



NEWS RELEASE

For Immediate Release

Indianapolis Economic Development Officials Seek Job and Investment Opportunities During Three-City Trade Mission to Brazil

Mayor Ballard to join group in Sao Paulo for meetings with business leaders and to attend the IRL's Inaugural Sao Paulo Indy 300

INDIANAPOLIS (March 3, 2010) – Scott Miller, CEO of Indianapolis Economic Development, Inc. (IEDI) and Michael Young, IEDI's energy industry director, will leave Sunday for a trade mission to Brazil in search of jobs and investment to benefit Indianapolis. The two will meet with business leaders and government officials in Sao Paulo, Rio de Janeiro, and Porto Alegre from March 8 through March 16.

"We are targeting Brazil for investment and job opportunities because of its leadership in the utilization of alternative energy and energy conservation and our desire to help grow the Indianapolis energy industry," said Miller. "However, this trip will not only focus on the energy industry. We will also be meeting with business leaders from other key sectors to establish relationships we hope will someday result in new jobs in Indianapolis."

Indianapolis Mayor Greg Ballard will join Miller and Young while in Sao Paulo from March 13 - 15, for joint meetings with local business leaders and government officials. This will be the second trade mission to Brazil for Mayor Ballard and Miller. The first trip, in July 2009, focused exclusively on opportunities within the clean energy industry.

"Relationship-building missions such as this are crucial to our efforts to attract new investment and jobs in Indianapolis. We can't afford to overlook the opportunities that exist in countries across the globe," said Mayor Ballard.

In addition to meeting with business and community leaders, Mayor Ballard, Miller and Young will join business leaders from Sao Paulo as guests of the Indy Racing League at the inaugural Sao Paulo Indy 300, the first championship event for the IndyCar series outside of North America and Japan.

The trip is being funded through private donations received by IEDI.

About IEDI

Indianapolis Economic Development, Inc. is Marion County's local economic development organization. IEDI is dedicated to providing business attraction; existing business retention and expansion; and location services in Indianapolis/Marion County, serving as a catalyst for capital investment and quality job growth. IEDI and the Greater Indianapolis Chamber of Commerce operate with a collaborative agreement to leverage resources to better meet the needs of the Indianapolis business community. IEDI is led by CEO Scott Miller and a nine-member board of directors appointed by Mayor Greg Ballard.

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