

The Sun Corridor EDGE Program

Businesses want more profits, customers, and financial stability. Communities want prosperity and high paying, stable jobs. Exporting products and services can help achieve all these goals. The Sun Corridor EDGE (Economic Development for the Global Economy) Program was created to increase exporting in Maricopa, Pima and Pinal Counties.

The EDGE Program includes these three elements:

- **Recognition Program:** This celebrates the businesses that are succeeding in global markets. Experts review applications from businesses to evaluate their exporting success and place each business in one of the following categories: emerging, proficient, or expert. Businesses with more than (100) employees will be evaluated separately from small to mid-size exporters. Participating businesses will be featured in a video, press releases and an event. Top scoring businesses from each county will be highlighted.
- **Call to Action Strategies:** Businesses complete a quick survey to share the barriers they face in exporting. This gives exporters a voice and gives policymakers the information they need to develop strategies that will remove the barriers.
- **Connection to Resources:** Through our expert partners, businesses can connect with the resources and strategies they need to compete in international trade.

Private and public sector leaders in the Sun Corridor (Maricopa, Pima and Pinal Counties) are partnering to increase the region's success in global markets. The EDGE Program started in 2016 to highlight the importance of exporters and the difference they make in our economy. A total of 17 diverse exporters were featured in press releases, a video that aired on multiple channels in Arizona, and an event that featured the country's leading experts in international sales.

Join us as we launch this second year of the EDGE Program. Tell key leaders and policymakers in the Sun Corridor about what's helping and hindering your international sales. Come together with service providers and increase your competitive advantage. Submit an application with your success story so that your business can be recognized and others can learn from your success.



SUN CORRIDOR edge 2018

Economic Development for the Global Economy

Together, we can show the world that the Sun Corridor is open for business.

Exporters of all sizes in all sectors can participate in this program. The EDGE Program has honored the achievements of businesses exporting everything from peanut butter to missiles, to high-end athletic training services. Businesses that participated last year can re-apply this year to show progress made and to be placed in the next category. Businesses that are new to the program can apply and begin to leverage the exposure and resources right away.

Applications for the EDGE program may be submitted to aspeter@azmag.gov beginning in January 2018 until February 28, 2018. The EDGE event will be held in April 2018 to celebrate the achievement of all businesses, including the top scoring businesses from each county. The Call to Action Strategies to increase exporting will be released in the summer of 2018.

For more information, please visit <http://www.jpacaz.org/> or contact Amy St. Peter, Maricopa Association of Governments at aspeter@azmag.gov or 602.254.6300.