

STATE OF NEW JERSEY
DEPARTMENT OF COMMERCE AND ECONOMIC DEVELOPMENT

MEMORANDUM

TO: J. Salema/S. Crane/B. Bacon
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OFFICE: OFFICE OF THE COMMISSIONER OF LABOR

FILE NO.:

FROM: George R. Zoffinger
Commissioner

REFERENCE:

SUBJECT: Department of Commerce and
Economic Development Highlights

DATE:

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INTERNATIONAL TRADE

- . The Division, in conjunction with Johnson & Johnson, is planning a workshop on Latin America. Large New Jersey companies who are already active in this market will be invited to attend the March 21, 1991 event, which is planned as a symposium for discussing exporting problems and opportunities in Latin America. If successful, this pilot workshop will be continued, and open participation to a larger New Jersey business sector.
- . Foreign Trade Representative, Paul Struncius, is coordinating a visit between Daiwa-cho, Japan, and Galloway Township officials for January 23-26, 1991. Daiwa-cho and Galloway Township signed a sister-city agreement in early 1990. The delegation, led by Mr. Noriaki Oshima, Representative of the Mayor of Daiwa-cho, is scheduled to meet with Galloway Township officials to discuss future plans for cooperation and exchange between the sister-cities. Additional stops along the way include a meeting with the Absegami High School principal to discuss student exchange programs and a meeting with the Aviation Career Academy to explore the possibility of opening a branch office in Japan. Daiwa-cho and Galloway Township are similar in their location to major cities, future growth plans, and agricultural crops.

TRAVEL AND TOURISM

- . Following site inspection and review of bids, the Cherry Hill Inn was selected as the host property for the 1991 Governor's Conference on Tourism. All bidding hotels have been notified of this selection. Preliminary program and agenda were developed for review with the Steering Committee.
- . A meeting was held with Atlantic Electric and Princeton Global Technologies, organizers of the Southern New Jersey Economic Development Conference (May, 1991). Travel & Tourism has committed to support the Conference by providing a seminar on tourism development.

ECONOMIC DEVELOPMENT

- . Barrett Equities of Rosnell, Georgia, manufacturer of molded plastics products, has purchased 4 acres for a new 76,520 s.f. office/manufacturing facility to be built in Branchburg, Somerset County. Assistance was provided with site selection and financing to result in creation of 75 new jobs to the state.
- . Ishida Co., of Philadelphia, PA., labeling systems company has leased 10,000 s.f. office/warehouse space for their Corporate USA Headquarters in Lincoln Park, Morris County. Assistance was provided with site selection and labor information to result in creation of 25 new jobs to the state.
- . Borden, Inc., of Lower Twp., distributor of canned goods, purchased 68,000 s.f. to expand office/warehouse distribution. Assistance was provided with site selection to result in 145 new jobs to the state.
- . National Polystyrene Recycling Co., Illinois, was assisted in establishing a plastics recycling facility within the Pureland Industrial Complex, Gloucester County. Worked with developer and consultants to coordinate permit applications and to pursue prompt approvals by DEP to meet targeted start-up date of May 1991. This plant, expected to employ 50 people and process 13 million pounds of polystyrene per year will be the first operation of its kind in NJ.
- . Office of Financial Management Assistance will co-host with the Taiwan Investment and Trade Office, a conference and workshop on March 29, 30, 1991 at the Marriott Hotel, Newark, to promote Taiwanese investment in New Jersey and to promote joint ventures between New Jersey companies and Taiwanese companies. The Division of International Trade is expected to participate.
- . Meetings are continuing with Union Carbide re plastics recycling facility to be built on their Bound Brook site. The facility should cost between \$400 and \$500 million and should recycle 40 million lbs. of plastic per year. They expect to start this project toward end of 1991, creating 150 jobs. Okay received from Ron Marold for reference to this project in speeches by Governor.

SMALL, WOMEN, AND MINORITY OWNED BUSINESS

- . A tentative agreement has been made for Price Waterhouse to underwrite publication of 30,000 copies of the **SWMB SMALL BUSINESS GUIDE**. Small Business Chief Cindy Conrad is preparing two additional chapters which were asked to be included (Price Waterhouse will also provide a chapter on taxes).

- . We continue to explore funding sources for other SWMB Division publications; e.g., the **certification manual**, a "how to" guide covering application and "reciprocity" information which will soon be prepared; the **directory** being prepared by Small Business Chief Maria Gonzalez of Hispanic enterprise; and the **small business training program** which we are seeking to purchase from Oklahoma State University.

- . The premier issue of **MENTOR**, the SWMB Division newsletter, will be published this week. All senior business consultants with specific constituency responsibilities are readying their mailing lists for distribution.

GRZ/PLR/pcd

- c D. Marco, Deputy Commissioner
J. Albers, Chief of Staff
Division Directors