



Mass Insight
GLOBAL PARTNERSHIPS

Competing for Global Leadership

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Global Massachusetts **2024**
Winning the Competition for Talent and Innovation

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A Key Location for International Business

- **Strong multi-sector performance** in life sciences, financial services, IT, clean tech and defense
- Nine of the top 10 Global Pharma Companies have brought their **R&D to Massachusetts**
- **Overseas tourism** to the Commonwealth grew 6.7% between 2010 and 2013

An Education Capital

- In 2013/14 we **educated over 51,000 international students**, up 10% from the previous year.
- 65% of international students **finance via personal or family sources** as primary mode.
- **Chinese students** represent 30% of the population; Indian students 11%.

Challenges

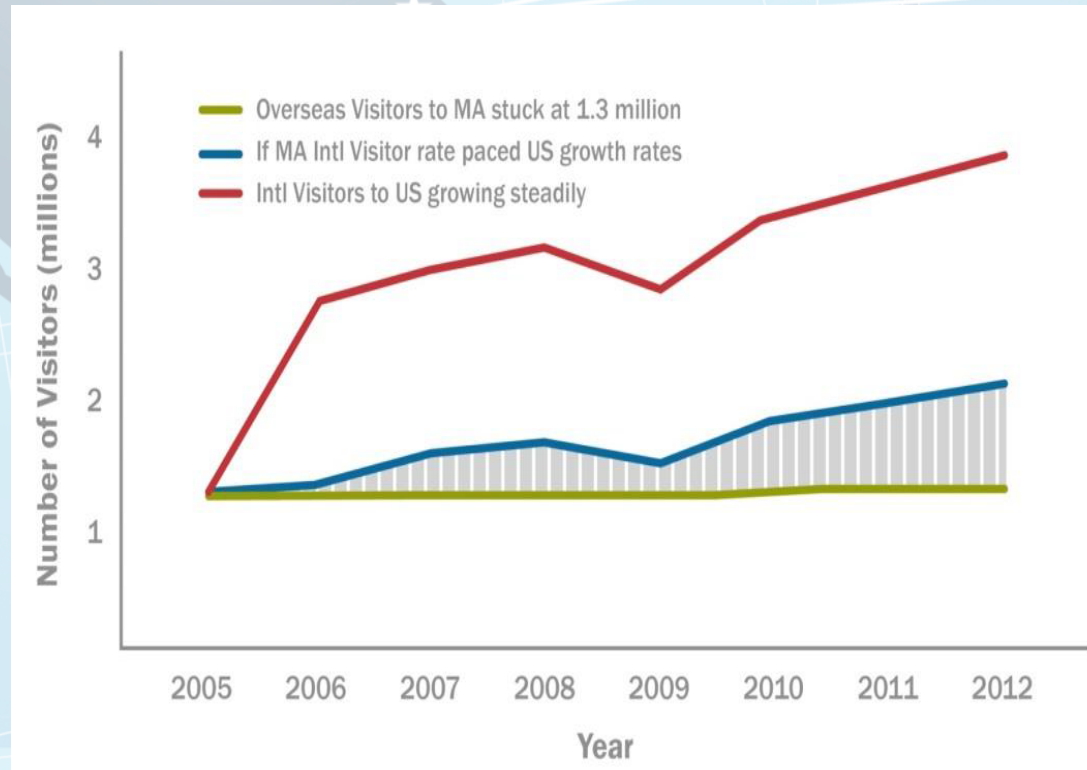
- Despite many assets, **too much potential is unrealized.**
- **Boston does not have the same clear brand recognition** as larger cities like New York or Los Angeles.

Challenges

- **Brand awareness:** Universities and life sciences plus – grow recognition in other sectors
- **Untapped university assets:** Leverage their international networks and connect international students to our economy

Challenges

Overseas tourism to Massachusetts is growing - however, the Commonwealth's **share of overseas tourists visiting the US declined** from 4.9% to 4.3%.



Our Recommendations

- **Market Boston as a “Global Gateway” for Innovation to New England and the U.S.:** Bring together a public-private partnership – unify Greater Boston marketing in one brand, supported by government, higher education, non-profits, and business.
- **Expand “In-Missions” to Complement Targeted Trade Missions:** In addition to trade missions, which can play an important role, organize “in-mission” efforts to engage visiting executives and public sector leaders, coordinating networks of our universities and businesses.

Our Recommendations

- **Align with Universities to Maximize Economic Development:** Mobilize international students as future global connectors to Massachusetts by engaging students in business opportunities while they are here and better engage college and university networks.
- **Coordinate Our International Relationships:** Build relationships with global partners early and prioritize our connections to achieve specific goals.

Our Recommendations

- **Promote a Federal Talent and Trade Agenda:** Use our Congressional delegation to pursue reforms that will benefit the Commonwealth in trade and immigration.
- **Set goals and build out a broader set of international success metrics:** Set specific and targeted goals tied to metrics beyond exports, FDI, and hotel nights – we can't win if we do not focus and sustain efforts.



The full version of the report is
available on our website:

[Massinsight.com/globalmassachusetts2024](https://massinsight.com/globalmassachusetts2024)