

Global Positioning: International Competitiveness of Michigan's Cities

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Overview

- Background
- Compete
- Invest
- Brand



Background

- Need to respond to forces shaping global conditions:
 - Knowledge Economy: Emphasis on knowledge, information and creativity
 - Globalization: Integration of cities and regions across space
 - Network Society: Effects of information and communications technologies
- Important for citizens and policy makers to understand changing conditions and to develop strategies to benefit their communities



Compete: Findings

- Cities compete globally as “city states”
- Global competitiveness reflects many elements:
 - Human resources
 - Productivity
 - Knowledge/creativity/innovation
 - Regulatory environment
 - Infrastructure
 - Amenity/quality of life



Compete: Actions

- Be globally aware/think globally: Global economy; Exchange rates
- Seek advice from local globally-competitive firms
- Assist local firms to export
- Review internal processes for attracting international firms/investors
- Benchmark against competitor cities; identify best practices for global strategy



Invest: Findings

- Foreign direct investment a well developed business practice
- Leading FDI sources for US: Japan, Germany, UK, Canada, France
- 40 countries have firms investing in Michigan; main sources: Germany, Japan, UK, Canada, Netherlands
- Many cities globally have sophisticated strategies in place to attract FDI



Invest: Actions

- Develop capacity to attract and manage foreign investment
- Identify local stakeholders able to offer advice and inform policy
- Co-ordinate core city alliance initiative for investment
- Create a place specific strategy to handle foreign investment



Brand: Findings

- Analysis of city websites showed:
 - Minimal content oriented to foreign investors
 - Economic development content sometimes difficult to find
 - Little global awareness or international content
 - No foreign language content, and only one location had translation available
 - Web underutilized



Brand: Action

- Develop identity for city based on core strengths
- Develop web strategy for economic development and global competition
- Create multiple portals for different audiences
- Consider non-English language content



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