



Mayor Mark Mallory

City of Cincinnati

801 Plum Street, Room 150, Cincinnati, Ohio 45202

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Mayor Mallory and Cincinnati USA Partnership to Lead Trade Mission to Germany

Goal of Trip to bring business and investment back to Cincinnati

Cincinnati – Mayor Mark Mallory and the Cincinnati USA partnership – the economic development initiative directed by the Cincinnati USA Regional Chamber – are traveling to Germany next week for an Economic Development Trade Mission. The delegation will be visiting two cities, Dusseldorf and Munich, which is one of Cincinnati’s seven Sister Cities. The Mayor will be part of a 5 person delegation of City and Chamber Officials, including Holly Childs, the City of Cincinnati Economic Development Director and Neil Hensley, senior director of economic development for the Cincinnati USA Partnership.

The goal of the trade mission is to promote business opportunities available in Cincinnati for international companies. Business opportunities include locating new businesses in our region, expanding existing international business, selling Cincinnati products and services to German companies, or finding products and services that can be used by Cincinnati companies.

“The trip is part of our on-going efforts to bring economic development opportunities to Cincinnati,” Mayor Mark Mallory said. “The Chamber has long been leading the effort to recruit international business. The City Manager and I are absolutely committed to increasing the city’s efforts to bring international business investment and jobs to Cincinnati.”

“It is very important that city government is an active partner with the Chamber in furthering international relations and business opportunities,” said Dohoney. “I was shocked to learn when I arrived that our efforts weren’t more supportive. We are working hand in hand to present the best regional presentation we can to the international community.”

Highlight of the Trade Mission Schedule:

- Rhine River Tour – The delegation will visit the Media Harbour riverfront development to get ideas for our Banks project. Media Harbour is a very successful riverfront development in Dusseldorf that is home to many in the creative class.
- Girindus Tour in Dusseldorf – The delegation will be touring the German business Girindus. The company has a facility in the Cincinnati region. The delegation will be discussing future expansion and opportunities.
- Chamber seminars in Munich and Dusseldorf – The Cincinnati USA Partnership will be holding seminars from German businesses on doing business in the US. Mayor Mallory will be giving opening remarks focusing on Cincinnati business opportunities
- Green Buildings Tour – The delegation will go on a tour led by a renowned German LEED Certified Architect. Munich is at the forefront on environmentally sustainable building and construction. Cincinnati recently passed a LEED tax incentive that is the first in the country. The delegation will be learning how to build on Munich’s success.

"We are very pleased Mayor Mallory will be joining other economic development officials from

across the region on this important visit to Germany," said Neil Hensley of the Cincinnati USA Partnership. "Mayor Mallory's presence will spotlight Cincinnati's keen interest in German investment here and will elevate the importance of the work by the other economic development professionals on the trip. Germany is an especially important market for Cincinnati USA to attract foreign investment, as we have approximately 70 German-owned firms here, second only to Japanese firms."

The focus on international business development is part of Mayor Mallory and City Manager Dohoney's on-going strategy to recruit new business investment and jobs to Cincinnati. Mayor Mallory and Dohoney have partnered with the Cincinnati USA Regional Chamber to launch GO Cincinnati last year. GO Cincinnati is an initiative to develop a comprehensive economic growth strategy for the city with a primary focus on creating jobs, developing our workforce, and revitalizing city neighborhoods. Mayor Mallory has also launched Shop 52, an effort to attract retail shopping opportunities to Cincinnati's 52 neighborhoods. Shop 52 uses a population and income study to recruit businesses such as banks, groceries, shopping and restaurants to neighborhoods that are traditionally underserved. Mayor Mallory is also partnering with the Cincinnati USA Regional Chamber on Agenda 360, a comprehensive community action plan to align our region and its leaders on a common set of strategies for our city's growth.

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