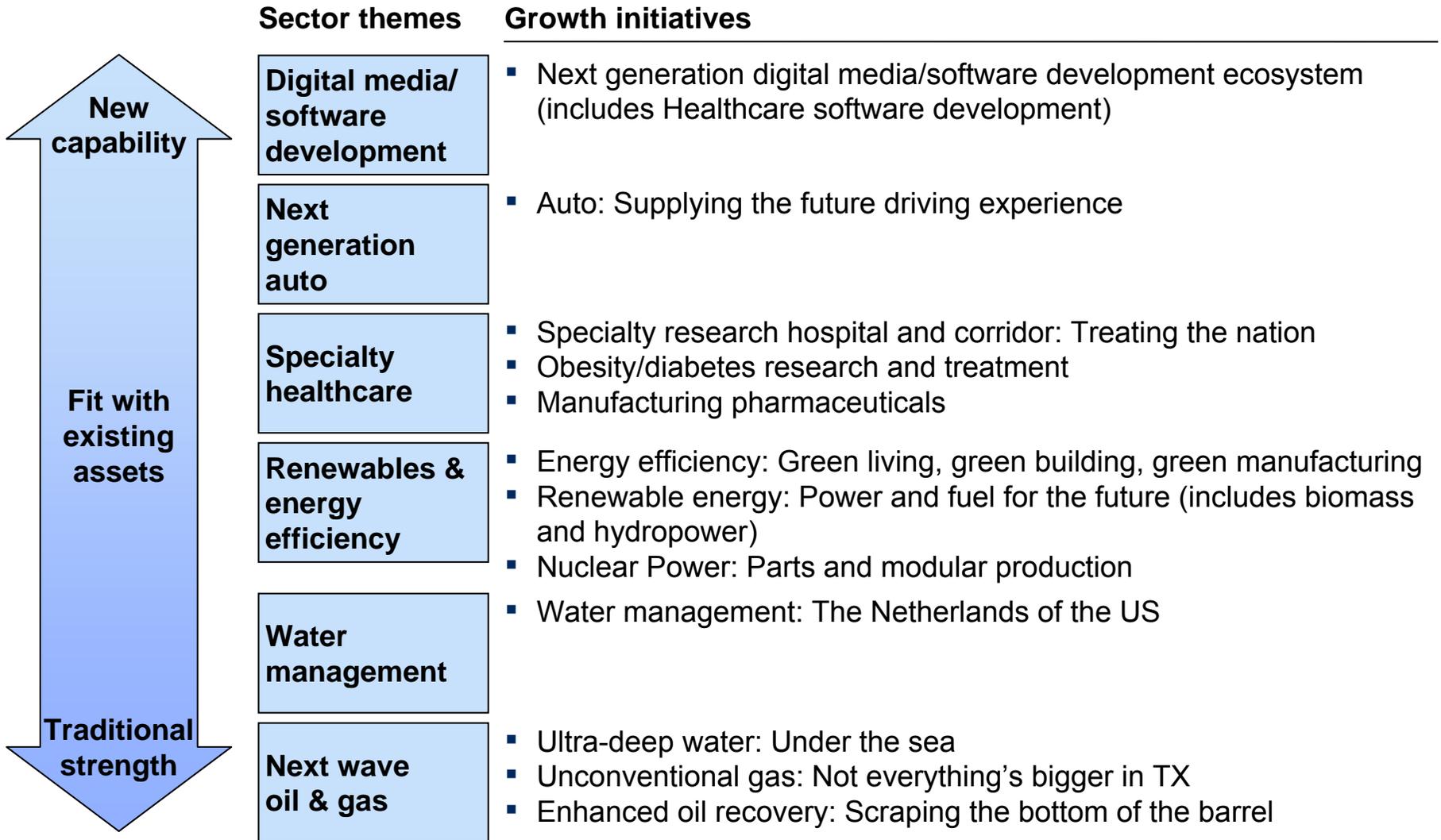


By combining employment growth, value of jobs, and Louisiana’s ability to win,” six “Blue Ocean” themes and 12 growth initiatives were selected



Initiative summary (1/6)

**Digital media/
software
development**

**Next
generation
digital media/
software
development
ecosystem**



Description

A full “ecosystem” that draws digital media and software development employers, entrepreneurs, researchers and investors that keep developing “the next wave”

Why exciting?

- High expected employment growth in US
- High wage positions
- “Buzz” factor that could transform image of state

Why Louisiana?

- Highly competitive and broad tax credit
- Creative culture that is attractive to young professionals
- LONI high speed optical network
- Many early wins

Example action steps

- Attract companies in high growth areas (e.g., education IT, healthcare IT, digital gaming, cyber security, mobile applications, eReader)
- Market the “eco-system” to attract talent
- Align education system with industry needs
- Increase VC capital presence

**Next
generation
auto**

**Auto:
Supplying the
future driving
experience**



Become a manufacturing center for the next generation of cleaner, greener automobiles or parts

- High growth as US shifts from traditional auto to more efficient auto
- Shift is global in scope, driven by market and regulatory factors
- New, disruptive entrants with new business models that need new facilities

- Low, flexible labor costs in line with other Southern States
- Early win (V-Vehicle) adds credibility

- Consider target niches such as
 - Composite manufacturing
 - New entrants (US-based or global) seeking a US facility (like V-Vehicle)
- Focus on building relationships
- Use incentives if there is real interest

Initiative summary (2/6)

Renewables & energy efficiency

Energy efficiency: Green living, green building, green manufacturing



Description

Lead the South into the “green century” by attracting manufacturing operations to the state and stimulating demand for EE technologies and applications

Why exciting?

- Large projected investments in energy efficiency globally and domestically – potential US spend of \$290B per yr on labor-intensive energy efficiency

Why Louisiana?

- Momentum and rising demand exists in the state
- Low-cost manufacturing destination
- Distinctive logistic and transportation assets

Example action steps

- Market state’s existing incentives to “go green,” like solar tax credits
- Cultivate emerging green materials companies and attract manufacturing operations looking for low-cost domestic destination
- Explore incentives to attract manufacturing jobs and stimulate research in new technologies and applications

Renewable energy: Power and fuel for the future



Cultivate emerging renewable technologies with an eye toward

- Powering Louisiana and the country in the 21st century and beyond
- Reducing electricity costs for energy-intensive businesses in Louisiana

- Large US and international mandates and incentives anticipated
- Consumer demand to pursue green energy

- Wealth of natural resources for commercial stage technologies
 - Supply of timberland for wood-based biomass & biofuels
 - Red & Mississippi Rivers for hydropower
- Resources for renewable fuel sources on the horizon (e.g., algae, switchgrass)

- Coordinate with existing sectors to avoid unintended consequences
- Focus early business development on proven technologies (e.g., small hydro, biomass) and assist these companies with obstacles (e.g., access to power grid)
- Create “ecosystem” that “pioneers” promising but unproven technologies
 - Lure cadre of small companies
 - Available research funding and talent

Renewables & energy efficiency

Nuclear power: Parts and modular production



Description

Continue attracting parts manufacturers while staying abreast of developments in both the US and global nuclear energy markets

Why exciting?

- 50-200 new plants expected globally
- 5-10 new plants in US, which could increase dramatically dependent on regulation

Why Louisiana?

- Early wins and major player
- Low-cost manufacturing destination
- Distinctive logistics and transportation assets

Example action steps

- Target and attract nuclear parts manufacturers and maintenance firms
- Monitor next generation technologies to understand new and growing players in nuclear
- Attract engineering and construction firms if new build gains momentum

Specialty healthcare

Specialty hospital and medical district: Treating the nation



Transform into a medical destination of the Southeast by cultivating a specialized hospital that could anchor a flourishing medical district to attract both out-of-state patients and talent

- Healthcare projected to be one of highest growth sectors in US
- Opportunity to fill Southeast's void of top ten ranked hospitals in certain areas

- Wealth of assets concentrated in specific areas (e.g., Shreveport, Baton Rouge, New Orleans)
- Exciting opportunities to drive significant improvements (e.g., building of LSU Teaching Hospital & VA Hospital, merger of Our Lady of the Lake)
- Vibrant culture as a draw for medical travelers

- Distinguish the state's treatment offerings by either growing organically (i.e., funding growth in existing hospital) or inorganically (i.e., through partnership with leading treatment center)
- Assist in raising the needed resources to achieve success (e.g., building world-class facilities, recruiting top talent)

Specialty healthcare

Obesity/ diabetes research and treatment



Description

Become the national epicenter for treating obesity, diabetes, and related co-morbidities

Why exciting?

- Growing epidemic in US with no end in sight
- Southeast is at the epicenter of the problem
- Large increases in national funding and research grants

Why Louisiana?

- One of the highest rates of obesity and diabetes mortality rates in the US
- Costs expected to reach \$4.5 billion annually in Louisiana by 2018
- Pennington Biomedical Research Center is a leader in the study of obesity and preventative medicine

Example action steps

- Make Pennington *the* leader in obesity/diabetes research and world class at writing grants
- Consider the following
 - Developing 4-5 treatment centers statewide and attracting physicians
 - Supporting the creation of a clinical database with large supply of study subjects
- Attract pharmas, medical suppliers, and NGOs focused on diabetes and obesity treatment and prevention

Manu- facturing pharma- ceuticals



Cultivate a thriving pharma manufacturing sector by attracting international manufacturing operations looking to enter US market and domestic operations seeking lower-cost destinations

- High overall industry growth in US
- Worldwide growth driven by close to \$300 billion in branded drug sales going off patent by 2015

- Low-cost manufacturing environment
- Access to distinctive transportation assets providing outlet to rest of the country and world
- Increasing momentum led by recent and potential wins

- Drive momentum by creating a marketing campaign to increase awareness of emerging sector
- Continue reaching out to branded and generic companies looking for low-cost manufacturing destinations

Initiative summary (5/6)

Water management

Water management: The Netherlands of the US



Description

Translate current significant spend on water defense into a sticky capability to capture future growth opportunities to become a true regional water hub

Why exciting?

- World-wide issue of coastal restoration and defense
- Renewed attention to threat/impact of natural disasters

Why Louisiana?

- Will spend \$3-4 billion a year on coastal restoration in the next 20 years
- Initial base of 40 companies

Example action steps

- Increase stickiness of existing companies
 - Include provisions in contracts
 - Build expertise
- Enhance R&D capability through creation of water institute

Next wave oil & gas

Unconventional gas: Not everything's bigger in Texas



Accelerate and increase scope of Haynesville shale development to ensure that it remains one of the most economic unconventional natural gas plays (get down the learning curve before other basins)

- Shift from gas short to gas long
- Cutting edge drilling and fracking technologies to unleash full potential of natural gas reservoirs
- Cleaner alternative to other widely used fuels e.g., coal

- Largest unconventional natural gas play in the US (and the fourth largest in the world)
- Developed oil and gas industry

- Ensure that Exploration & Production companies scale up Haynesville operations
- Cultivate R&D (fracking, drill pace) to make Haynesville more cost competitive

Initiative summary (6/6)

Next wave oil & gas (cont)

Ultra-deep water: Under the sea



Description

Become (again) the operations hub for deepwater drilling in the Gulf of Mexico (similar to Aberdeen or Bergen)

Why exciting?

- New wave of exploration to capture oil deposits 10,000 feet beneath the ocean surface
- One avenue to decreased dependence on foreign oil

Why Louisiana?

- O&G infrastructure
- Better proximity to existing and new deepwater discoveries
- Developed oil and gas industry in the state

Example action steps

- Understand the location decisions of E&P and oilfield service companies
- Attract operations business of E&P and oilfield services
- Selectively upgrade infrastructure (e.g., extra supply port)

Enhanced Oil Recovery techniques: Scraping the bottom of the barrel



Monitor and employ EOR techniques in LA's oil fields as the technology advances (e.g., chemical, CO2)

- Can increase oil recovery from 20-40% to 30-60%
- If carbon capture technology develops, could be a use for carbon in traded carbon economy

- Large number of mature oil fields within the state
- Some legislative action in place incentivizing the use of CO2 EOR
- Developed oil and gas industry

- Engage and understand intentions of EOR players
- Determine set of potential future actions based on oil price and technological development
- Move big when time is right