

# Global Positioning: International Competitiveness of Michigan's Cities

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The globalization process forces Michigan's cities to function in a global economic context. This means that mindsets and policies must recognize the role of globalization in developing the future well being of Michigan's communities.

Analysis of the competitiveness of Michigan's cities and regions focused on three elements: features of competitive cities; foreign direct investment (FDI); and the web presence and branding of cities.



## COMPETE

Global competitiveness reflects many elements:

- Human resources
- Productivity
- Knowledge/Creativity



## INVEST

Michigan cities should:

- Develop capacity to attract and manage foreign investment
- Coordinate core city alliance initiative for investment
- Create a place specific strategy to handle foreign investment



## BRAND

Analysis of city websites showed:

- Minimal content for foreign direct investment
- Little global awareness or international content
- Web underutilized

