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## **California Capital Region Selected to Join Global Cities Initiative's New Exchange Network**

California Capital Region – Today, it is with great excitement that the Northern California World Trade Center announces that the California Capital Region (CCR) has been accepted into the Brookings Institution Global Cities Exchange cohort, a joint project of Brookings and JPMorgan Chase. The Exchange is a network of metropolitan areas committed to establishing actionable export plans that will promote greater global trade and economic competitiveness. Brookings selected metropolitan areas to join the network after an extensive application process that evaluated regions' readiness and capability to pursue the Exchange's curriculum and commitment to implement a metropolitan export plan.

The CCR launched a metro export plan (MEP) process in August, as an action-oriented approach to boost our region's export potential and to accomplish the Next Economy initiative goal to "amplifying the region's global market transactions". The Next Economy Capital Region Prosperity Plan, which covers El Dorado, Placer, Sacramento, Sutter, Yolo, and Yuba counties is an initiative designed to leverage our innate competitive strengths and maps out a set of interlocking strategies that can accelerate job and wealth creation and boost new investment across the Capital Region.

Thanks to the regional collaboration and economic development strategy put in place through Next Economy, and the participation of over 30 regional leaders in the launch of the CCR-MEP, the California Capital Region is one of eight inaugural Exchange metro areas that will receive Brookings support while developing our regional export plan.

"For the Exchange, we selected metro areas that are committed to expanding their global economic reach by working together to identify regional competitive strengths and increase exports," said Brad McDearman, Brookings fellow. "The eight metro areas selected for this round represent a growing group of U.S. metro areas that understand the need to embrace the global market to remain competitive in the 21st century economy."

The leaders of the CCR-MEP are the Northern California World Trade Center, California Asian Pacific Chamber of Commerce, Sacramento County, and the Sacramento Metropolitan Chamber of Commerce. This Core Team will join those of the other accepted metropolitan areas at Brookings in Washington, D.C., in December

to participate in a working group session, where they will learn how to continue moving forward on the development of a regional export plan. Throughout the four-year Exchange, participating metros will periodically convene for in-person working groups and will continually engage in curriculum via conference calls and webinars.

“We’re delighted that the California Capital Region will be a part of this new network – it’s exactly the kind of innovative planning that is needed to ensure our community’s long-term economic success,” said Erik Langeland, Market Manager for JPMorgan Chase’s Middle Market banking business in Sacramento. “We have a long history of helping businesses connect to global markets and now the Exchange brings additional resources to help our region’s leaders design strategies to further create jobs and grow our economy through greater global engagement.”

*Launched in 2012, the Global Cities Initiative is a five-year joint project of Brookings and JPMorgan Chase aimed at helping city and metropolitan leaders become more globally fluent by providing an in-depth and data-driven look at their regional standing on crucial global economic measures, highlighting best policy and practice innovations from around the world, and creating an international network of leaders who ultimately trade and grow together. For more information please visit <http://www.brookings.edu/projects/global-cities.aspx> or [www.jpmorganchase.com/globalcities](http://www.jpmorganchase.com/globalcities).*

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