



Around the World in 80 Days (or less)

We're bringing Omaha (and Nebraska) to the world and welcoming the world to Omaha (and Nebraska). We began September by shouting from the rooftops (in eight languages) that Greater Omaha is a [Global Destination](#). The newest brochure, and updated website, lays out the case for our multicultural area, strong business community and diverse economic base.

"These tools better equip us in our international business recruiting efforts," says Marisa Ring, the Chamber's manager of international business development. "Sept. 7 – 10 we participated in Nebraska's Reverse Trade Mission and were able to present our guests with materials in so many different languages."

The translated brochures will also be a welcome addition to the materials Ring brings on her next business development trip to Europe and Asia this fall.

And the efforts continue — plans are underway for one more translation, this time into Korean.

Wednesday, Sept. 7, during a news conference to kick off the Reverse Trade Mission, Gov. Dave



Heineman said, "We begin our second Reverse Trade Mission with a focus of bringing international companies like Evonik Industries to Nebraska. This announcement emphasizes Nebraska's reputation as an outstanding place for biotechnology, research and development, and new technologies that have yet to be discovered."

German-based Evonik Industries announced a more than \$80 million business expansion, and the creation of 10 new positions, [doubling their capacities](#) for producing the feed amino acid L-lysine at their plant in Blair.

Paula Hazlewood, executive director of Gateway Development Corporation, a member of the Greater Omaha Economic Development Partnership, began working with Evonik in 2009. "We are fortunate that Evonik decided to expand in Blair as they could have expanded anywhere in the world. We compete globally for projects on a daily basis. It's nice to know that Evonik values their Blair location, we certainly value their commitment to the community." [View release](#).

On Thursday morning, Sept. 8, the Greater Omaha Economic Development Partnership hosted the "Focus on Omaha's Business Opportunities" breakfast. Hosting this breakfast gave the Partnership the opportunity to deliver the specific message that Greater Omaha is a global destination for international business opportunities. The nearly 120-person audience represented 15 countries.

While community and Chamber leaders presented the benefits of investing in Omaha, many of the attendees reviewed the data — in their native language — that supports our claim that Greater Omaha is a Global Destination.



And, on Friday morning, Sept. 9, Gov. Heineman announced four international business expansions in Nebraska with companies located in Korea, China and South Africa. [View release.](#)

The Partnership has relationships with three of the companies:

- South Korean firm, EM Gear, LLC, is located in Douglas County. Ring worked with company representatives to explain available business incentives. She also introduced them to potential customers.
- Global Choice International, a Chinese firm, is establishing a sales office in Omaha with the intent to grow into larger operations. Ring initially met company representatives in China in May. She has been assisting them with necessary connections and appointments for services such as corporate law, immigration law, banking and more.
- Ring met representatives of Chinese firm SFT America Limited, LLC, first in Omaha in March and again in China in May.