

MSP-MEM Industry Development

- Healthcare/Med-tech industry growth efforts of a sustainable and strategic nature
- Supporting transportation and supply chain infrastructure improvements in support of HC industry cluster
- Public institutional engagement and relationship building with targeted MSP Healthcare industry leaders



INDUSTRY DEVELOPMENT

Key Stakeholders and Partners

- **Medical Alley Association**

The Med-Tech/Med-Device/Healthcare Industry's largest association of HC companies with approximately 700 members

- **Greater MSP**

Twin Cities Economic Development organization, (in alignment with State ED agency)

- **AdvaMed** (hosted their 2016 National Conference in Minnesota and will return in 2021)

Advanced Medical Technology Association

- **MN Worlds Fair / Expo 2023** (now focused on 2027) with a Health and Wellness theme, FedEx hosted a prestigious reception in Paris, in June 2017 and hosted a Minnesota Delegation in September, 2017, related to this global activity

Led by former Minnesota Secretary of State, Mark Ritchie

- **MN Freight Advisory Committee** (first developed FAC in the USA, over 18 years ago)

- **Univ. of Minnesota** - Carlson School of Management, (Supply Chain and Operations)

- Humphry School of Public Affairs (TPEC)

- **MSP Metropolitan Council** -

Transportation Advisory Board, Executive Committee engagement



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Greater MSP-Greater MEM Roundtable

Establishing connections, building capability development and moving toward executing solutions for FedEx Healthcare growth

On June 7th, a delegation from Minnesota leadership traveled to Memphis for a strategic Roundtable Summit that was focused on the development of strategic opportunities between FedEx Leadership, Minnesota Market and Memphis Market Leaders.



Delegation attendees that have accepted include:

<i>Charlie Zelle</i>	<i>MN Commissioner of Transportation</i>
<i>Shawntera Hardy</i>	<i>MN Commissioner of Employment and Economic Development</i>
<i>Mark Ritchie</i>	<i>CEO Expo 2027/ Former MN Sec. of State</i>
<i>Lisa Clarke</i>	<i>Exec. Director, Destination Medical Center, Rochester</i>
<i>Shaye Mandel</i>	<i>President & CEO Medical Alley Association</i>
<i>Michael Langley</i>	<i>CEO of Greater MSP</i>
<i>James Hovland</i>	<i>Chair, Metro Council Transportation Advisory Board and Mayor of Edina</i>
<i>Gene Winstead</i>	<i>Mayor of Bloomington</i>
<i>Kelli Slavik,</i>	<i>Mayor of Plymouth</i>
<i>Alene Tchourumoff</i>	<i>Chair, Metropolitan Council of the Twin Cities</i>
<i>.....and many others....a total of 18 members of this Delegation are traveling to Memphis</i>	



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Greater MSP-Greater MEM Roundtable

ESTABLISHING CONNECTIONS, BUILDING CAPABILITY DEVELOPMENT AND MOVING TOWARD EXECUTING SOLUTIONS FOR FEDEX HEALTHCARE GROWTH

**Advanced Solutions:
(an example to be executed)**



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A strategic example of potential follow-up and strategic positioning from the Minnesota Delegation visit:

Related to the Aerotropolis framework, there are several key factors that highlight the Minnesota and the Memphis Markets.

Specifically Memphis has the distribution capabilities and global hub and spoke system for moving commerce/freight, providing a order-processing cycle time window that is hard to replicate anywhere else in the world.

At the same time, the Twin Cities has developed the "headquarters capabilities" of Marketing, R and D, Technical capabilities and other key resource positions and skill sets of a HQ community, similar to what San Jose has become known for in the Silicon Valley.

In addition, the MSP Airport has become an excellent example of the connectivity of moving people around the world, with non-stops to many major global markets.

We believe this will lead to a deep discussion of all parties on June 7th, including the Minnesota Delegation and Memphis leadership, that will focus on how these two major Markets could and really do complement each other.

We also believe there is one specific company that showcases as an excellent example of using this theory/strategy in both Markets: Medtronic.

As we know, Medtronic has become a major Market leader in Med-tech/Med-device in Minnesota, plus, Medtronic has consolidated a major portion of their global distribution and supply chain activity in Memphis.

This could be called: "The Mississippi Corridor"

6-7-2018

Greater MSP-Greater MEM Roundtable



6-7-2018

Tour at Medtronic and FedEx Express Hub



Thank You.



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