



20 **ANNUAL**
REPORT
19

choose:
new jersey

LETTER FROM OUR CEO



As Choose New Jersey nears the tenth anniversary of its founding, I am proud to report that 2019 was our strongest [OR one of our strongest] year[s] yet), resulting in XX.

Economic impact numbers – “every dollar investment into Choose New Jersey has created X amount of jobs...”

This year, Choose New Jersey rose to its full potential, with renewed energy towards international outreach and spreading the New Jersey value proposition far and wide. This required ambitious initiatives and innovative thinking. So we did a few things differently:

We embarked on two business attraction missions to Ireland and India. We expanded our global footprint and established the New Jersey India Center in New Delhi. Governor Murphy announced three Indian companies pledging to expand their operations in New Jersey and add more than 1,200 jobs.

We made an outsized impact at BIO International in Philadelphia – the world’s largest biotechnology conference. Governor Murphy delivered the keynote and received the “Governor of the Year” award. At the Select USA Investment Summit in Washington, D.C., we had over 100 meetings, resulting in XX leads and XX project opportunities, XX wins?

We were awarded the State of New Jersey’s \$3 million bid to execute a business attraction marketing campaign. This important investment will showcase New Jersey as the best place to live, work, play and do business.

Perhaps the most exciting announcement of this year: Choose New Jersey's main office is relocating to One Gateway Center in Newark as of January 2020. From the 14th floor, we will be able to point to the cranes and containerships at the Port of New York-New Jersey, planes taking off at Newark Liberty International Airport and New York City’s skyline across the water. The new space will bring into focus the access that New Jersey offers, and put us in the best position to pitch our State to prospective companies.

We owe our success in 2019 to our Board of Directors, who are our strongest advocates for why our State is the best place to do business. As Choose New Jersey continues the momentum into 2020, we remain committed to make New Jersey stronger and more prosperous for all.

Sincerely,

Jose

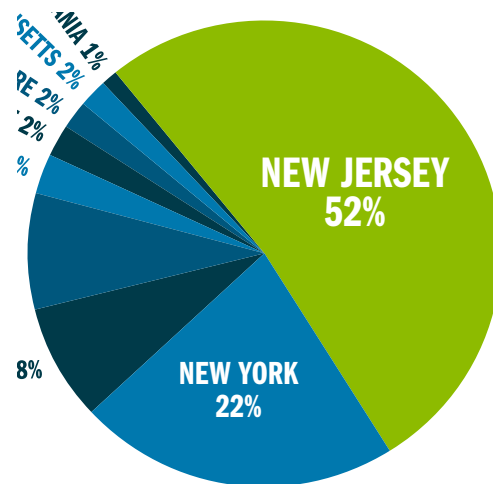
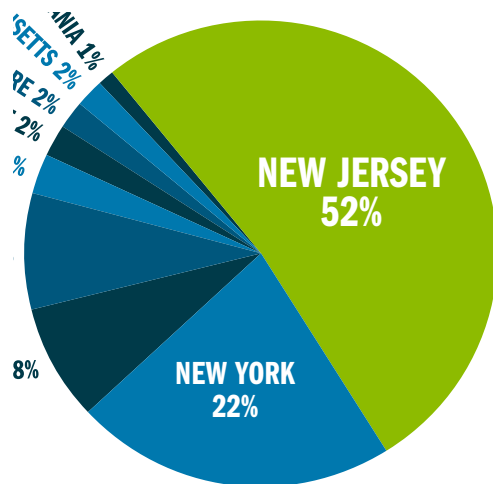


CASE STUDY 1

New Jersey sets the national standard for educating the next generation. The State's public schools rank #1 in the nation, according to Education Week. New Jersey is home to the #1 university in the United States (Princeton University) and #1 STEM high school in the country (High Technology High School - Lincroft). Our world-class higher education institutions, including Princeton University, Rutgers University, Stevens Institute of Technology, Rowan University, New Jersey Institute of Technology (NJIT).

CASE STUDY 2

New Jersey's infrastructure is built for global connectivity. We're the #1 state for broadband coverage and #2 for fastest download speeds in the country. New Jersey is home to the Port of New York & New Jersey, the nation's second largest seaport, and the second densest rail and road network. Newark, New York City and Philadelphia represent the #1 airport system in the United States with ≈600 nonstop destinations.



KEY EVENTS

TECHNOLOGY

New Jersey is wired for 21st century business. The City of Newark has the fastest fiber optic network in the world – no city delivers faster internet speeds. The New Jersey region ranks #2 in employment for software and application developers and #3 in cybersecurity analysts.

87 LEADS

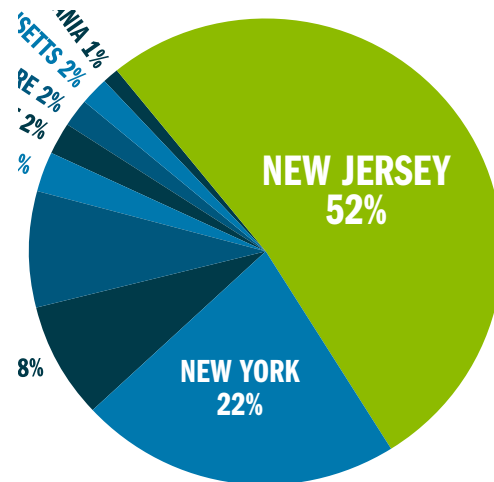
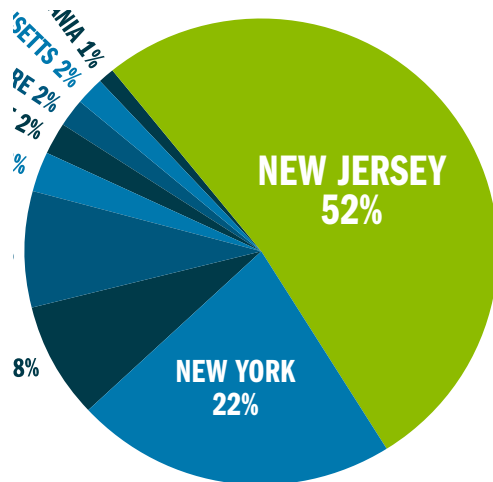
25 OPPORTUNITIES

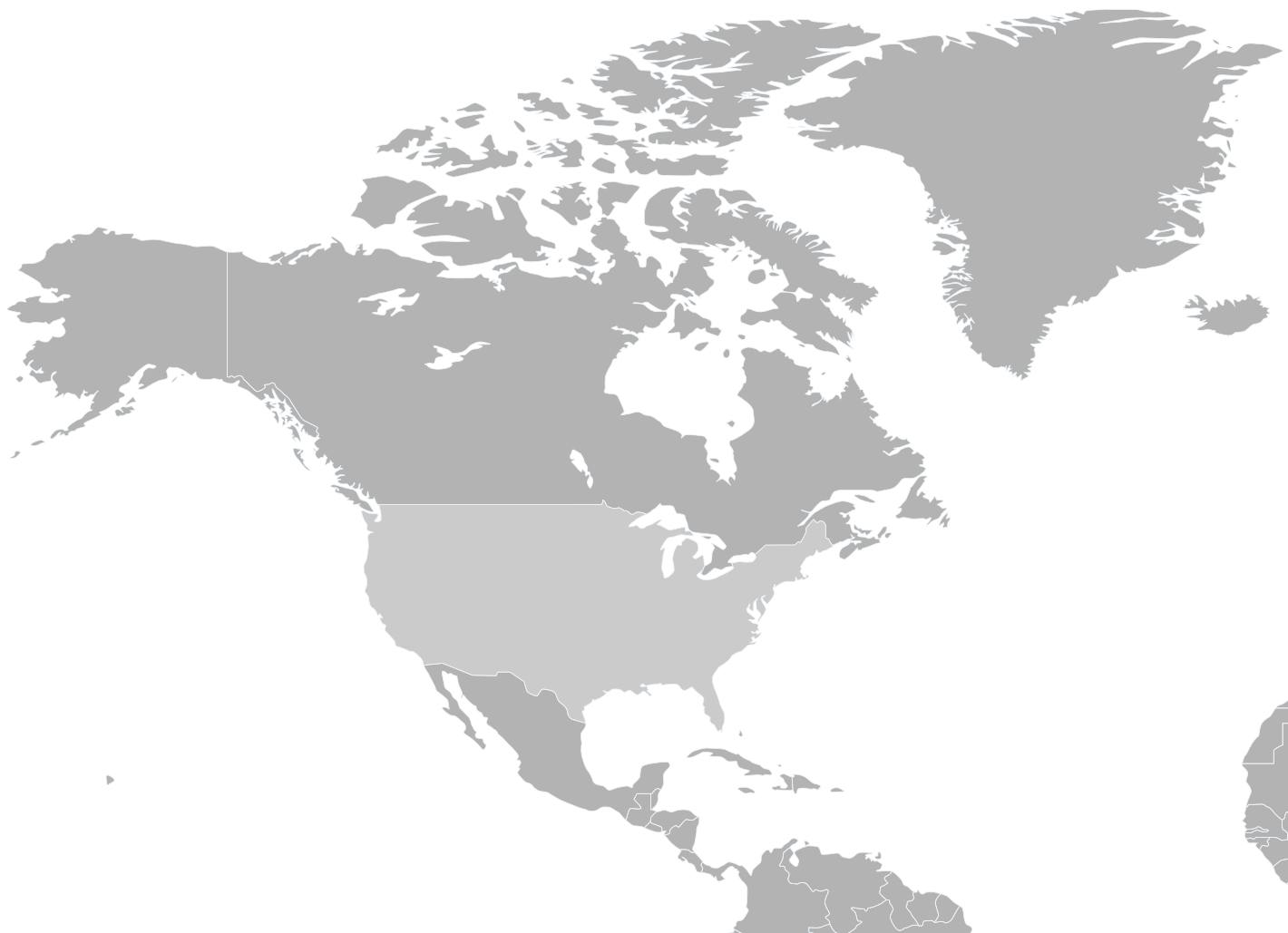
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87 LEADS

25 OPPORTUNITIES





A WORLD OF OPPORTUNITY

We sent a clear message: our State is open for international investment. New Jersey is especially welcoming to Irish and Indian companies looking to break into the U.S. market or find opportunities for growth and innovation. In the months and years to come, we will nurture these new relationships, and continue to see these historic missions pay off dividends.



BUSINESS ACROSS BORDERS

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IRELAND



Dublin



Cork



Galway



X Delegation Members

3 Days

50 Meetings & Events

3 MOU Signings & Partnership Announcements

XX Companies Engaged

Choose New Jersey successfully led its first business and academia-driven mission to Ireland in July. The New Jersey delegation traveled to Dublin, Cork and Galway for 3 days making significant inroads and strengthening existing ties. Ireland and New Jersey are closely aligned in their strategy to foster innovation, and both economies have thriving fintech, life sciences, medical device and food industries.

Among the highlights, the delegation met with Irish companies at 4 industry roundtables held by U.S. Commercial Services/Select USA, American Chamber of Commerce Ireland, Galway Chamber of Commerce and Cork Chamber of Commerce. Rutgers University signed 3 MOUs between University College Cork, National University of Ireland Galway and Galway-Mayo Institute of Technology to solidify R&D collaborations.

Of the 17 companies interested in New Jersey, 3 are opportunities with decisions that will be made in early 2020. We are continuing to build on the momentum of the trip with follow up discussions for a delegation of Irish companies to come to New Jersey in 2020.



Agra



Delhi



Hyderabad



Mumbai



Ahmedabad

40 Delegation Members

7 Days

50 Meetings & Events

12+ MOU Signings & Partnership Announcements

1,000+ Companies Engaged

1,200+ New Jobs in NJ (!)

INDIA



Governor Murphy – the first sitting New Jersey governor to visit India – led a 40-member delegation in a marathon sprint across subcontinent in September.

Why India? The State of New Jersey and India share a deep and long-standing cultural, educational and economic connection. Our State is home to one of the largest concentrations of the Indian-American diaspora, and India is our 4th largest trading partner. New Jersey is the top U.S. state for jobs created by Indian companies.

We promoted these synergies and the New Jersey advantage to Indian companies interested in planting their flag in North America and encouraged large corporations, small and medium enterprises (SMEs) and start-ups to invest here.

We formalized cross-border higher education collaborations in technology, clean energy, life sciences, fintech and food innovation. By touting our robust incentive programs for filmmakers, we also made the push for Bollywood production companies to shoot in New Jersey.

Among our successes, Choose New Jersey established the New Jersey-India Center in New Dehli and three Indian companies pledging to expand their operations in New Jersey and add more than 1,200 jobs.

SELECT DOMESTIC EVENTS

BIO INTERNATIONAL

Choose New Jersey, along with our partners at BioNJ and NJEDA, led the New Jersey showcase at BIO International in Philadelphia from June 3-6. We hosted a cocktail reception, delegation welcome breakfast, “Down the Shore” regional reception and *Back to Jersey* alumni reception. Governor Murphy delivered a keynote on New Jersey biotech innovation and received the Governor of the Year award.

SELECT USA

Choose New Jersey was in Washington D.C. from June 10-12 for SelectUSA Investment Summit. Together with New Jersey EDA, we pitched New Jersey as a magnet for foreign direct investment (FDI) and met with companies, government officials, consul generals and international trade organizations. We also hosted spin-off events in Jersey City and Newark in partnership with CIANJ.

OPPORTUNITY ZONES SUMMIT

Choose New Jersey hosted an Opportunity Zones Summit on March 11 at the Hyatt Regency New Brunswick bringing together community leaders, developers, investors and elected officials. Governor Murphy had a luncheon discussion with Chief Policy Officer & Senior Advisor to the President & CEO of Lyft, Secretary Anthony Foxx, and announced the State’s Opportunity Zone Challenge.

NASSCOM DELEGATION VISIT

Choose New Jersey hosted an Indian delegation with the National Association of Software and Services Companies (NASSCOM) on July 15 at the Zimmerli Art Museum. Governor Murphy spoke about New Jersey’s thriving tech ecosystem. While in India, Choose New Jersey signed a joint MOU between NASSCOM and VentureLink@NJIT to create a soft-landing space at NJIT for NASSCOM members.

MARKETING THE STATE OF INNOVATION

In October 2019, Choose New Jersey was awarded a Business Marketing Initiative Grant by the New Jersey Department of State through the Business Action Center. The purpose of the grant is to develop and execute a business marketing initiative highlighting the benefits of doing business in the State of New Jersey and encouraging national and international businesses to locate or expand here. The grant period extends from October 1, 2019 to September 30, 2020 with a full rollout in Q1 of 2020.

With a highly digital focus, we will be targeting decision-makers in life sciences, advanced manufacturing and technology among other industries. Our efforts will be in carefully selected competitive markets domestically and internationally. This significant investment allows us to tout New Jersey as an innovation hub – bolstered by our talent, location and quality of life.

THANK YOU TO OUR 2019 BOARD OF DIRETORS AND SUPPORTERS

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