

A background graphic consisting of a network of interconnected nodes and lines. The nodes are represented by small circles of varying sizes and colors (grey, blue, green), and the lines are thin grey lines connecting these nodes across the entire page.

2022

ANNUAL REPORT

choose  
new jersey

The background of the image features a complex network diagram. It consists of numerous nodes, represented by small circles of varying sizes and shades of gray, interconnected by thin, light gray lines. The nodes are distributed across the entire frame, creating a sense of a vast, interconnected system. The overall aesthetic is clean and modern, typical of digital or network-related graphics.

**CHOOSE  
CONNECTION**

## REFLECTIONS

As I reflect on 2022, the word that comes to mind is **connection**. After the past three years that changed the way we meet, I am happy to say we have finally returned to a pre-pandemic routine of conducting business. We are welcoming delegations, site selectors, and companies from around the globe, and our team is back on the road doing what they do best. We are serving the New Jersey business community as a convener and connector, and marketing the state as a geographical and intellectual crossroad where businesses can thrive. And we are well on our way to making Choose New Jersey a best-in-class economic development organization.

In my years as a diplomat, I saw first-hand how bringing people together from different backgrounds can be the spark for achieving great things. As I lead our team at Choose New Jersey, I am excited to do the same. New Jersey has unrivaled economic advantages – we are one of the fastest-growing states, we retain our top spots in education, healthcare, and infrastructure, and we are focused on supporting growth sectors of our economy that build on our pedigree of innovation. We have a great story to tell, and by elevating and broadening our messaging this year, we are delivering on our mission to support, nurture, and grow the state’s business ecosystem.

Several accomplishments from 2022 highlight our commitment to that mission:

- The New Jersey CEO Council, founded by Governor Murphy to help the state navigate economic headwinds during the pandemic, now has a permanent home at Choose New Jersey, where we will coordinate the work of these world-class companies as they continue to help grow the state’s economic ecosystem.
- Re-engaging our international partners and growing a robust, multi-sector pipeline, by opening our Ireland office, bolstering our efforts to connect and champion New Jersey as a premier business destination, and visiting India again, our largest international market for business development leads.
- Attracting the 2026 FIFA World Cup™ to the Meadowlands and Netflix’s East Coast production hub to the former Fort Monmouth campus solidifying New Jersey’s top spot in the world of sports and entertainment.
- Securing \$10 million for a targeted business attraction advertising grant to attract new business and investment to the state.

There are many stakeholders that enable us to do our work effectively. I am deeply grateful to Chair Ralph LaRossa and our Board of Directors, whose thought leadership and contributions to Choose New Jersey make our work possible. I am grateful to our partners in state government, led by Governor Murphy and his economic development team, whose vision and leadership have put a blueprint in place for economic growth for decades to come. And I am so thankful to my wonderful team, whose dedication and efforts to market and attract businesses to the state have paid off so well in 2022. We are eager to build on that momentum in 2023!

Best regards,

Wesley Mathews  
President & CEO



## 2022: A YEAR OF CONNECTIONS

### NEW JERSEY CEO COUNCIL

In October, the Choose New Jersey Board of Directors formally approved the integration of the New Jersey CEO Council into the organization. The CEO Council, comprised of New Jersey-based Fortune 500 CEOs brought together by Governor Phil Murphy at the onset of the pandemic, has pledged to hire or train more than 30,000 residents by 2030 and spend \$250 million on procurement with state-based, diverse companies by 2025.

Becton Dickinson (BD), Campbell Soup Company, Johnson & Johnson, Merck & Co., and Bristol Myers Squibb have joined the Choose New Jersey Board of Directors, while Verizon, PSEG, Prudential Financial, RWJBarnabas Health, Hackensack Meridian Health, and American Water, through its New Jersey American Water subsidiary, were existing members.



## 2026 FIFA WORLD CUP™ HOST CITY SELECTION

In June, FIFA officially named MetLife Stadium in East Rutherford one of the 2026 FIFA World Cup™ host venues. Choose New Jersey worked collaboratively alongside New York City and the State of New Jersey to support the selection. Hosting the games could generate more than \$5 billion in short-term economic activity, including supporting approximately 40,000 jobs and more than \$1 billion in incremental worker earnings across North America.



## WELCOMING INTERNATIONAL PARTNERS

Throughout 2022, Choose New Jersey welcomed various delegations from around the world, including those from Japan, Korea, Ireland, United Arab Emirates, India, Taiwan, Poland, Israel, and Germany. We also convened several Consuls General from Latin America. Opportunities to host our international colleagues allow Choose New Jersey to strengthen global ties while demonstrating why New Jersey is the best place to establish, grow, or relocate businesses.



## REGIONAL ECONOMIC LEADERSHIP

In October, Choose New Jersey hosted the state's regional economic development organizations at NJM headquarters in West Trenton. The meeting ignited collaboration between Choose New Jersey, NJEDA, Business Action Center, and regional economic development organizations to strengthen our shared agenda and support the economic development ecosystem in the state.

## MARKETING CAMPAIGN

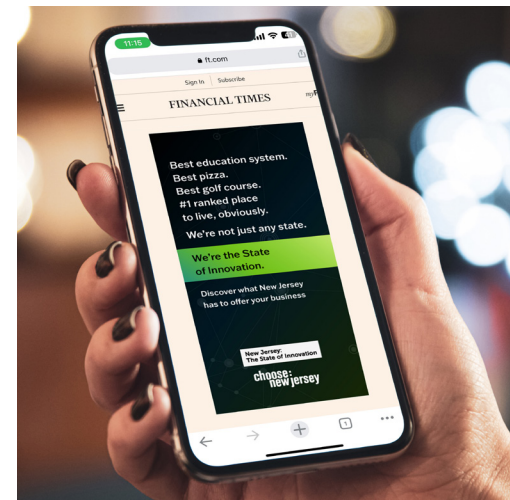
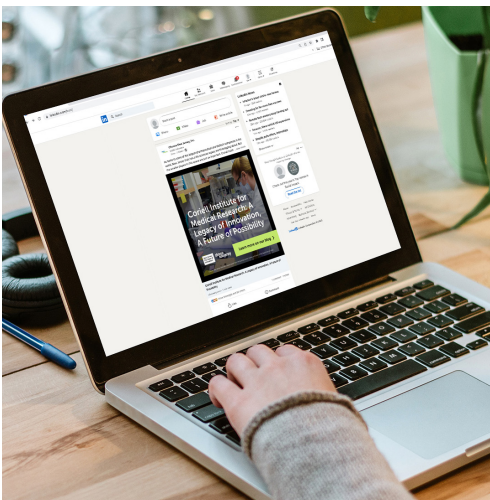
**\$20 million multi-year marketing campaign to reach decision-makers globally.**

### SETTING THE TONE

Our successful State of Innovation campaign ran from February 2020 to July 2022, after which Choose New Jersey received an additional \$10 million grant from the state – a \$20 million total investment over four years – to continue our work marketing New Jersey.

Our messaging highlighted New Jersey's assets, from our world-class talent to our high quality of life, through digital display and video assets, expanded video placements, and social media posts. Business leaders from Genmab, Scrub Daddy, and Audible were interviewed to create compelling testimonial videos. In fiscal year 2022, we garnered 1.5 billion impressions.

At its height, the marketing campaign attracted 11% of the business development pipeline. Year-over-year in 2022, our audience in India grew by 67%, Italy by 98%, Spain by 1,216%, Germany by 47%, and France by 80%. In the U.S., our audience increased YOY by 26%. These numbers show our global and domestic success, bringing awareness to our target markets.

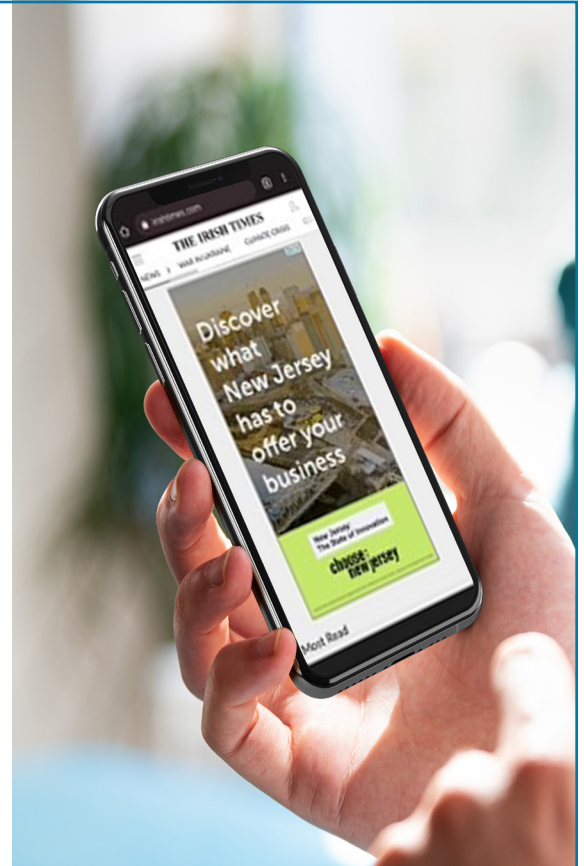


## BROADENING OUR REACH

We targeted key domestic business attraction markets – New York, Pennsylvania, Massachusetts, and California – with our messaging. We also targeted Florida, Georgia, Missouri, and Texas with the state's values campaign, a commitment to individual liberties, women's rights, and healthcare.

To reach international businesses, we translated our assets to German, French, Spanish, and Italian – the languages spoken in our key European targets. New Jersey ads were seen everywhere from Silicon Valley to major European cities.

The 2023 campaign will further promote New Jersey as an unbeatable place to work and live. We are placing an increased focus on research and analyzing our past campaigns. Qualitative research will be gathered through conversations with business executives to help guide our future approach. In addition, our email marketing communications will continue to nurture contacts for conversions and qualified leads for business development.

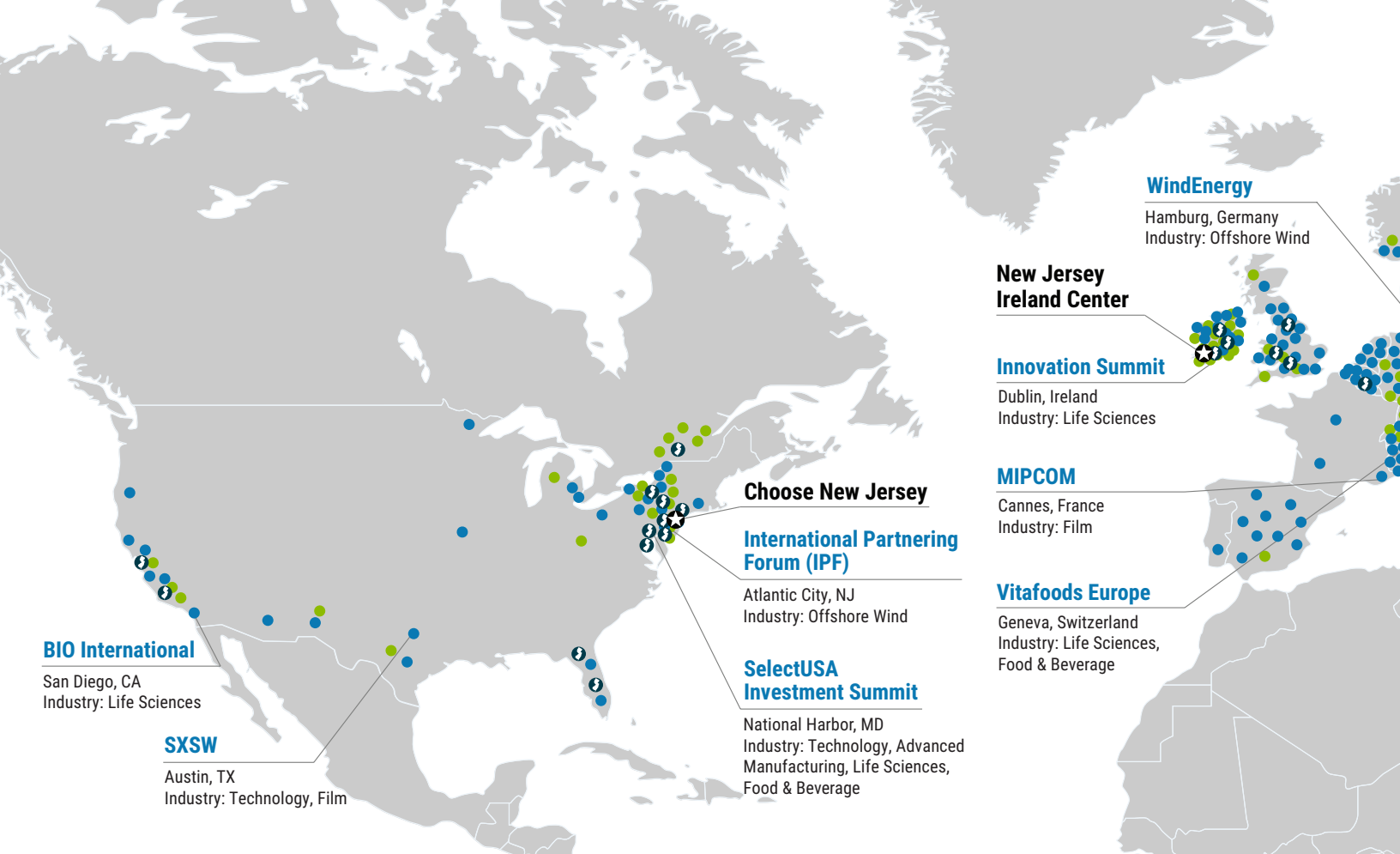


**2.2M**  
UNIQUE VISITORS

**1.6K**  
ENGAGEMENT ACTIONS

**1.5B**  
IMPRESSIONS

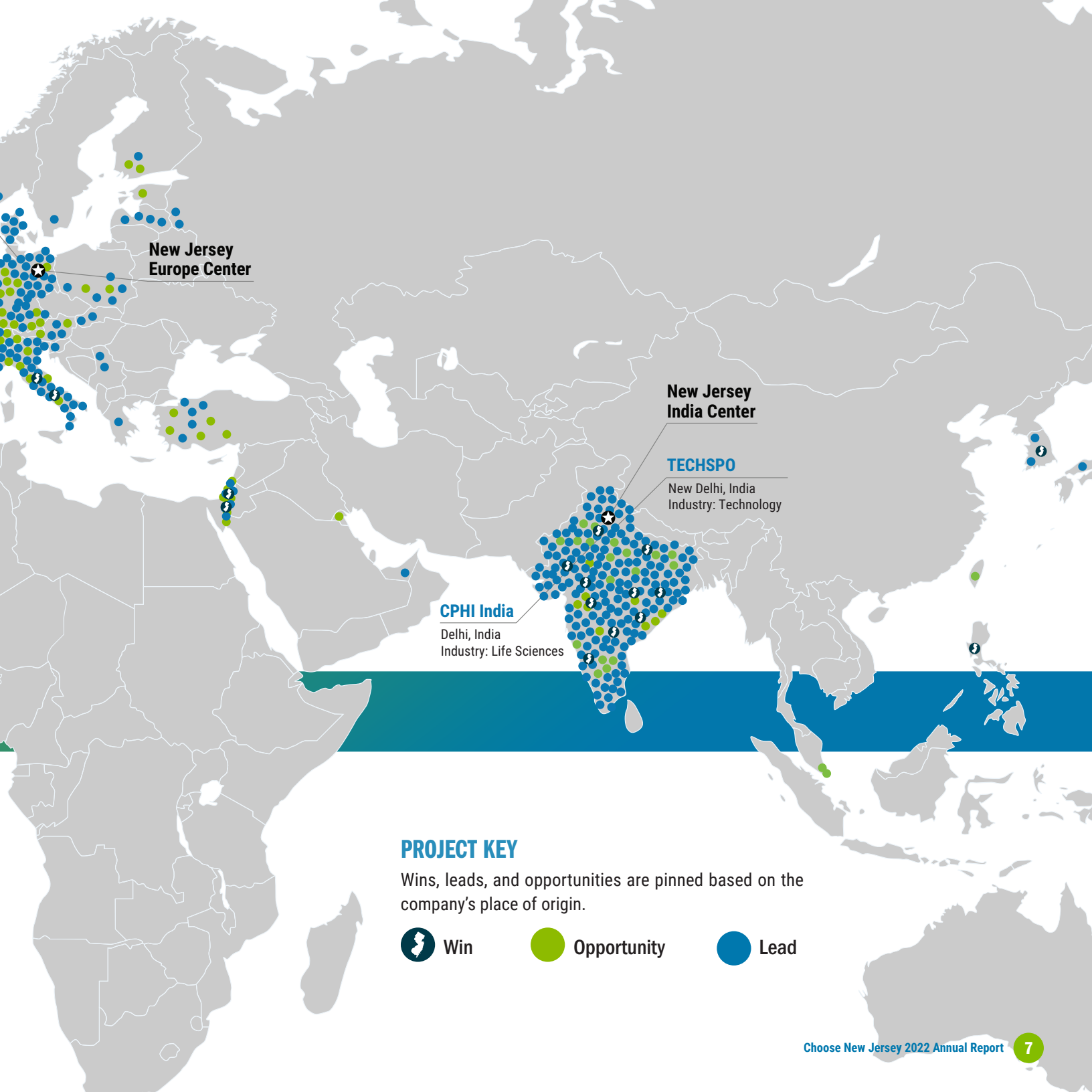
**8.9M**  
DIGITAL AD CLICKS



# A WORLD OF CONNECTION

Choose New Jersey cultivated relationships and attracted business to New Jersey from around the globe. We grew the pipeline and hit international targets within strategic regions by attending major trade shows and conferences, and led business attraction missions to Ireland and India.





**New Jersey  
Europe Center**

**New Jersey  
India Center**

**TECHSPO**

New Delhi, India  
Industry: Technology

**CPHI India**

Delhi, India  
Industry: Life Sciences

### PROJECT KEY

Wins, leads, and opportunities are pinned based on the company's place of origin.



Win



Opportunity



Lead

## SUCCESS STORIES

**Our 2022 wins were global, broad, and impactful, creating thousands of jobs and billions of dollars in investment right here at home.**



Choose New Jersey met Israeli manufacturing and technology service provider, Amarel, at a networking event hosted by Israel SelectUSA during the 2019 trade mission to Israel. The team worked with Amarel executives on site selection and introduced them to NJIT's VentureLink and TechUnited to tap into New Jersey's tech community. In April, the company signed a lease in Newark for its 120 new employees.



During the Ireland economic mission trip, Applegreen announced it was making a \$126 million investment in New Jersey by relocating its Travel Plaza Headquarters to Glen Rock. The Irish-founded company plans to redevelop 21 key service plazas across the state and install electric vehicle infrastructure throughout the Northeast. The relocation added over 100 new jobs to the state, and the plaza redevelopments will create 800 jobs.

## PIPELINE OF PROGRESS

Choose New Jersey's 2022 wins, spanning various industries, geographies, and sizes, had a huge impact on the state economy. Our business development team assisted over 40 companies, resulting in more than 4,500 jobs created or retained, resulting in an economic impact of \$3 billion dollars.

**43**

COMPANIES ASSISTED

**4,708**

NEW & RETAINED JOBS

**\$3B**

CAPITAL INVESTMENT

# NETFLIX

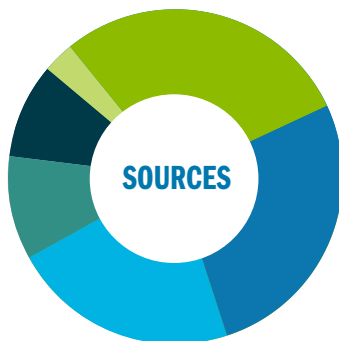
In December, Netflix, a streaming entertainment company, announced a nearly \$1 billion investment, and plans to build a 300-acre studio in Fort Monmouth, which will be one of the largest film production studios in the world. Choose New Jersey, in conjunction with state government partners, pitched the state to Netflix as an option for East Coast growth in 2019 and helped to coordinate a number of site visits, one of which was Fort Monmouth.



Palisade Stages, the first major soundstage built in the state, opened for business in Kearny in 2021. Choose New Jersey assisted the studio with its expansion project in 2022 by helping with the challenges they faced upgrading the infrastructure on the property. The expansion project nearly doubled the size of the studio and created 150 new jobs.



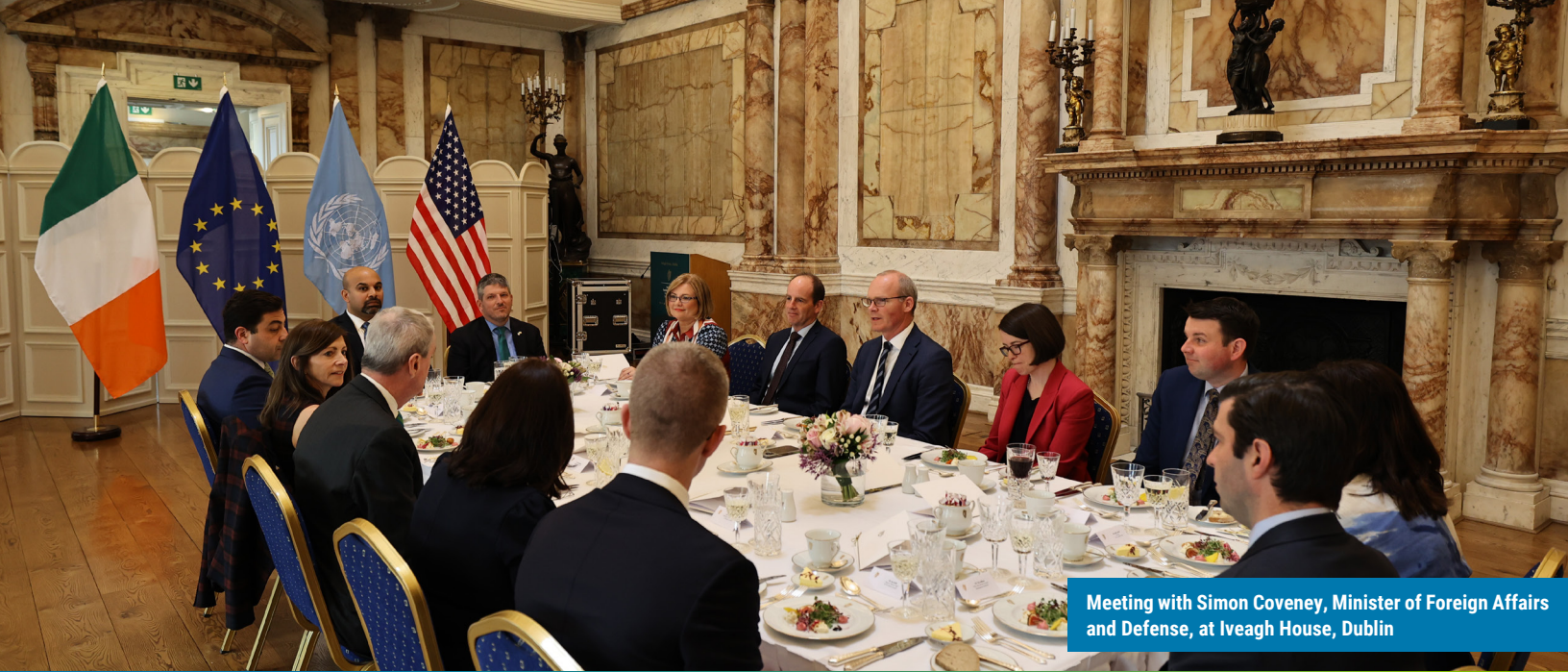
Spectra Polymers & Colors, a plastic fabrication company, moved from Long Island to New Jersey. The Choose New Jersey team connected them with the New Jersey Manufacturing Extension Program and with the Cumberland County Improvement Authority. The company also received assistance with NJEDA's financing programs. In May, the company finalized its purchase of a site in Vineland for its 30 new employees.



- Conferences & Events **29%**
- International Offices **27%**
- Referrals **22%**
- Direct to BD **10%**
- Business Attraction Missions **9%**
- Marketing Campaign **3%**



- Technology **32%**
- Life Sciences **24%**
- Advanced Manufacturing **16%**
- Food & Beverage **10%**
- Clean Energy **6%**
- Other **6%**
- Logistics **6%**



Meeting with Simon Coveney, Minister of Foreign Affairs and Defense, at Iveagh House, Dublin

## INTERNATIONAL CONNECTIONS

**New Jersey is the first U.S. state with an economic development office in Ireland.**

### PLANTING IRISH ROOTS

To expand our global outreach, Choose New Jersey opened the New Jersey Ireland Center in Dublin in September, making New Jersey the first U.S. state with an economic development office in Ireland. The office is a direct result of the growing trade, investment, and academic ties between New Jersey and Ireland. The office, led by New Jersey native, Steve Lenox, will strengthen the positive and mutually beneficial economic and commercial ties that exist between New Jersey and Ireland and promote New Jersey to Irish companies seeking to invest in the United States. This is our second office in Europe, along with the New Jersey Europe Center, which opened in Berlin in 2018, and the third international office overall, following the opening of the New Jersey India Center in New Dehli in 2019.

The Choose New Jersey international offices provide resources to foreign companies looking to explore and identify opportunities for growth in North America and have become vital components of our growth and success.

# IRELAND ECONOMIC MISSION


In April, Governor Murphy led a Choose New Jersey delegation on a four-day, two-city economic mission trip to Ireland. The delegation traveled to Dublin and Cork and connected with the Irish business community by hosting several events, including a SelectUSA roundtable held at EY's Dublin office and a luncheon hosted by the Cork Chamber of Commerce. New Jersey signed three Memorandums of Understanding (MoUs) with higher education institutions and organizations to establish collaborative research opportunities and exchange programs. New Jersey and Ireland are closely aligned in their visions for innovation and our new center will work to maintain a strong economic relationship.

The trip delivered significant results, including the announcement that Applegreen would make a \$126 million investment in New Jersey.

In addition, the team met with ten companies interested in moving to New Jersey within the next two years.

 **4 days & 2 cities**

 **40+ delegation members**

 **10 business development meetings with companies interested in moving to New Jersey**

 **23 meetings & events**

 **3 MoU signings & partnership announcements**

 **145 companies engaged**



# INDIA TRADE MISSION



A visit to CGI's Bengaluru office



Meeting with Electronics and Computer Software Export Promotion Council




High tea event with Indo-American Chamber of Commerce

Choose New Jersey re-committed to growing our relationship with India and led a business attraction mission there in December. The trip strengthened connections established during the September 2019 mission led by Governor Murphy.

The nine-member delegation from Choose New Jersey, New Jersey India Center, NJEDA, and CGI visited New Delhi, Bengaluru, Mumbai, and Ahmedabad/Gandhinagar to bolster ties and cultivate further investment opportunities.

During the trip, the delegation met with 28 companies across diverse sectors as well as U.S. embassy and consulate personnel. To further position New Jersey as an ideal investment destination, the group met with six Indian flagship industry organizations and the Indo-American Chamber of Commerce. The existing Sister State Agreement between New Jersey and the state of Gujarat was also reviewed to deepen cultural, academic, and economic connections between the two states.

 **7 days & 4 cities**

 **28 business development meetings with companies interested in moving to New Jersey**

 **40 meetings & events**

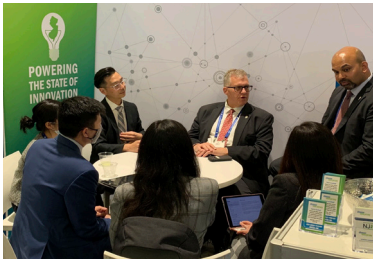
 **6 trade association connections**

Our domestic and international teams are once again on the road attending trade shows. Participating in trade shows allows us to connect with professionals in our key sectors. It also increases exposure for the state, providing a gateway to connection. The marketing team leads our robust event strategy, including designing custom booths and hosting Choose New Jersey receptions. The team also develops strategic PR, social media, and advertising efforts. Through these efforts, our business development team is able to cultivate relationships and generate high-quality leads.



### BIO INTERNATIONAL CONVENTION

We connected with companies from around the globe at one of the world's largest biotechnology conferences alongside a delegation of 36 representatives from our state and higher education partners. We unveiled the custom-built New Jersey Pavilion, the design of which was led by our team to showcase the state's life sciences ecosystem. Choose New Jersey alone held 46 meetings in the booth to expand our pipeline and form new connections in the industry.



### SELECTUSA INVESTMENT SUMMIT

This conference is key for building our international pipeline and is the highest profile foreign direct investment conference in the U.S. We met with international companies in our booth, where the delegation highlighted why New Jersey is the best place in the U.S. for foreign companies to expand and how we can support their growth. Governor Murphy and the First Lady joined us in the booth to welcome international companies and hosted several meetings with senior government officials from visiting countries in Europe and the Middle East.



### INTERNATIONAL PARTNERING FORUM (IPF)

We partnered with NJEDA to design a custom booth at IPF, a leading offshore wind conference, to highlight the state's rising offshore wind industry and key state agencies. In partnership with our lead sponsor, PSEG, we hosted a New Jersey-themed reception in Atlantic City, welcoming over 900 attendees from across New Jersey and the industry. This buzz-worthy event featured a Bruce Springsteen cover band and craft New Jersey beer.

## BOARD OF DIRECTORS



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IBEW Local 102

iStar

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Joseph Jingoli & Son, Inc.

KPMG

New Brunswick Development Corporation

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New Jersey Chamber of Commerce

Reed Smith

Sheet Metal Workers Local 25

Sills Cummis & Gross

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Wells Fargo

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