

House Resolution 719

By: Representative Stephens of the 164th

A RESOLUTION

1 Urging the State of Georgia to study and put forward a strategic business framework for
2 increased trade, tourism, and investment by creating a public-private forum to analyze the
3 creation of a permanent "world showcase," a centralized resource in downtown Atlanta,
4 Georgia, to improve its global appeal and presence and simultaneously expand the existing
5 international dynamic with the local business community and the state's citizens.

6 WHEREAS, by creating a visible global focal point that promotes American products and
7 utilizes local and international resources, the Georgia economy will be stimulated and its role
8 on the international scene substantially enhanced; and

9 WHEREAS, the United States is the world's largest trading nation in goods and services:
10 according to 2001 U.S. government data, total foreign trade in 2001 amounted to \$2,354
11 billion, growing at a rate greater than domestic GDP; the U.S. foreign trade economy is 15%
12 larger than the GDP of Germany and equivalent to 75% of Japan's GDP; and

13 WHEREAS, the U.S. also home to \$1.3 trillion in direct foreign investment and invests about
14 \$2.3 trillion abroad, with more and more US small businesses actively seeking to export their
15 products and services overseas despite both small U.S. and foreign businesses facing
16 important challenges when expanding into each other's markets; these challenges are
17 sometimes tougher due to a lack of understanding of the personal, professional, and cultural
18 issues involved in all types of cross-cultural interactions; and

19 WHEREAS, the US is not only an important market for foreign products due to the size of
20 our trade market, we are also a country offering an immense market opportunity due to our
21 unique population: 30 million American citizens are foreign born, a number that grows by
22 1 million every year and is expected to increase to 1.5 million in future years; and due to
23 foreign immigration to the US and foreign travel, American consumers have a greater
24 appreciation for foreign cultures and related products and services; and

1 WHEREAS, Georgia Ports Authority regulates the sixth busiest port system in the U.S., yet
2 the State of Georgia has a deficit of \$9 billion and needs to increase its exports for which we
3 need information, education, and international visibility; and

4 WHEREAS, the ongoing spread of globalization has created a need to better understand the
5 real and virtual worlds and acquire a global mind set and perspective; elementary and high
6 school educators particularly face challenges to locate comprehensive international business
7 and cultural educational materials; and

8 WHEREAS, resources are available in Georgia, though they are hard to reach because they
9 are located miles apart and in different cities and counties across the state, making the need
10 for a global nucleus apparent; and

11 WHEREAS, the Pennsylvania Avenue Development Corporation (PADC) in Washington,
12 D.C., was responsible for the Federal Triangle development site, which was originally known
13 as the International Cultural and Trade Center, later named the Ronald Reagan Building and
14 International Trade Center; and

15 WHEREAS, the PADC invited proposals from the private development sector to develop
16 office space for several federal agencies and to create a unique facility for the International
17 Cultural and Trade Center that would provide a singular opportunity to develop creative
18 reciprocal trade, commerce, cultural exchange, and communication arrangements with other
19 nations; and

20 WHEREAS, the Ronald Reagan Building and International Trade Center, a 3.1 million
21 square foot facility already has won numerous awards and has established a significant track
22 record since its inception in 1997; and

23 WHEREAS, the State of Georgia is interested in stimulating all industries by supporting a
24 comprehensive economic development plan and a structure, though much smaller, yet with
25 components similar to the Ronald Reagan Building and International Trade Center in
26 Washington D.C., that will boost industry, trade, and tourism in Georgia, can serve as a one
27 stop global center, and be a landmark facility; and

28 WHEREAS, it is in the best interests of Georgia to position itself in the forefront of cultural,
29 political, and economic developments in the global arena.

1 NOW, THEREFORE BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES that
2 this body urges the members of the General Assembly to communicate its intent to create a
3 long-term strategic framework for trade, business development, and cultural and academic
4 exchanges between Georgia and the rest of the world to representatives of the European
5 Union and other foreign governments and to all nongovernmental organizations in Georgia
6 that study and promote cultural exchange and improved global relations.

7 BE IT FURTHER RESOLVED that the Clerk of the House is authorized and directed to
8 transmit an appropriate copy of this resolution to Governor Sonny Perdue.