



EMPLOYMENT AND
ECONOMIC DEVELOPMENT

Advancing MN's Business Development Goals

Catalina Valencia | DEED Executive Director of Business Development



Current and future needs



How MN fits into this picture

DEED's role in advancing business development goals

Relevance of workforce and DEED BD-MAWB's close partnership

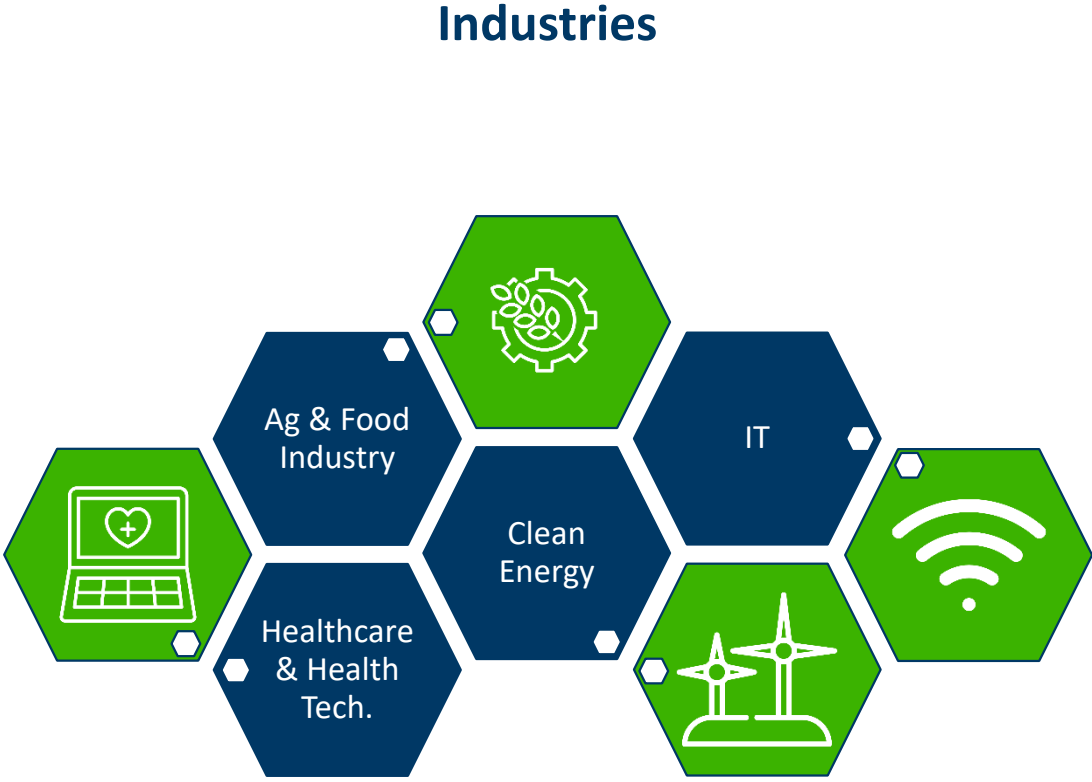
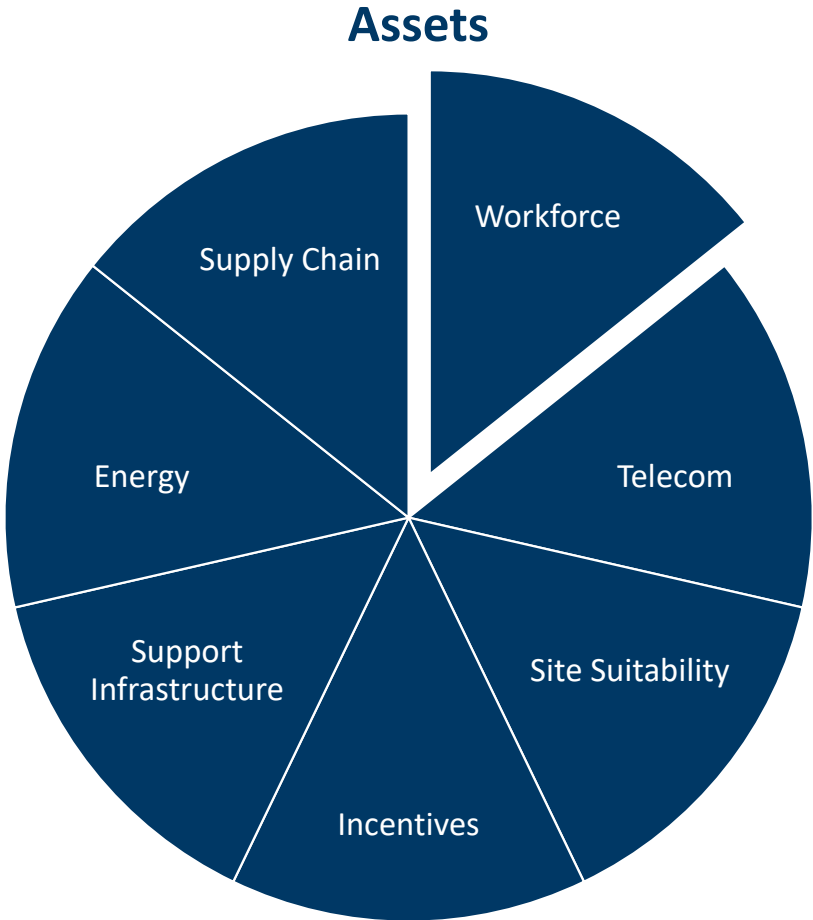
Background

- 19+ years working on different facets of economic development
- Trade promotion; business attraction, retention and expansion; site selection
- Consulted on projects representing \$10B+ in capital investment and 4.8K+ jobs over seven years.
- Focus on manufacturing
- Multisector experience – agribusiness, petrochemical and chemical, consumer products/paper products, metallurgical, aerospace composites
- Living in South Carolina, planning my move to Minnesota

Automation and risk mitigation needs demand convergence of critical assets and industry strengths

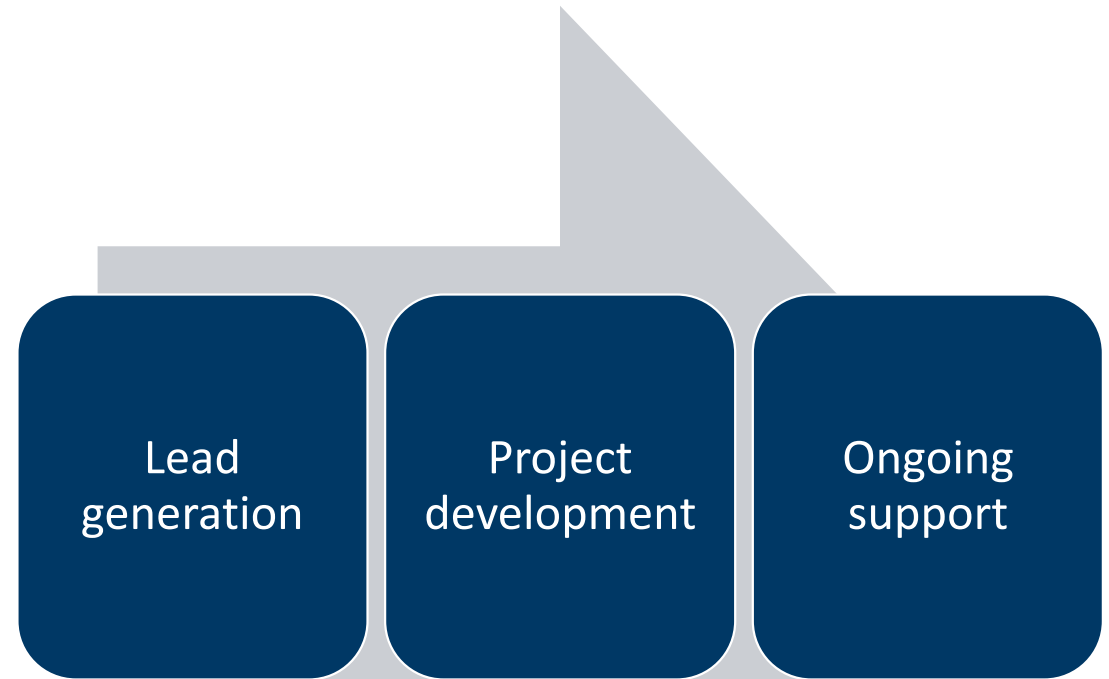
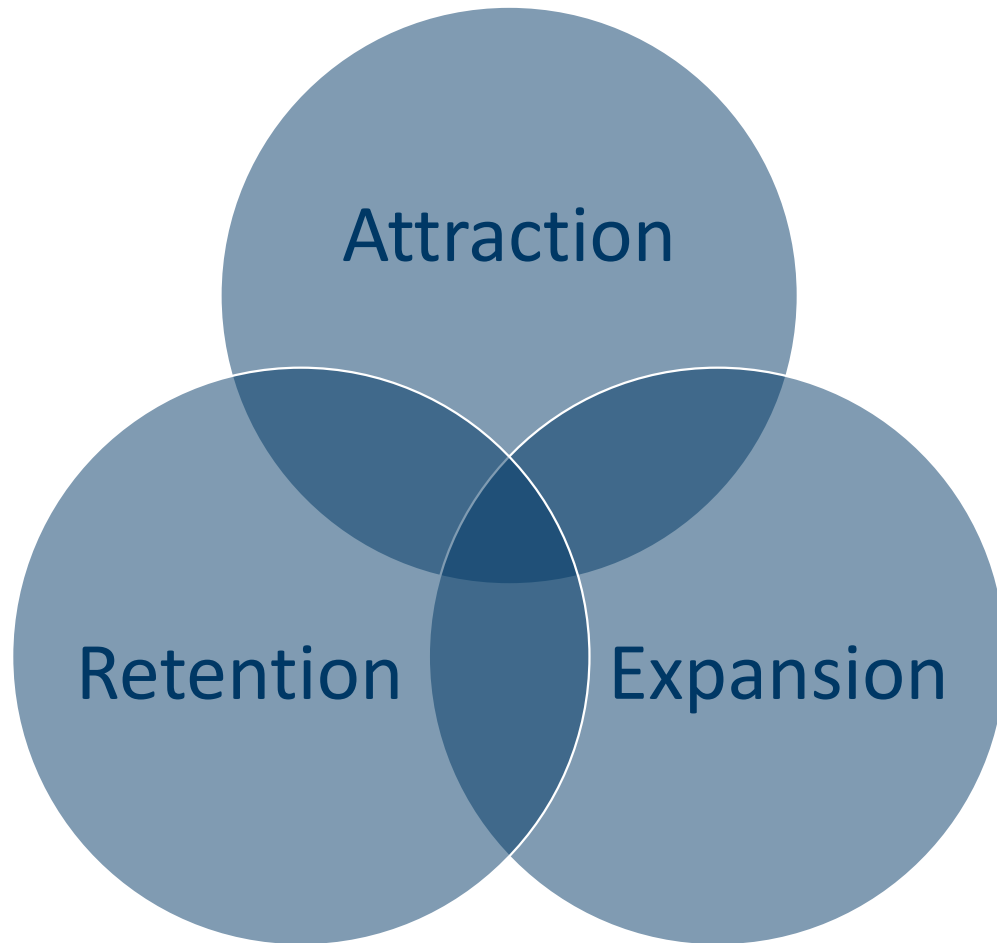


Minnesota is very well positioned to capitalize on the opportunities that the current environment presents



The right combination of regional assets and industry strengths to attract business investment

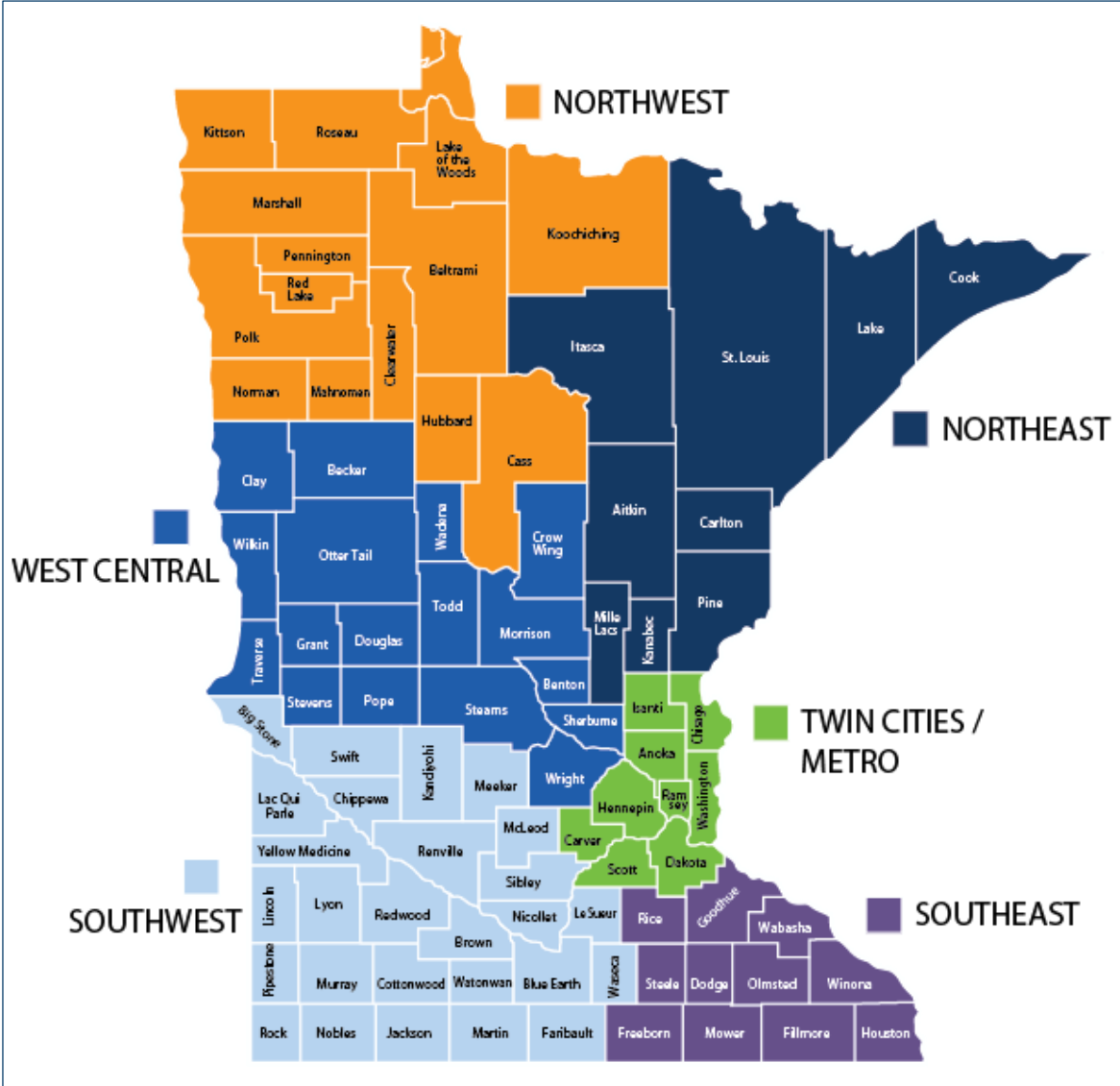
DEED works in partnership with stakeholders all over the state to drive business investment opportunities



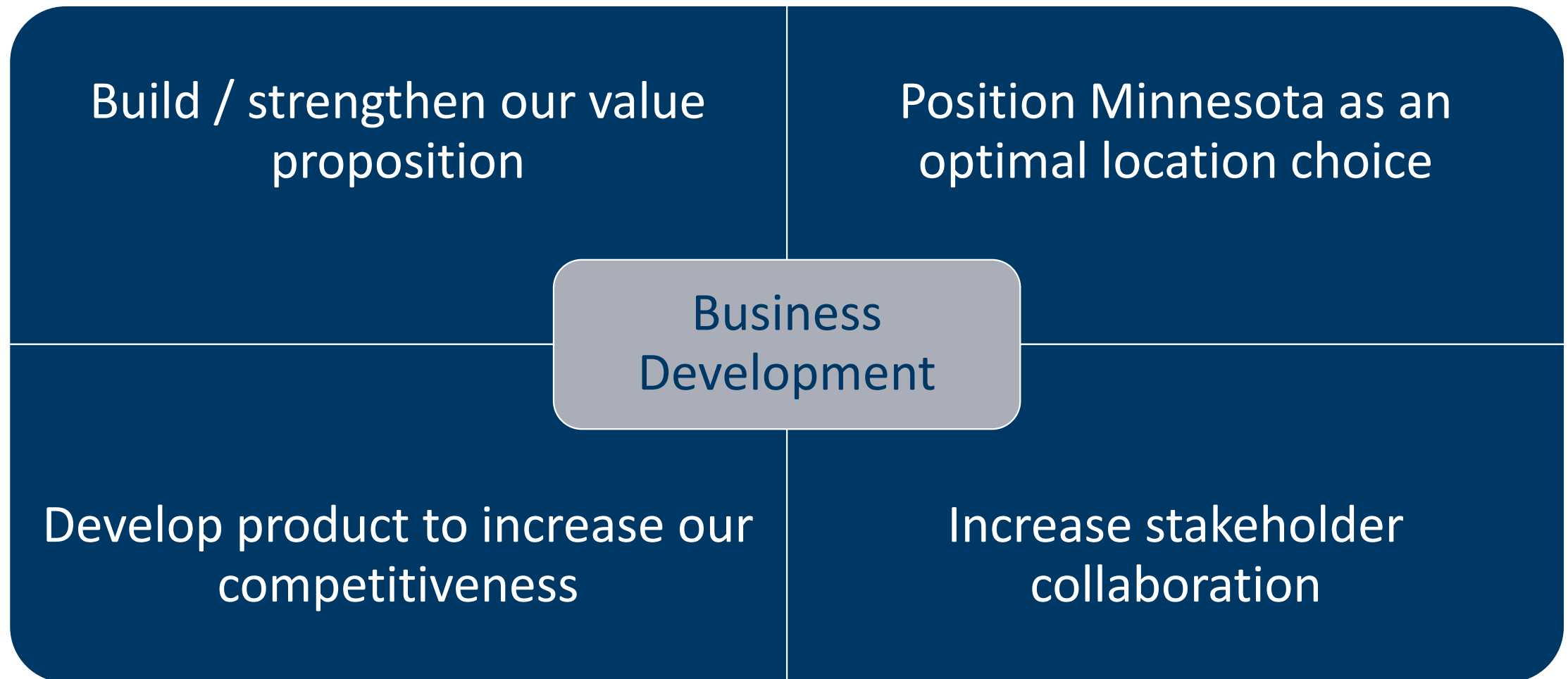
Ensure business success and continued growth to spur additional capital investment and job creation to foster economic development.

DEED's business development efforts are carried across the state in six distinct regions

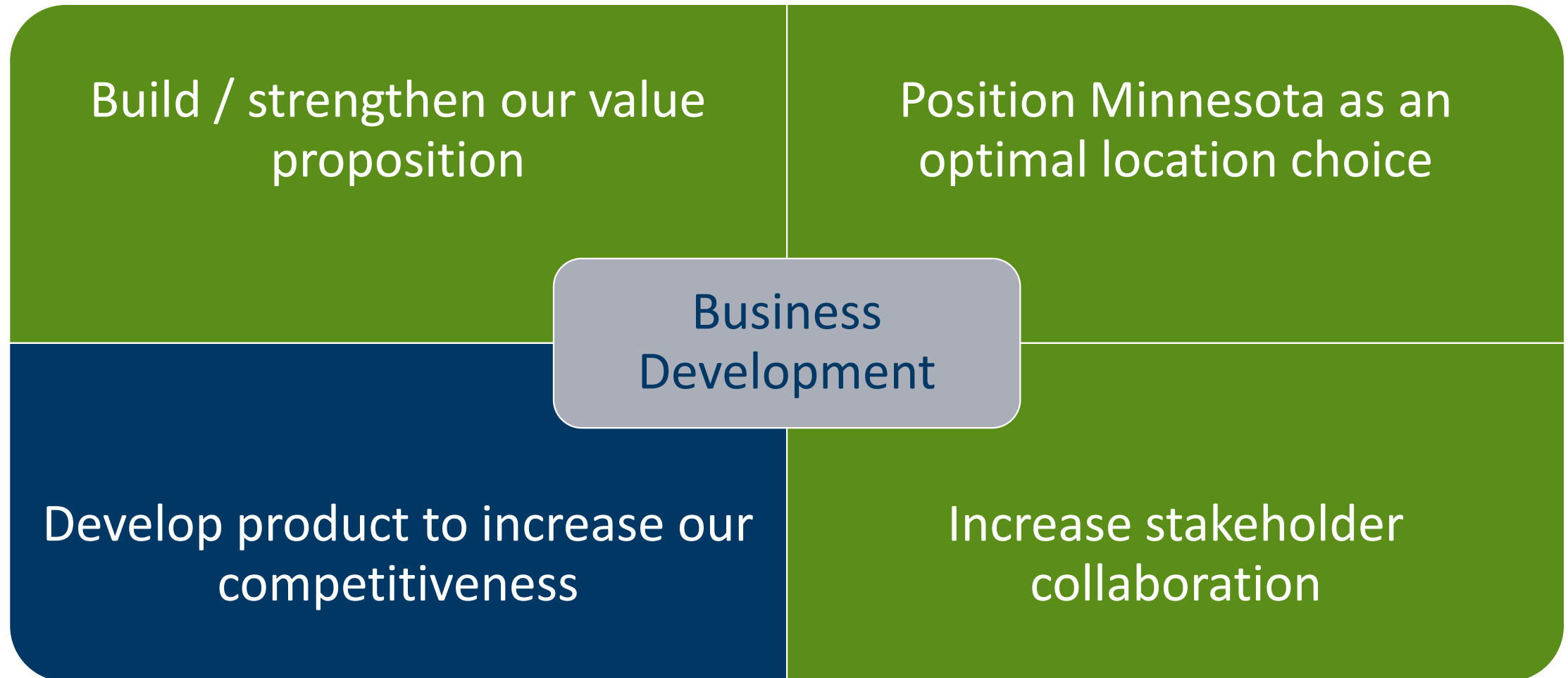
mn.gov/deed/location



Four core areas to fuel business development opportunities



Workforce availability, development and training are key in attaining our business development goals



Ensuring a talent pipeline is more critical than ever to compete for business investment opportunities

Close IT skills gap

Increase interdisciplinary programs

Study opportunities to develop interdisciplinary skills in high school

Encourage students to pursue STEM professions

Attract foreign computer engineering students

Design, user experience programming, principles of electronic measurement and control, programming for data science

Offer new formats for continuing education

Support requalification of the industrial workforce. Location diversification

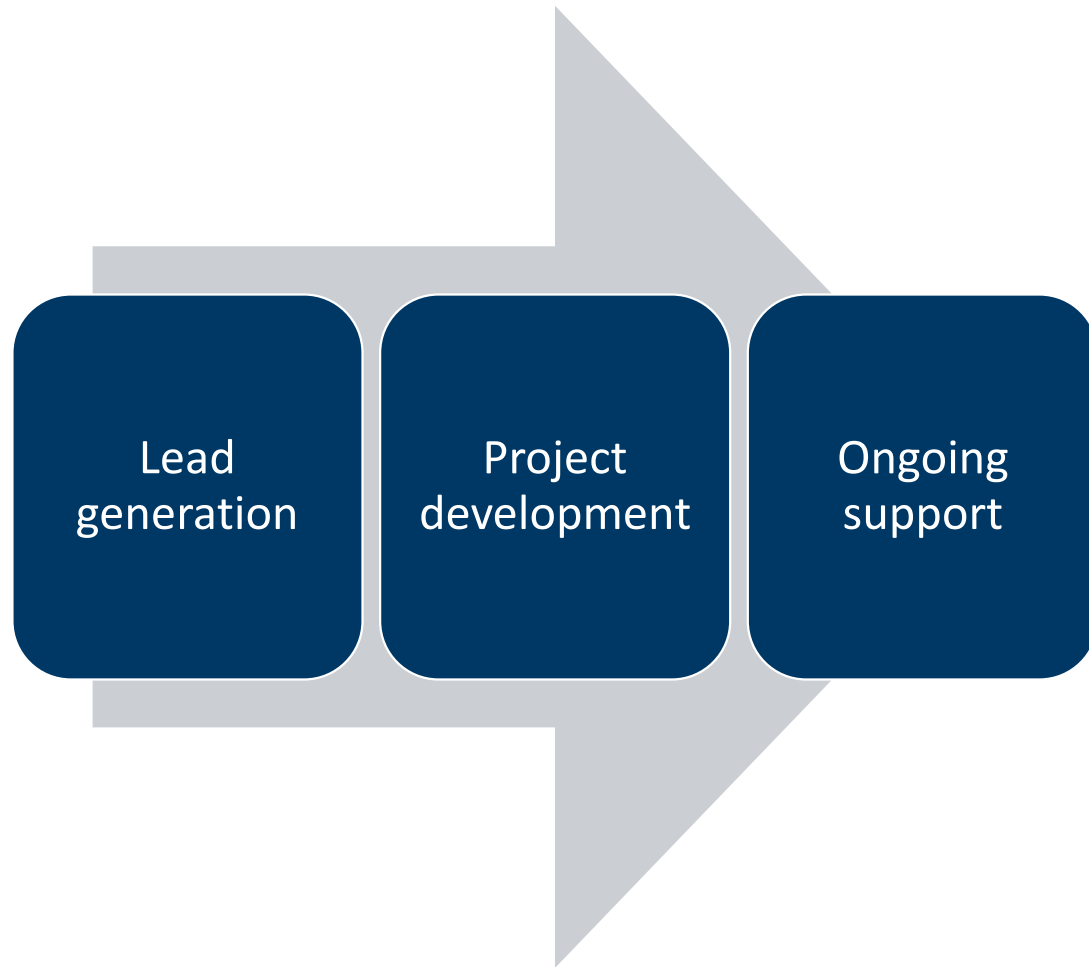
Improve coordination among stakeholders in business and academia

Adapt school curricula, training, and university programs

Strengthen entrepreneurial approaches to increase IT-related skills and innovation abilities of the workforce.

Consider developments beyond the next decade.

DEED and MAWB's close collaboration is essential for supporting successful business development outcomes





EMPLOYMENT AND
ECONOMIC DEVELOPMENT

Thank you!

Contact information:
Catalina.Valencia@state.mn.us

