

The Business Retention and Expansion Program focuses upon working proactively with existing businesses to help them grow, remain in the community, and be contributing members to the greated Greensboro economy. The mission of the program is “to provide local businesses the assistance and resources necessary to remain and grow in Greensboro and Guilford County while enhancing the overall business climate in the region”.

To accomplish this mission, there are four main objectives:

- Identify and facilitate the resolution of problems that interfere with retention and expansion of existing businesses.
- Address any identified gaps in services and programs in partnership with other local economic development organizations and local governments.
- Generate leads and positive testimonials to aid the community’s recruitment efforts.
- Expand the market reach of existing businesses through promotion of programs such as international trade and the creation of a buyer-supplier match program.

Business calls, conducted by professional GEDA staff members, will focus primarily on four industry clusters:

- Transportation, Shipping, Logistics and Aviation Maintenance
- Finance and Insurance
- Biotech and Life Sciences
- Advanced Materials and Advanced Manufacturing

By identifying issues or barriers affecting the industry, common concerns can be addressed by the appropriate officials, and new programs or processes can be developed to address those issues.

Interviews will take about an hour and will be held with the highest ranking person at the company - the person most knowledgeable about the company’s current operations, future plans, and issues about doing business in the Greensboro region. By learning about existing businesses and listening to their concerns, the GEDA can help meet the needs of local firms and help them remain and grow in the region.

For more information on services for existing businesses contact:

Helen Cauthen, Vice President, (336) 387-8312 or email hcauthen@greensboro.org

Andrea Miller, Manager, (336) 387-8316 or email amiller@greensboro.org

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