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**Denver Leaders Convene to Discuss Region's
Overseas Business Opportunities at Global Cities Initiative Forum**
Initiative releases "Ten Traits of Globally Fluent Metro Areas"

DENVER, CO – A major forum today in Denver will focus on forging international city-to-city partnerships to grow businesses and strengthen the region's global competitiveness. Business and civic leaders from around the metro area and Mayor Michael B. Hancock will participate in the forum convened by the Global Cities Initiative—a joint project of JPMorgan Chase and the Brookings Institution--held at the Ritz Carlton Denver hotel.

"Denver is a great model of a globally fluent city," stated Richard M. Daley, former mayor of Chicago and senior advisor to JPMorgan Chase. "The region has tremendous assets such as advanced industries, universities, and arts and cultural institutions—all of which form the basis of a world class innovation hub. Denver is clearly a region making the most of the growth opportunities globalization brings."

Going Global: Boosting Metro Denver's Economic Future is the eighth in a series of domestic and international forums convened since 2012 by the Global Cities Initiative (GCI), a \$10 million, five-year joint project of the Brookings Institution and JPMorgan Chase. The project equips both U.S. and global metropolitan leaders with the information, policy ideas, and global connections they need to bolster their position within the world economy. Denver was selected due to its leadership in a variety of industries, including top private sector companies, academia, and government.

On the day of the forum, GCI will release "Ten Traits of Globally Fluent Metro Areas," which explains the critical concept of global fluency and gives metropolitan leaders the tools to build

their global fluency so that they can better succeed in global markets and secure their economic futures.

“Globally fluent metros are better able to succeed in global markets and manage the negative consequences of globalization,” said Brad McDearman, Brookings fellow and co-author of the new paper. “As city and metro leaders pursue global engagement strategies, these ten traits offer a framework for more purposeful action.”

The ten traits featured in the new paper are: Leadership with a Worldview; Legacy of Global Orientation; Specializations with Global Reach; Adaptability to Global Dynamics; Culture of Knowledge and Innovation; Opportunity and Appeal to the World; International Connectivity; Ability to Secure Investment for Strategic Priorities; Government as Global Enabler; and Compelling Global Identity.

The Global Cities Initiative combines Brookings’ deep expertise in fact-based, metro-focused research and JPMorgan Chase’s longstanding commitment to investing in cities. The initiative equips metropolitan leaders with tools to expand the global reach of their local economies by leveraging their assets and focusing on key indicators such as advanced manufacturing, exports, foreign direct investment, and immigration.

“Denver has tremendous potential in the global market and greater collaboration between public, private, and nonprofit sectors can accelerate our ability to compete,” said Todd Munson, president and Colorado market manager, JPMorgan Chase. “We are looking forward to the momentum that this Global Cities forum will build.”

Ultimately, the Global Cities Initiative will create an international network of leaders from global cities who are intent upon deepening global trade relationships and collaborating to compete more effectively. Last year, GCI events held in San Diego, Columbus, and Tampa Bay inspired public-private partnerships to create Metropolitan Export Plans, and a GCI forum in Los Angeles helped to secure additional business, government, and university contributions toward implementing its new global economic strategy.

“The locus of economic power in the world is shifting,” said Bruce Katz, Brookings vice president and co-director of the Metropolitan Policy Program. “The rising metro performers today are in Asia and Latin America. We need to reorient our economy so more firms in more sectors trade more goods and services seamlessly with the world. Metro areas like Denver will be on the forefront of this nationwide effort.”

The Global Cities Initiative is chaired by Richard M. Daley, former mayor of Chicago and senior advisor to JPMorgan Chase, and managed by Bruce Katz, vice president and co-director of the Metropolitan Policy Program. Other 2013 forums are being held in Atlanta, Dallas, Houston, and Mexico City.

Launched in 2012, the Global Cities Initiative (GCI) is a five-year effort aimed at helping U.S. city and metropolitan leaders become more globally fluent by providing an in-depth and data-driven look at their regional standing on crucial global economic measures, highlighting best policy and practice innovations from around the world, and creating an international network of leaders who ultimately trade and grow together. For more information please visit <http://www.brookings.edu/projects/global-cities.aspx>.

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