



BUILDING A GLOBALLY FLUENT METRO

CHARLESTON | SC | USA

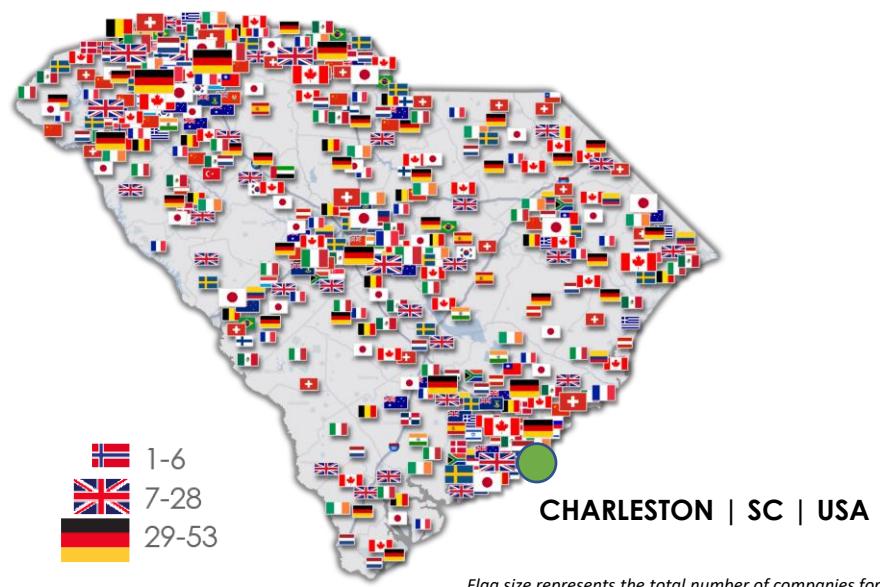
Global trade and investment drive the Charleston metro region's continued success. Our metro is committed to ensuring we have the support and resources for all businesses and people to flourish.

Whether you are a teacher, truck driver, or business executive, you are influenced by global activities everyday. **Charleston is evolving into a globally fluent metro**, where we appreciate our connectivity to the global economy and we work together so everyone benefits from those connections.

Global fluency is about each of us recognizing that regardless of where we live, work, learn, or play, the Charleston metro is already **home to global companies and international residents committed to improving our region**. Let's ensure all of our neighbors have the support and resources they need to proudly call Charleston home.

6.4% *Private Sector Jobs*
FROM FOREIGN-OWNED FIRMS

7% *New Population*
MOVING FROM INTERNATIONAL LOCATIONS



GLOBAL FLUENCY INITIATIVE

Initiative Goals

To improve the Charleston region's global fluency through:

- Expansion of resources to support **international residents in Charleston** for successful integration within the community
- **Growing local awareness and appreciation of diverse cultures and the value of global connections** to the Charleston community

Five-Year Priority Issues



Relocation Support



Expanded Engagement



Global Fluency Training



Global Signage & Markers



Storytelling & Education



Coordination & Leadership

2019 FOCUS AREAS



Launch new resources and expand marketing partnerships for CharlestonCommunityGuide.com



Continue monthly newsletter and expand distribution; partner on a Global Fluency community event



Expand engagement with international residents and support organizations at local events



Develop corporate and community partnerships to lay groundwork for long-term success



Connect with existing training programs (e.g., hospitality industry); outline regional needs for global fluency training



Sustain engagement with regional stakeholders on international wayfinding and signaling

GET INVOLVED

The Global Fluency Initiative is an activation of the Charleston Metro FDI Plan and the One Region Global Competitiveness Strategy. It is led by a volunteer Action Team committed to growing the metro's global fluency. **For more information, email globalfluency@crda.org or contact:**

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