

A background network diagram consisting of a complex web of thin grey lines connecting various nodes. Some nodes are simple grey dots, while others are larger circles with concentric rings, suggesting a digital or interconnected theme.

NEW JERSEY'S INTERNATIONAL ENGAGEMENT STRATEGY

Wesley Mathews
President & CEO
Choose New Jersey

WHO WE ARE & WHAT WE DO

Choose New Jersey is New Jersey's leading business attraction organization. We work collaboratively with the Governor's office, the NJEDA, and other stakeholders to inspire businesses and innovators to make New Jersey home.

Our services include:

- ▶ Market Intelligence
- ▶ Site Selection Assistance
- ▶ State Resources Information
- ▶ Introductions to Public and Private Partners
- ▶ Public Relations Support

SINCE 2010:

475

Companies located
or expanded in
New Jersey

65,645

New and retained jobs

\$15.8B

In capital investment

choose
newjersey



A MULTI-STAKEHOLDER APPROACH

International engagement in New Jersey

GOVERNOR'S OFFICE

Sets the vision for New Jersey's global engagement, leading economic missions, and fostering international partnerships to promote investment and innovation.

DEPARTMENT OF STATE

Strengthens diplomatic ties and cultural exchange while supporting global trade and international collaboration for economic growth.

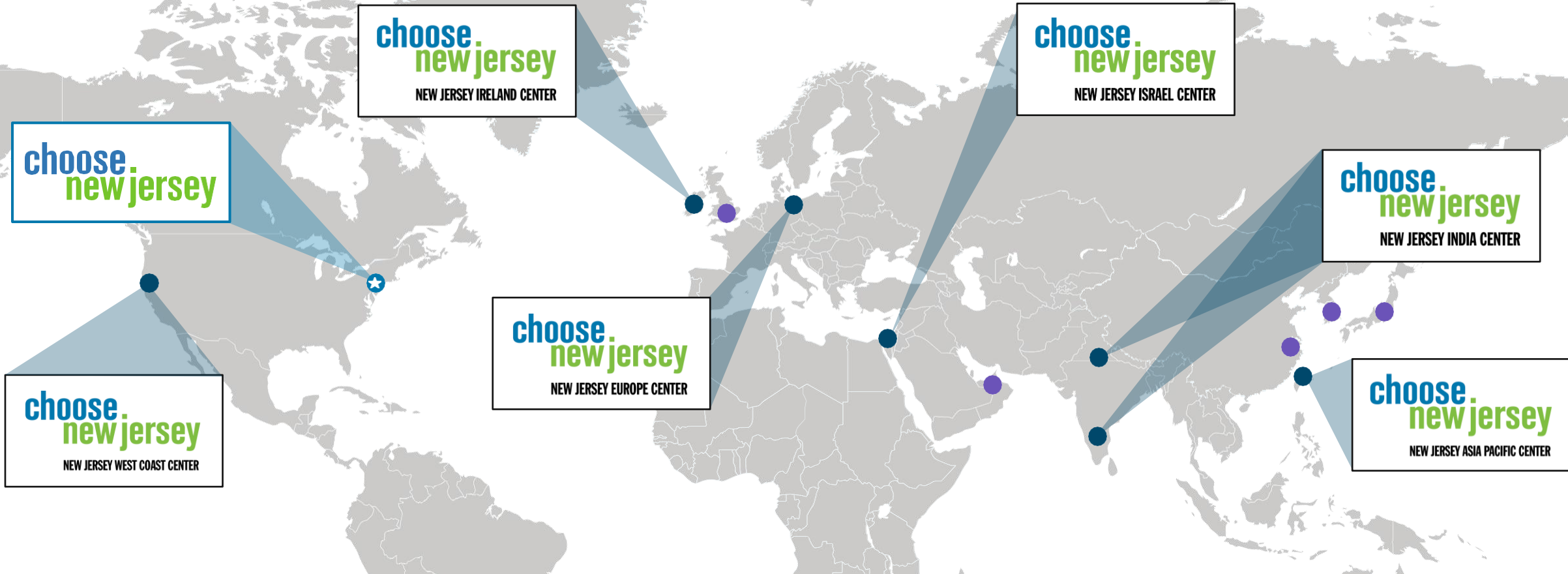
NEW JERSEY ECONOMIC DEVELOPMENT AUTHORITY

Drives strategic economic initiatives by attracting global businesses, supporting innovative industries, and promoting New Jersey as a competitive destination.

CHOOSE NEW JERSEY

Amplifies the State's global presence through marketing campaigns, economic missions, and relationship-building to attract investments.

● Additional international representatives



CHOOSE NEW JERSEY OFFICES

New Jersey is positioned to support expansion from anywhere in the world

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MARKETING NEW JERSEY

Choose New Jersey is elevating New Jersey as a top destination for businesses and families through targeted marketing, PR, and partnerships.

We're showcasing economic momentum, emerging sectors, and our vibrant sports culture while strengthening global connections.



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new jersey

REGIONAL COLLABORATIONS



Mid-Atlantic Clean Hydrogen Hub (MACH2)

New Jersey partnered with Pennsylvania and Delaware as part of the Mid-Atlantic Clean Hydrogen Hub (MACH2) to drive innovation in clean energy.



2026 FIFA World Cup™

New Jersey partnered with New York City to host the 2026 FIFA World Cup™ highlighting the economic and cultural vitality of our states on a global scale.

NEW JERSEY-INDIA ECONOMIC MISSION

December 2024 | Strengthening economic,
educational, and cultural ties

- ▶ Visits to Bengaluru, Hyderabad, Ahmedabad, Amritsar, New Delhi
- ▶ Collaborations in technology, life sciences, finance, clean energy
- ▶ Key agreements signed:
 - ▶ New Jersey x State of Karnataka
 - ▶ Choose New Jersey x Institute for Life Science Entrepreneurship x Association of Biotechnology Lead Enterprises
 - ▶ Rutgers University x Tamil Nadu Technology Hub
 - ▶ New Jersey Innovation Institute x T-Hub Foundation
 - ▶ Rowan University x Confederation of Indian Industry

