea of integrating multiple IT and IoT solutions to securely enhance and bolster the infrastructure and assets of a city, thus ultimately improving quality of life.
    - Most recently, Columbus was selected as America's Smart City, beating out six other finalist cities to receive $50 million in grant funding from the federal government and Vulcan Inc. to develop Columbus into the nation's proving ground for intelligent transportation systems.
  - City Regions
    - Larger and more efficient labour markets and therefore better prospects for job creation
    - Scope for better planning of housing, transport, support for business and other services beyond existing administrative boundaries
    - Better prospects for attracting investment, innovation and value added economic activity.

The Importance of cities as engines for Economic Development and FDI

- **Cities are Magnets – But in the developed world alone there are over 200 major cities**
  - KPMG's Magnet Cities report identifies cities as being like magnets. Just as magnets can either attract or repel, so can cities. A city with a strong magnetic pull draws in new residents, visitors and business investment. A city with magnetic push casts off residents and businesses as people pack their bags and move to cities with greater magnetic pull.
    - **Magnet cities cultivate new ideas**
    - **Magnet cities are fundraisers**
    - **Magnet cities have strong leaders**

- **Major Cities Attract Major Startups – Global venture investment is highly uneven and spiky, it is concentrated in a small number of large cities and metros around the world.**
  - Martin Prosperity Institute's January 2016 report - Rise of the Global Startup City - finds that Venture capital investment across the world totalled $42 billion in 2012, spread across more than 150 cities and metro regions globally.
  - The top 10 metros account for more than half, the top 20 metros account for almost two-thirds, and the top 50 more than 90% of total global venture investment.
  - The United States accounts for nearly 70% of total global venture capital, followed by Asia (14.4%) and Europe (13.5%).



Forms of City to City Partnerships

OCO

- **Metro regions encompassing several centres**
  - Redrawing the boundaries
  - Bigger critical mass for more investment

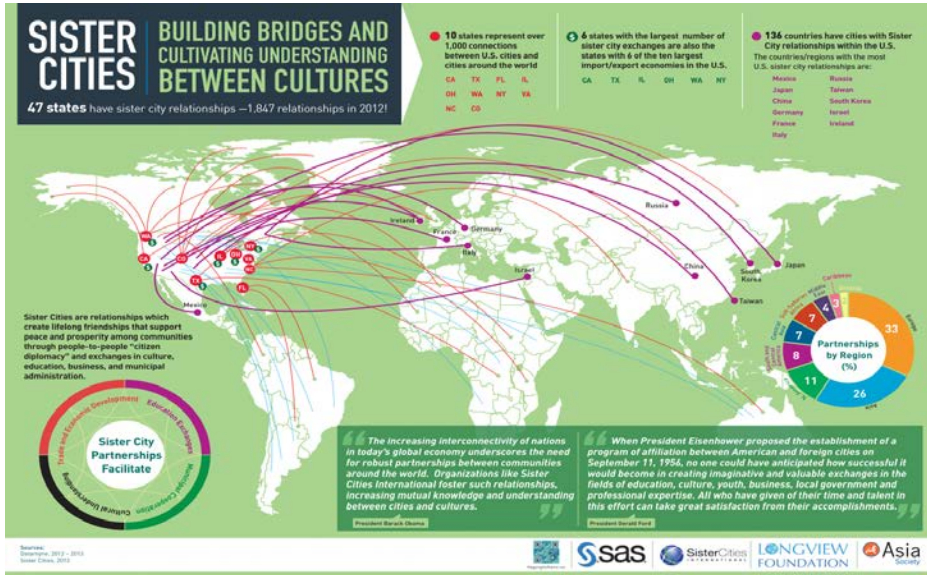
GREATER MSP™
Minneapolis Saint Paul Regional Economic Development Partnership

NewcastleGateshead
Your official guide to NewcastleGateshead

Stockholm
The Capital of Scandinavia

BIGGER
IS BETTER

- **Sister cities, Genuine Partnerships & Join Ventures**
  - 47 States had sister cities in 2012, representing 1,847 relationships



  - For example, Dublin and San Jose are creating substantial investment through
    - People
    - Ideas
    - Company/academic collaboration

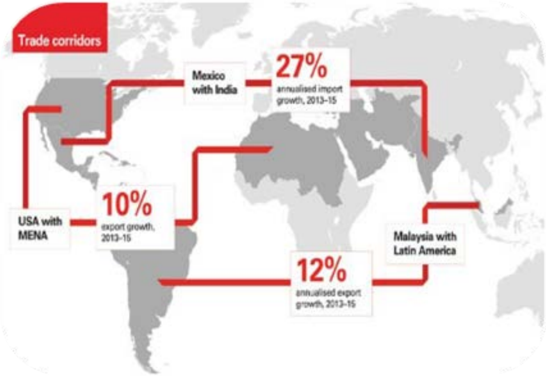
What Is To Be Gleaned From These Partnerships

Strong Alliances

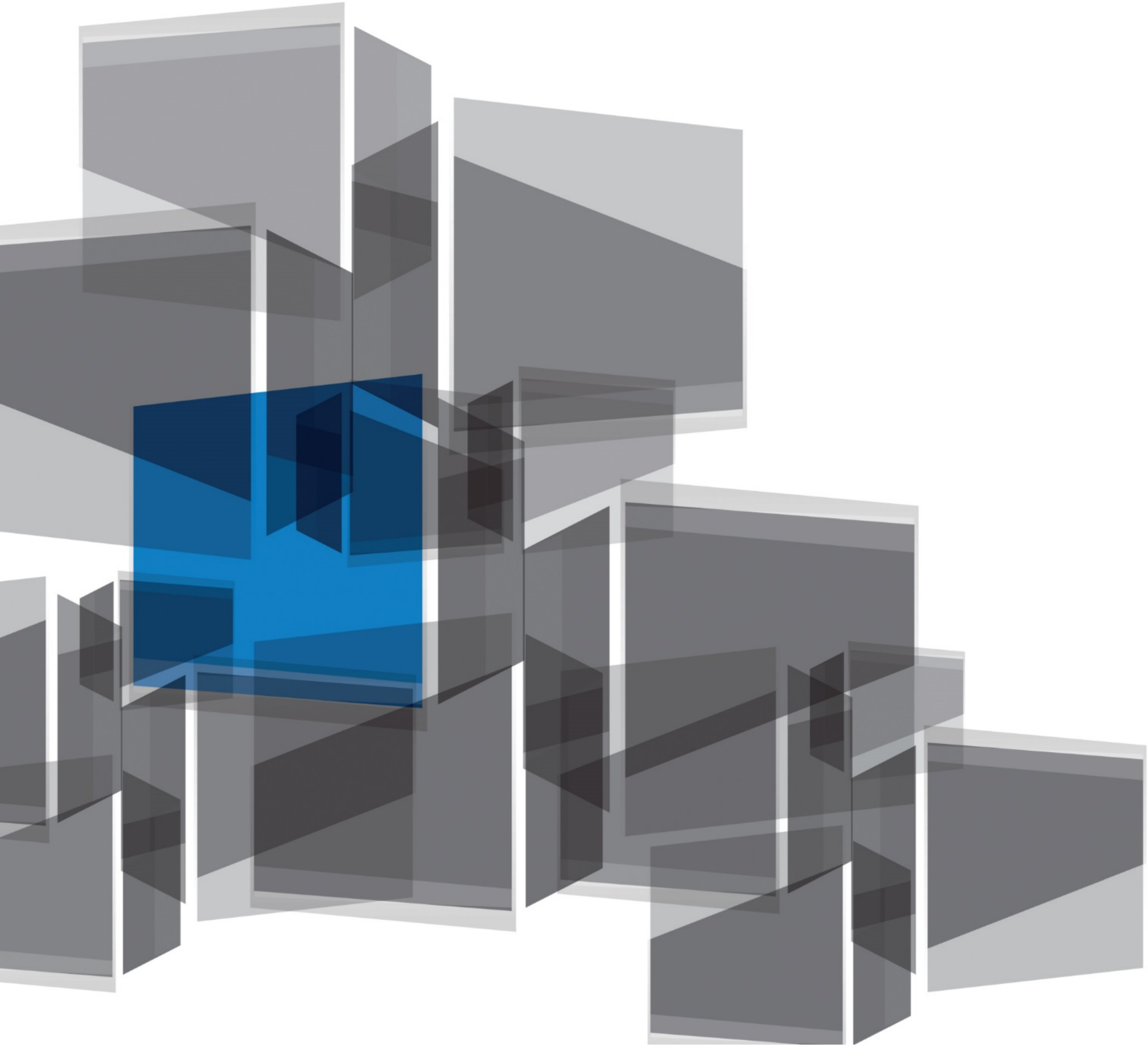
Best Practice Sharing

Visits and Tourism Income

Technology Transfer



FDI & Trade Corridors



www.ocoglobal.com