

**U.S. Business Forum
Torino Chamber of Commerce
Torino, Italy**

Roundtable 4
November 16, 2015
10:45 a.m.-12:45 p.m.

Mr. Noel H. Nevshehir
Director of International Business Services
Automation Alley
Troy, Michigan USA

Presentation Title: Michigan Runs on Brainpower

Presentation Abstract: Michigan put the world behind the wheel and continues to pursue innovations that redefine the auto industry. From the moving assembly line to automated vehicle research, Michigan is where automobile visionaries, suppliers and research facilities explore fresh new ideas in an ever-evolving world of technology.

To celebrate the state's position as the epicenter of all-things automotive, the Michigan Economic Development Corporation of the State of Michigan has created a campaign themed *We Run on Brainpower* (<http://www.michiganbusiness.org/brainpower/>). Through this campaign, including a news website, we shine a light on all of the brilliant ideas coming out of Michigan's science, technology and engineering minds.

From global corporations with research and development centers, to tech startups that are routinely finding success, *We Run on Brainpower* shows Michigan as the true home to automotive innovation. Little wonder why Michigan ranks among the top five states in the nation for overseas investment. In fact, as a high-tech powerhouse and global center of innovation, more than 3000 companies from around the world have set up their operations in our state including more than 160 Italian firms.

Biography: As director of Automation Alley's International Business Services, Noel's responsibilities include: 1) assisting local companies expand their markets overseas through global trade and export; and 2) helping companies from around the world set up their operations in Michigan

Under Noel's leadership, Automation Alley received both the President's "E Star" Award from President Obama in 2013 and the President's "E" Award from President George W. Bush in 2008 - the nation's highest, most prestigious international trade awards granted to organizations in recognition of their accomplishments in global trade and economic development. In particular, companies participating on Automation Alley trade missions around the world have generated \$507M in export sales while creating 2,817 local jobs.



Noel's other responsibilities include marketing and promoting Michigan as a diverse high-tech powerhouse and global center of innovation to potential investors worldwide. This has resulted in the creation of more than 500 high-value added, well-paying jobs in our region. As a result, Automation Alley "best practices" in the areas of international trade and foreign direct investment were ranked among the nation's top ten in a 2013 study commissioned by the Economic Development Administration of the U.S. Department of Commerce.

A citizen of the UK and US, Noel graduated with distinction from the University of Michigan with bachelor degrees in economics and Russian studies. He also received his master's degree with honors from the London School of Economics in international relations and economic development; and a doctorate in Chinese-Russian Studies from the University of Michigan. Nevshehir's cross-cultural experiences include having worked, studied, lived, and/or traveled to 80 countries. Language skills include Russian and Spanish.

Married to Kim, they have a twenty-three year-old daughter Victoria.

About Automation Alley: Automation Alley (www.automationalley.com) is a technology association and business accelerator which enhances the global competitiveness of Michigan companies through initiatives aimed at entrepreneurialism, workforce development, international trade and business attraction. One of the many services that we offer to Italian companies is complimentary office space for up to 90 days while they set up their operations in our state.

Revised 10/27/15 nhn