BRINGING JOBS TO HOUSTON

GEICO has chosen Katy, TX as the location for their newest customer claims processing center. The company will invest over $8 million into their new facility and create 1,000 direct new jobs for the Houston region. The facility will be operational by March 2014. The Greater Houston Partnership met with the GEICO leadership team during their regional site visit to discuss workforce, site locations and potential local and state support programs. GHP also worked hand-in-hand with the Katy Area Economic Development Council on this project.

Since the beginning of 2013, the Greater Houston Partnership (GHP), through its award winning Opportunity Houston program, has facilitated the relocation/expansion of 33 companies, creating or retaining 27,788 jobs and generating $4 billion in capital investment for the Houston area.

The Greater Houston Partnership released its annual job forecast, predicting the Houston metro area will gain 69,800 jobs in 2014.

FACILITATING FOREIGN DIRECT INVESTMENT

Outbound Mission - São Paulo and Rio de Janeiro, Brazil
The Greater Houston Partnership visited São Paulo and Rio de Janeiro, Brazil for a business recruitment mission at the end of October of 2013. Twelve briefings were held with participants including key contacts in Brazil’s engineering, manufacturing, oil & gas, medical and pharmaceutical sectors.

GHP provided an “Invest in Houston” seminar to members of the Federation of Industries in São Paulo, Brazil. The meeting allowed several industry associations to be briefed simultaneously, including representatives from São Paulo’s medical, pharmaceutical and aerospace sectors. Several of these associations intend on visiting Houston for the event “Medical World Americas” in April, 2014.

Another big thank you to our Opportunity Houston 1.0 investors. Without your support and guidance, the Houston economy would not have reached and/or been recognized for its current level of success. With more than 522,000 jobs and $50 billion in capital investment generated in the region since the program’s launch in 2005, Houston is a leading economic force in the nation.
WHAT’S BREWING IN ECONOMIC DEVELOPMENT?

MARKETING THE HOUSTON REGION

In 2014, the Greater Houston Partnership will launch programs under its Opportunity Houston 2.0 initiative to help grow an additional 450,000 jobs and $45 billion in capital investment, and assist in retaining and growing business in the Houston area. The new initiative will commence in 2014 and run through 2020 delivering on a list of objectives to include proactive marketing of our region to secure jobs and investment, improving our image with key corporate decision makers, attracting skilled professionals and entrepreneurs, and developing the workforce we need in key middle skills.

At the end of 2013, we are demonstrating progress on several of these objectives. After months of research, surveys and benchmarking, GHP’s Houston Image Task Force arrived at a critical point in the branding and marketing strategy development. With the support of outside consultants, the Task Force has identified a brand strategy that will ultimately be used as the anchor for a Houston strategic image campaign.

OPPORTUNITY HOUSTON 2.0 (2014-2020)
Fundraising Goal: $40 Million

Objectives

- Additional 450,000 New Jobs + $45 Billion in New Investment
- Attract & Expand Business
- Enhance Image for Business and Talent
- Develop Workforce in Key Middle-Skills
- Recruit Talent in Professional Fields

MAKING NEWS

Opportunity Houston hosted several international journalists on a media tour of the Houston region on December 4th and 5th. The tour highlighted the upcoming expansion of the Panama Canal, the 100th anniversary of the Port Houston in 2014, the Houston Airport System and global companies with a large Houston presence including Volkswagen and Goya Foods. The following publications were represented on the tour: Grupo Reforma (Mexico); Le Monde (France); The Telegraph (India); Grupo Dirigentes (Spain); Manager Magazin (Germany); Nikkei (Japan); and Folha d S. Paulo (Brazil). Combined, the publications circulate to more than 5.6 million readers.

DO YOU TWEET? If so, you can help us promote Houston! Use hashtag #WeAreHouston to spread the news! And don’t forget to follow us @GHPpartnership :-)

JANUARY 13 - MIDWEST BUSINESS RECRUITMENT MISSION
JANUARY 17 - HOUSTON FAM TOUR
FEBRUARY 18 - WEST COAST BUSINESS RECRUITMENT MISSION
FEBRUARY 23 - RETAIL INDUSTRY LEADERSHIP ASSOCIATION LOGISTICS (SAN DIEGO, CA)

For more information about the Greater Houston Partnership’s economic development resources, contact our Regional Economic Development Team at 713-844-3650 or fwelch@houston.org.

The Greater Houston Partnership’s award-winning international economic development team is on standby to provide expedient access to the region’s vast business opportunities, titans of industry, innovation leaders, regional allies, capital investment opportunities, Certified Property Program, skilled and energetic work force, international trade connections, and leading-edge research and analysis data.