



LUBBOCK
ECONOMIC
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ALLIANCE

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***Global Trade Magazine Names Lubbock One of
“America’s Best Cities for Global Trade” for Best Skilled Workforce***

(LUBBOCK) – *Global Trade* magazine has released its 2014 selections for “America’s Best Cities for Global Trade,” and Lubbock was one of 10 cities picked for Best Skilled Workforce. Other cities in the category include Wichita, Kan., Orlando, Fla. and Albuquerque, N.M.

“It’s very exciting for Lubbock to be named a city for Best Skilled Workforce,” John Osborne, president and CEO of the Lubbock Economic Development Alliance, said. “Lubbock as an evenly balanced workforce of young adults and experience working age, and we have world-class educational institutions that enable them to gain the skill sets to help companies be successful. Most importantly, we have a hard-working and talented workforce in Lubbock that brings innovation and education to their employers.”

Every year, the editors at *Global Trade* magazine compile the list to help globally minded companies strategically locate, grow and expand their operations. Each of the 10 categories in turn had 10 recipients for a total list size of 100 cities.

“We chose our cities not based on any single metric such as GDP or export totals, but rather based on a city-by-city analysis of what each is doing to excel in our categories of interest,” Steve Lowery, *Global Trade* magazine senior editor, said. “We find this to be a more personalized approach that highlights tangible economic development.”

Lowery also said that some cities *Global Trade* selected may seem like obvious choices—such as Topeka, Kan. for Best Trade Missions and Export Assistance—while others are a surprise, such as the relatively small town of Hesperia, Calif. for Best Business Environment.

About LEDA

Since its inception in 2004, LEDA has assisted 129 companies with their expansion or relocation to Lubbock. These companies committed to creating 5,717 jobs and investing more than \$417 million in new capital improvements that have resulted in \$6.6 billion in cumulative economic impact to the Lubbock area.

About *Global Trade Magazine*

Global Trade magazine is edited for U.S.-based companies that do business globally. The magazine is known for its creative business journalism and for covering the impact global trade has on everyday businesses, from Wall Street to Main Street. To view the complete list with expanded information, please visit the *Global Trade* magazine website at globaltrademag.com/2014-best-cities-for-global-trade or copies will be available on selected newsstands nationwide after November 10.

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