



LOUISIANA ...

**a great place
to live, work, visit & do business**

Tulane Engineering Forum

September 26, 2003





Louisiana's Master Plan

Developed by the 20-Member *Louisiana Economic Development Council*

- 1997 - Began developing the Plan
- 1999 - Our 20-Year Plan Adopted



Louisiana: Vision 2020

- State's Master Plan for Economic Development
- Vision:
 - 20 years into the 21st Century, Louisiana will have a vibrant, balanced economy; a fully engaged, well-educated workforce; and a quality of life that places it among the top ten states in which to live, work, visit, and do business.



Vision 2020 Goals

■ Goal 1:

The Learning Enterprise

Calls for Louisiana to become a *Learning Enterprise*, an entity which values knowledge and treats the pursuit and utilization of that knowledge as its most important business

"Education is a primary ingredient in the wealth of nations."
-- Horace Mann



Vision 2020 Goals

■ Goal 2:

The Culture of Innovation

- Technology is the driving force behind the growth and diversification of our economy,
- Focus on existing technology-based industries and target added technology clusters that will frame our efforts for growth and diversification,
- Place our colleges and universities at the center of the new economic development process.



Vision 2020 Goals

■ Goal 3:

A TOP 10 State

- Louisiana will be among the top ten states in the nation as a place to live, work, visit, and do business
 - Higher personal income and better quality jobs in every region of the state.
 - Decreased poverty levels in every region of the State.
 - Safe homes, schools, and streets for all of our citizens.



Louisiana: Vision 2020

- calls for a fundamental shift in our thinking about economic development,
. a shift from a reliance on recruitment to an emphasis on business retention, business creation, and the commercialization of technology



"In the New Economy, tomorrow's jobs will come from fast-growing entrepreneurial firms and not from the small number of business relocations.

As a result, states need to shift their focus from "hunting and gathering" (industrial recruitment) to gardening (promoting growth from within)"

-- 2002 New State Economy Index, Progressive Policy Institute



LOUISIANA
ECONOMIC DEVELOPMENT



World Class Companies in Louisiana



NORTHROP GRUMMAN

Ship Systems



URS



ams



CACI





LOUISIANA
ECONOMIC DEVELOPMENT

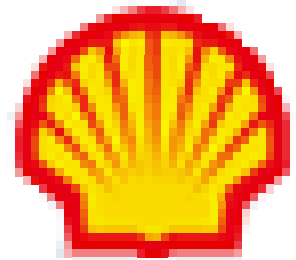


World Class Companies in Louisiana





World Class Companies in Louisiana





World Class Companies in Louisiana

PROFESSIONALS CONNECTING WORLDS
TIDEWATER

Frymaster

INTERNATIONAL  PAPER

ciber[®]

ExxonMobil





Louisiana: Vision 2020

Our Strategy:

Cluster-Based Economic Development

“The key ingredients for a vibrant 21st century economy in Louisiana will be a skilled and educated workforce, access to technology, and access to capital”



What Is a Cluster?

- Clusters are networks of compatible or competitive inter-related companies working together to strengthen the industry
- Key: Partnerships are Industry Driven

Example:

Large petrochemical companies working together with a network of valves and related suppliers sharing infrastructure and competing for the best employees



What Is a Cluster?

- . . . Firms and others, within a concentrated geographical area:
 - co-operating towards common goals, and
 - establishing close linkages and working alliances to improve their collective competitiveness



Louisiana's Two Types of Clusters

■ Traditional

- more developed areas of economy
- represent our core capabilities
- industries forecast to grow slowly

■ Seed

- high technology targeted clusters
- have strong foundations in our universities
- are engines of growth to transform economy



Industry Clusters

- Advanced Materials
- Agriculture, Forestry, Food Technology
- Durable Goods / Manufacturing
- Entertainment
- Information Technology
- Life Sciences / Biotechnology
- Logistics / Transportation
- Oil & Gas / Energy
- Petrochemical, Environmental Technology



Linkages

- Business to business
- Business to academia
- Business to government





Pillars of Economic Development



Working Together



Benefits of Cluster Approach

- Brings together entrepreneurs, businesses, and CEOs to create economic development
- Provides a more in-depth understanding of the state's economy
- Creates a broader constituency for economic development
- Produces an industry-driven strategy



LED's Development Team

■ Mission:

diversify and grow Louisiana's economy by linking business, academia and government to retain, expand and attract businesses



LED's Cluster Development

■ Goal I

- Develop productive Economic Development networks around targeted industries

■ Goal II

- Create and maintain high quality employment opportunities for Louisiana citizens

■ Goal III

- Support cluster-based economic development



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