

# Acting Governor Kim Guadagno Announces New Office of International Business Development and Protocol During Visit to Evonik Degussa Corporation

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## Office Will Focus on Increasing Global Investment in New Jersey as Part of Christie Administration's Comprehensive Approach to Spur Job Growth

**Trenton, NJ** – Capitalizing on the state's improved business climate to attract additional foreign investment and support greater job growth, Acting Governor Kim Guadagno today visited Evonik Degussa Corporation in Parsippany to announce the Christie Administration's new Office of International Business Development and Protocol.

Foreign companies seek to invest in areas that support innovation, are close to other global firms, provide access to markets and offer a world-class workforce. The new office will leverage the state's advantages in these areas to attract foreign investment, expand New Jersey's partner network to improve lead development, and increase export opportunities for New Jersey's businesses.

"As foreign companies consider investing beyond their home countries, they look to business-friendly environments with diverse business communities. Since taking office, Governor Christie has made New Jersey more attractive to both domestic and foreign investment," said Acting Governor Guadagno. "From our highly educated workforce and thriving industry clusters to our world-class intermodal transportation system supporting a gateway to international markets, New Jersey is well positioned to promote our assets, increase foreign direct investment and increase opportunities for New Jersey businesses to maximize exports."

The office will concentrate its outreach efforts on New Jersey's top investor nations – Germany, Switzerland, Japan, France, the United Kingdom, the Netherlands, and Canada – and countries where New Jersey enjoys rich relationships, such as Taiwan, India, Korea and Israel.

The office will be led by Director Eddy Mayen, who will be responsible for managing foreign direct investment attraction and export promotion activities, as well as establishing and maintaining positive working relationships with the foreign business investment community.

Evonik Degussa Corporation is the North American arm of Evonik Corporation, an industrial group from Germany and one of the world leaders in specialty chemicals. Evonik Degussa, headquartered in New Jersey for 27 years, recently moved to a new facility in Parsippany. The company employs nearly 480 people in Parsippany and at its applied technology lab and research and development facility in Piscataway.

"Twenty-seven years ago, the German parent company of Evonik Degussa Corporation made the decision to invest in New Jersey as the location for our main office in North America. Most recently, Evonik Degussa Corporation was in the position of either moving to another state or remaining and growing in New Jersey," said Tom Bates Evonik Degussa Corporation's regional president. "Our decision to stay and expand was in our company's best interest. New Jersey is taking bold steps to become more business friendly. And these efforts are working. The Garden State provides exciting opportunities for corporations to succeed and grow."

The Christie Administration has been working to increase foreign direct investment and succeeded in attracting 21 new foreign investment projects. Bayer HealthCare (Germany), Schar (Italy), Ferring International Pharmascience (Switzerland), Padtech (Norway), and Archimedes Pharma (United Kingdom) are just a few of the internationally based companies that have recently invested in New Jersey. These projects expect to bring \$1.6 billion in capital investment to, and create over 1,800 new jobs in, New Jersey.

Since January 2010, New Jersey has hosted more than 30 foreign delegations and meetings with trading partners, including a Canadian Trade Symposium attended by 70 New Jersey-based export-ready companies, a New Jersey-Zhejiang Trade Symposium last July and a visit by China's vice minister of commerce and a 75-member delegation in September 2010.

More recently, Governor Christie led a delegation to Israel to strengthen New Jersey's economic ties with that country and met with several Israeli business leaders who are considering making an investment in New Jersey.

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The Office of International Business Development and Protocol is within the Department of State's Business Action Center, which is part of the state's Partnership for Action (PFA). Led by Acting Governor Guadagno, the PFA is a three-pronged public-private approach to economic development and the starting point for all initiatives, policies and efforts to grow New Jersey's economy and create quality, sustainable jobs in our communities. The three elements of the PFA include the Business Action Center, which serves the business community as a one-stop-shop; the Economic Development Authority (EDA), serving as the state's "bank for business"; and Choose New Jersey, Inc. an independently funded and operated 501(c)(3) nonprofit corporation created to market the state as an ideal location for business.

The Business Action Center supports the global competitiveness of New Jersey companies and promotes the state as a business investment location both nationally and internationally. The Business Action Center offers assistance to businesses looking to do business globally by providing trade consulting and inward foreign direct investment services.

To learn more about opportunities for business growth throughout New Jersey, visit the state's business portal at [www.NewJerseyBusiness.gov](http://www.NewJerseyBusiness.gov) or call the Business Action Center at (866) 534-7789.

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