



BUILDING A GLOBALLY FLUENT METRO

CHARLESTON | SC | USA

Global trade and investment drive the Charleston metro region’s continued success. Our metro is committed to ensuring we have the support and resources for all businesses and people to flourish.

Whether you are a teacher, truck driver, or business executive, you are influenced by global activities everyday. Globally fluent metros **understand and appreciate their connections to the global economy** and work together to ensure that all benefit from those connections.

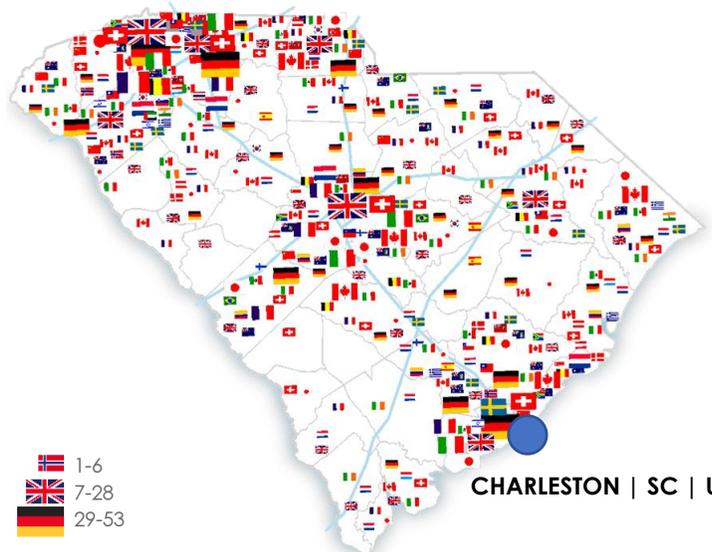
Global fluency is about each of us recognizing that regardless of where we live, work, learn, or play, the Charleston metro is already **home to global companies and international residents committed to improving our region**. And that means we need to work together to **ensure that all of our neighbors have the support and resources** they need to proudly call Charleston home.

6% *Private Sector Jobs*

IN REGION ARE FROM FOREIGN-OWNED FIRMS

10% *New Population*

ARE MOVING FROM INTERNATIONAL LOCATIONS



Flag size represents the total number of companies for each country of origin within a specific county and is not meant to show a specific location.

GLOBAL FLUENCY INITIATIVE

Initiative Goals

To improve the Charleston region's global fluency through:

- Expansion of resources to support **international residents moving into Charleston** for successful integration within the community
- **Growing local Charleston awareness and appreciation** of diverse cultures and the **value of global firms and international residents** to the Charleston community

Five-Year Priority Issues



Relocation Support



Expanded Engagement



Global Fluency Training



Global Signage & Markers



Storytelling & Education



Coordination & Leadership

2019-2020 Action Steps



Expand and promote CharlestonCommunityGuide.com as a central resource hub



Outline global fluency communications campaign; plan and execute initial storytelling efforts



Expand engagement with international residents for leadership and resource / programming input



Develop an ambassador group to help share the news and resources in the region's growing International community



Connect with existing and new companies to welcome them to the region, share resources, and receive feedback on needs in the local international community



Begin engagement with regional stakeholders on international wayfinding and signaling

GET INVOLVED

The Global Fluency Initiative is an activation of the Charleston Metro FDI Plan and the One Region Global Competitiveness Strategy. It is led and implemented by a volunteer Action Team committed to continuing to grow the metro's global fluency. **For more information, contact:**

Jamie DeMent, Talent & Strategic Initiatives
Charleston Regional Development Alliance | jdement@crda.org | 843.760.4522

Joseph "Jemie" Meachum, SVP, Relationship Manager Commercial Banking
Bank of America Merrill Lynch | joseph.meachum@bofa.com | 803.730.3692