VEDP’s Strategy

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Virginia Economic Development Partnership
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To enhance the quality of life and raise the standard of living for all Virginians, in collaboration with Virginia communities, through aggressive business recruitment, expansion assistance, and trade development, thereby building the tax base and creating higher income employment opportunities.
Initiatives within Verticals

Advanced Manufacturing
- Plastics/Polymers Initiative
- Fabricated Wood Initiative
  - Food Processing
  - Pharmaceuticals
  - Natural Resources
  - Chemicals

Science & Research
- Energy Initiative
  - Biotechnology/R&D
  - Nanotechnology
  - Emerging Industries
  - Medical/Federal Labs

Security & Services
- Distributed Services Initiative
- Modeling & Simulation Initiative
  - Federal Security Agencies & Providers
    - Information Technology
    - Finance, Insurance, HQ
    - Professional & Business Services

Transportation
- Global Logistics Initiative
  - Automotive
  - Aerospace
  - Global Logistics
  - Distribution
Initiative Strategy

- Declare sectors we can leverage to drive centers of excellence and market leadership
- Apply intense focus, significant marketing resources, and senior management leadership
- Collaborate with universities to enhance the initiative through research and educational opportunities
- Collaborate with public and private sector players to define markets and drive success
- Develop value proposition that leverages regional assets
University Role in Initiatives

- Team: VEDP, University, Leading Sector Companies, Allies
- Research Expertise - Center of Excellence
- University as a marketing partner
- Tap existing company relationships and private sector research opportunities
- Drive message into target markets domestically and globally using each of the sector’s assets
- Develop targeted curriculum to support the sector
Forbes.com ranks Virginia Number 1 for Business

Top 10 Ranking in Each Category
- Business Costs
- Economic Climate
- Growth Prospects
- Labor
- Quality of Life
- Regulatory Environment
Thank you!

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