

For Further Reading:

Southern Global Strategies Council, *Fast Forward: Mobilizing the South for Prosperity in a Global Economy*, at <http://www.southern.org/pubs/gsc-fastforward.pdf>.

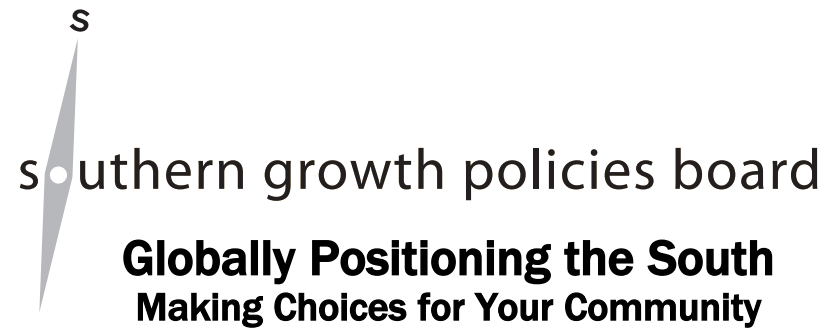
The National Immigration Forum, at <http://www.immigrationforum.org>, for a variety of facts, publications and other useful links on the subject.

U.S. Chamber of Commerce, Trade Roots Web site, at <http://www.traderoots.org>. Click on “Faces of Trade” for stories of companies that have success stories related to global trade.

About Southern Growth Policies Board

Southern Growth Policies Board is a non-partisan public policy think tank based in Research Triangle Park, North Carolina. Formed by the region’s governors in 1971, Southern Growth Policies Board develops and advances visionary economic development policies by providing a forum for collaboration among a diverse cross-section of the region’s governors, legislators, business and academic leaders and the economic- and community-development sectors. Supported by the governments of 13 Southern states – Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Virginia, West Virginia and the Commonwealth of Puerto Rico – Southern Growth provides a gathering place for regional collaboration.

Southern Growth’s research focus encompasses the major drivers for economic development in the South – innovation and technology, globalization, the changing nature of the workforce and the vital role of the community. Southern Growth provides its members, and the region, with authoritative research, discussion forums and pilot projects that define the critical issues shaping the South. Southern Growth develops new regional strategies for economic development and identifies best practices to facilitate action. To learn more about Southern Growth Policies Board, visit www.southern.org.



Global events used to be something that happened “over there.” Today, globalization affects everyone’s lives – people are laid off after decades of loyal employment; communities are coping with an influx of new residents from around the globe, many of whom can’t speak English; and everyone feels the after-effects of September 11, 2001.

The shrinking world has caused many changes in our lives, but it is inaccurate to suggest that the effects of globalization are all negative.

On the positive side, globalization creates good jobs in growth industries. It has allowed thousands of firms to make and save more money, thereby making it possible to pay better wages to millions of workers. Today, at least 15 percent of all workers depend on international commerce for their paycheck. If Southern businesses increased their exports to match the U.S. average, we could have nearly a million more export-related jobs, and \$60 billion more in sales annually.

Globalization has also significantly reduced consumer costs, increased consumer choices, and brought us important scientific inventions and literary works. With more than 95% of the world’s consumers living outside the United States, the future of business is in global trade. Southern communities must channel their time, energy and leadership to take best advantage of globalization.

What can states and communities do to *Globally Position the South*? What are the best choices for your community? The approaches outlined in this discussion booklet are designed to stimulate conversation about the best way to secure a community's future in the global economy.



Approach 1

Focus on Strengthening the Workforce

We can't stop all job loss, but we can rebound faster. Jobs will follow skills, so make sure everyone is upwardly mobile. Start with the knowledge that the new minimum education required to join the middle class is a two-year degree from a college or technical school.

What Can Be Done?

- Prepare all children for college; boost college completion rates.
- Encourage adults to go back to school for a degree; promote training of current workers.
- Internationalize the K-16 curricula; increase foreign language instruction.
- Begin career awareness and counseling in elementary and middle schools.

In Support

- An aging workforce means every single person must become as productive as possible.
- Future workers need the skills and confidence to compete and interact globally.
- Education does not protect a worker from job loss, but it does allow them to recover faster.

In Opposition

- This costs too much money.
- Today's unemployed need help now.
- Older and very low-skill workers can't be retrained for high-skill growth industries.
- The education and workforce system will never be able to deliver on this strategy.

Approach 2

Focus on Strengthening Business

Losing jobs to trade and technology requires no effort – gaining jobs does. All businesses should have access to a steady stream of useful information about global markets and new technologies. They need lots of hand holding until they get experience.

What Can Be Done?

- Inventory existing businesses to gauge global awareness, interest, ties and needs.
- Create a community export development plan.
- Link export development to efforts to modernize industry.
- Teach entrepreneurship, drawing on the experiences of globally engaged firms.

In Support

- Virtually all growth companies export. Without a supportive trade environment, growth will go elsewhere.
- Almost anything can be traded, but only the modernized firms will be competitive.
- Companies need help understanding global trade rules that are complex and changing.

In Opposition

- If exporting is profitable, firms shouldn't need public support to go global.
- Trade benefits owners of capital, not workers.
- Industrial modernization encourages the use of labor saving technologies – meaning job loss.
- We should be focusing more on restricting imports rather than on export promotion.

Approach 3

Focus on Strengthening Civic Relationships

Our immigrants, exporters, foreign visitors and international relationships are untapped assets in the community. We must create better connections with and among these resources to build stronger communities and businesses.

What Can Be Done?

- Convene the local international stakeholders.
- Decide which overseas relationships are strategic, and commit to nurturing them.
- Create a "mayor's cabinet" to track global issues in the community and overseas.
- Help immigrants find out about community services and become involved in community life; help native residents learn more about immigrants.

In Support

- Strong relationships are what drive global trade and investment.
- Global opportunities are often subtle and fleeting; they demand constant watching.
- Immigrants, foreign students, and tourists can help establish ties with their home countries.

In Opposition

- Overseas visits are expensive and political showmanship. Exchanges are fluff and elite.
- Immigrants are not assets if they can't speak English.
- Immigrant workers undercut wages.
- Foreign visitors may be up to no good.