

**GENERAL ASSEMBLY OF NORTH CAROLINA**

**SESSION 1993**

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SENATE BILL 1260

Short Title: Triad International Trade Funds.

(Public)

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Sponsors: Senators Seymour; Kaplan, Lee, Smith, Walker, Cochrane, Shaw, Daniel, Sands, Folger, and Ward.

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Referred to: Appropriations.

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June 29, 1993

A BILL TO BE ENTITLED

1 AN ACT TO APPROPRIATE FUNDS FOR THE PIEDMONT TRIAD  
2 INTERNATIONAL TRADE COUNCIL.  
3

4 Whereas, at a meeting of the N.C. Export Council in August of 1989, the  
5 Governor recommended that interested organizations cooperate to create cohesive  
6 action programs to generate export business, with the objective to move forward in a  
7 unified effort of planning, education, and implementation; and

8 Whereas, this effort should be directed primarily at new-to-market or  
9 underutilizing market manufacturers; and

10 Whereas, the organizers of Piedmont Triad International Trade Council  
11 (PTITC) hope to do precisely that, in an effort to coordinate regional activities to  
12 promote international trade by North Carolina's primary manufacturing area; and

13 Whereas, the PTITC will have a core of four organizations: North Carolina  
14 World Trade Association-Piedmont Triad Chapter, World Trade Center-Piedmont  
15 Triad, North Carolina Agricultural and Technical State University Schools of  
16 Technology and Business, and the University of North Carolina-Greensboro Bryan  
17 School of Business and Economics; and

18 Whereas, these organizations and institutions will provide a variety of  
19 services, and support and will be a cohesive core for delivering assistance to the  
20 international business community; and

21 Whereas, several Piedmont Triad area organizations have participated in the  
22 creation of the PTITC and have stated their support for the concept. The following are  
23 those supporters: The Greensboro Area Chamber of Commerce, High Point Chamber of

1 Commerce, Winston-Salem Business, Inc., Economic Development, the Regional  
2 Office for International Visitors; and

3           Whereas, the purpose of PTITC is to assist businesses of all types in the  
4 Piedmont Triad region to develop international trade activities to the fullest. To  
5 accomplish this it will make available to the business community a variety of services  
6 including technological assistance, data and information on goods and services wanted  
7 and for sale, educational seminars and workshops to provide businesses with current  
8 information on business opportunities, legal assistance, technical innovations, and  
9 specialized assistance to individual businesses to increase their international trade  
10 potential.

11           Whereas, the core organizations of the PTITC each has something of  
12 particular value to offer the international business community, and together they can  
13 provide a great deal more than can be offered separately; and

14           Whereas, NCWTA-Triad Chapter's purpose is to promote a greater interest in  
15 international trade and a better understanding of its advantages to private sector  
16 organizations in the Triad area interested in export, import, and/or overseas investment.  
17 Members are provided a networking organization which offers opportunities to  
18 exchange information with other businesses and to build expertise in the international  
19 business arena. Their quality programs include foreign Ambassadors, United States and  
20 State government officials, and executives of firms with distinguished and successful  
21 records in international trade; and

22           Whereas, the World Trade Center-Piedmont Triad has three objectives:

- 23           (1) To increase exports from manufacturers within the Piedmont Triad of  
24 North Carolina,  
25           (2) To stimulate the marketing of the highly specialized and unique  
26 technical services which are available in the Piedmont Triad to  
27 overseas projects,  
28           (3) To create a positive and optimistic business environment that will  
29 enhance the attractiveness of the region as a location for new or  
30 transferring companies; and

31           Whereas, the WTC-PT is a data and information organization which makes  
32 available market information from 177 World Trade Centers from around the world.  
33 Other services include trade information, educational services, and the organization of  
34 trade missions; and

35           Whereas, the Bryan School of Business and Economics, UNC Greensboro,  
36 through a variety of services and activities provided by its faculty and the NCWTA-  
37 UNCG student chapter, aims to create a climate conducive to expanding the ability of  
38 the Piedmont Triad to engage in international commerce. The Bryan School will  
39 accomplish this mission by providing a number of services to the NCWTA-PT and  
40 WTC-PT; and

41           Whereas, the School of Technology at NCATSU has the capability to furnish  
42 a variety of technological services to the international business community. It can  
43 efficiently operate the "Network Bulletin Board" for WTC-PT, offer worldwide  
44 electronic communications links to small businesses that have those capabilities,

1 provide a variety of databases such as exchange rates, clipping services, etc.,  
2 international internships, and provide consulting service for solving technological  
3 deployment problems. The School of Technology will also provide businesses with  
4 workshops on the implementation and use of a variety of technologies which can  
5 increase the efficiency of a business engaged in international trade. These include  
6 automated material handling, robotics, sensor technology, CAD/CAM, and other  
7 technological applications; and

8         Whereas, through coordination and team work with the NCATSU School of  
9 Business and the Bryan School of Business and Economics at UNCG, the School of  
10 Technology will furnish "Cross-Function Application Teams" as a service to Triad  
11 businesses. This problem-solving service will provide expertise and information to the  
12 technical/manufacturing business community; and

13         Whereas, the School of Business at NCATSU aims to increase its linkages to  
14 the business community in general and towards improving international commerce  
15 activities in the Piedmont Triad area specifically. Additionally, problem-solving  
16 services will be provided to the technical and manufacturing community. Student  
17 organizations will be used to assist faculty in accomplishing these activities; Now,  
18 therefore,

19 The General Assembly of North Carolina enacts:

20         Section 1. There is appropriated from the General Fund to the World Trade  
21 Center, Piedmont Triad, NC, Inc., the sum of one hundred thousand dollars (\$100,000)  
22 for the 1993-94 fiscal year to assist the Piedmont Triad International Trade Council.

23         Sec. 2. This act becomes effective July 1, 1993.