



*Sister Cities International:
A Strategic Global Network*

*NEXPO – NALAS International
Municipal Fair*

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Content

- Background Information
- Benefits for Cities and Municipalities
- Characteristics of Successful Twinning
- Exemplary Exchanges



History

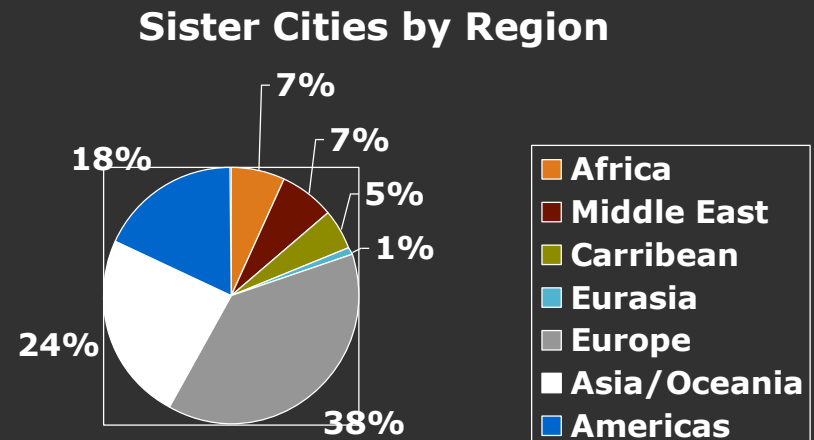
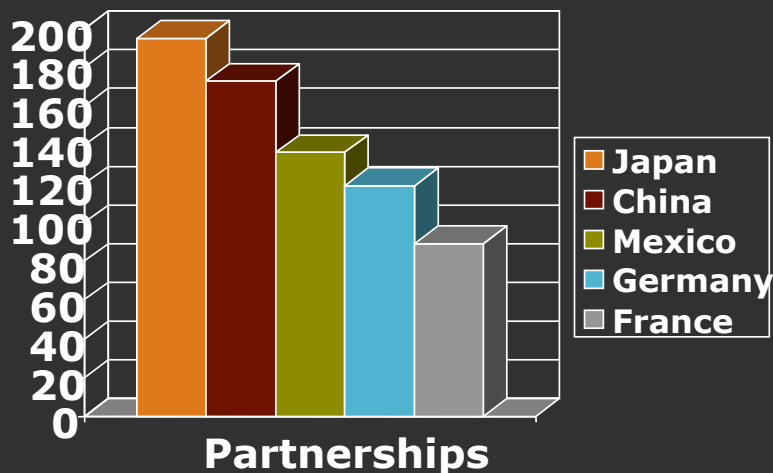
- Created in 1956 by President Eisenhower for the purpose of partnering U.S. and international communities to build long-term relationships between the citizens.

Sister Cities International's Role

- Certify, represent and support all sister city partnerships with the U.S.
- Provide programs, services, and resources for local communities to help them advance their goals. Assist with city twinning.

Sister Cities International's Network

- Over 600 U.S. Cities/Towns/Communities
- 2,000+ Sister city partnerships across the globe
- 136 Countries on 6 continents



Eastern and Central Europe

- » Austria – 7
- » Bosnia and Herzegovina – 1
- » Bulgaria – 3
- » Croatia – 2
- » Czech Republic – 11
- » Germany - 119
- » Greece - 16
- » Hungary - 9
- » Macedonia – 1
- » Moldova - 3
- » Poland - 34
- » Romania - 5
- » Russian Federation - 78
- » Slovenia - 2
- » Slovakia - 6
- » Serbia - 1



Sister Cities International's Network

- 4 Core Areas of Business Activity:
- Sustainable & Economic Development
- Humanitarian Assistance
- Youth & Education
- Arts & Culture

Current Global Trends

- Increased decentralization and democratization
- Privatization and growth of the non-governmental and private voluntary sectors, and unique public-private partnerships
- Information and Communication Technology and reduced travel time
- Society-wide impact of globalization: nation, state, city, neighborhood, family, individual, as well as schools and businesses



How do cities and Municipalities benefit from Sister Cities Relationships?

RELATIONSHIPS

- Reliable Business Contacts
- Legitimacy: Community and City Hall Support
- Deep Cross-cultural Understanding and Experience
- Trust and Understanding

How does Local Government benefit from Sister City Relationships?

KNOWLEDGE

- Forums for Complex Global Trade and Development Issues
- Work Force Recruitment
- Cross-Cultural Expertise



How does Local Government benefit from Sister City Relationships?

PROFILE

- Increased Tourism
- Enhanced Community and Corporate Image

Characteristics of Successful Sister City Relationships

- Commonalities
- Trial Exchanges
- City Government Support
- Community Involvement / Diversity
- Alignment of Goals
- Use of Media

CASE STUDY: Tacoma, WA and Fuzhou, China

Tacoma / Fuzhou have both Sister Cities and Sister Ports

Project Description

- Exchange of trade representatives, one from the Tacoma-Pierce County area and one from Fuzhou
- Purpose: The trade representatives will be responsible for promoting their respective regions, facilitating trade and investment transaction.

City's Responsibilities

- \$25,000 in 2007 and \$50,000 in 2008
- Access data related to city businesses that may represent export opportunities such as forest products, industrial equipment, transportation products, metal products, prepared food products, seafood products, and chemicals.
- Identify inbound foreign direct investment opportunities, which may include processing centers, trading facilities and maritime technology, facilities, logistics and transportation

Port's Responsibilities

- Selection of the trade representative to Fuzhou
- Project management and administration for the Fuzhou representative stationed in Tacoma
- All hosting and office expenses
- Quarterly reports to city, including number of business contacts by each trade rep., number of business contacts that result in a contract, and other deliverables

Performance Standards

- Both parties are to ensure the City receives a benefit from their efforts proportionate to the City's contributions



CASE STUDY: Hampton Roads Sister Cities Technology Partnership, VA

Project Description

- Regional Partnership: Chesapeake, Hampton, Newport News, Norfolk, Portsmouth, Suffolk, and Virginia Beach sister cities (network of 21 sister cities)
- Competition for students to create programming and scripting for online modeling and simulation communities
- Work to create strong linkages between municipalities, universities, and technology businesses

Benefits for Businesses & Cities

- Programming and scripting in virtual worlds are talents sought after by international companies and defense companies
- International exposure for the cities that can be used for marketing local economic development

CASE STUDY: Phoenix, AZ

Measuring Economic Impact

International Visitors - \$2.8 million

- More than 8,900 visitors; 27,000 visitor days
- 2,400 additional visitor days associated with Protocol Office and other sister city activities
- Typical visitor spends \$200 on food, lodging, transportation, entertainment, and rentals



Company Expansions - \$2.7 million

- Three company expansions resulting from sister city relationships
- Traffic Technology built relationships in Hong Kong, Japan, Taiwan, and Mexico resulting in foreign direct investment, additional sales, and new distributorships
- FMG Innovations acquired new licensing agreements in Korea and China
- GW Medical Technologies made contacts that resulted in global licensing for a new product

Local Jobs- \$9.8 million

- 50 direct construction jobs and 47 indirect jobs created over a 2-year period on construction of Japanese Friendship Garden, Panda Sculpture, and Irish Cultural Center
- Expenditures supported over \$3.8 million of direct and indirect personal income
- Created economic impact of \$9.8 million



More Impact...

- Training Programs & Exchange Students – \$1,487,000
- Returns to the Local Tax Base - \$78,000 local taxes, \$275,000 state & personal taxes



Building long-term, sustainable bridges of cultural understanding and economic development worldwide.

*If you want to go fast go alone
If you want to go far go together*

African Proverb

www.sister-cities.org

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