

pittsburgh regional alliance



Contacts:

Philip Cynar
Allegheny Conference on
Community Development and Affiliates
(412) 281-4783, ext. 4573
pcynar@alleghenyconference.org

Jim Barthen
Pittsburgh Symphony Orchestra
(412) 392-4835
jbarthen@pittsburghsymphony.org

FOR IMMEDIATE RELEASE

**Regional Business Leaders Will Travel to China with
Pittsburgh Symphony Orchestra**

*Cultural Icon's Brand, Excellence Will be Leveraged by Business Delegation to Showcase
Regional Strengths and Attract Investment*

(Pittsburgh, - May 6, 2009) - Joining the Pittsburgh Symphony Orchestra on its May 2009 Asia tour, Pittsburgh Regional Alliance (PRA) leadership, along with representatives from Allegheny County Economic Development and the Pittsburgh International Airport, will be reacquainting China with the region as part of the PRA's OPPORTUNITY ASIA: *Engage China 2009* business development strategy. OPPORTUNITY ASIA is a long-term, multi-year strategy which aims to unlock business opportunities in China, South Korea and Taiwan for Pittsburgh region companies and to position the Pittsburgh region as a preferred US investment destination for Asian countries.

In today's challenged global economy, aspiring economies in Asia are seeking to divest debt-based (treasury) investment to asset-based investments in Europe and North America. The Pittsburgh region, with 34 regional companies and 90 operations in China alone, has the opportunity to position itself for foreign direct investment (FDI) from major Asian economies. The PRA is the 10-county Pittsburgh region's central FDI marketing organization.

"Since 2007, when a PRA-led delegation first visited China to increase awareness of the Pittsburgh region and to build relationships, we have been engaging private sector leadership to support the PRA with strategy and direction for establishing Pittsburgh's profile in China," said PRA Global Marketing Senior Vice President Roger Cranville.

"We are sharpening the perception of Pittsburgh in China—helping investors and influencers to understand what the Pittsburgh region is today and what it will be tomorrow. During our visit, we will showcase Pittsburgh-based centers of excellence and engage them to speak on the region's behalf. Companies which are well-known in Asia, such as Westinghouse Electric Company, can help to attract investment to the region.

-MORE-

Business Leaders to Travel to China with PSO – Page 2

Energy is expected to produce significant new FDI opportunities in southwestern Pennsylvania. “The time is right to leverage our region’s impressive assets around energy-related manufacturing, services and research. These will be in global demand,” said Cranville.

“Recent PRA successes around partnerships with the PSO—such as a nonstop flight from Pittsburgh to Europe, which was landed last November after we met with officials in Amsterdam last year during the PSO Pittsburgh 250 Ambassador Tour—demonstrate the ability of an icon such as the PSO to open doors to business leaders and influencers,” said PRA President Dewitt Peart.

“Touring in Asia represents a new opportunity for the Pittsburgh Symphony Orchestra and for the Pittsburgh region. We’re excited to share the music of our internationally acclaimed orchestra with audiences who have not yet heard our live performances or who last heard us perform in Beijing in 1987, our only prior performance in China. At the same time, we are proud to be performing with the additional intent of promoting the region, its quality of life and its global business opportunities,” said PSO President Lawrence J. Tamburri.

Dick Simmons, Chairman of the PSO Board of Trustees, commented, “A region is even more attractive to others when it can leverage its best assets for the common good. This tour represents just that—the ability of the cultural arts and business world to join forces with the aim of attracting new economic life to our region.”

The PSO’s first performances in China are on May 14 and 15 at the National Centre for the Performing Arts in Beijing followed by a May 16 performance in Shanghai at the Shanghai Oriental Arts center. The tour ends with the PSO opening the Main Stadium in Kaohsiung, Taiwan. For complete PSO tour details, visit www.pittsburghsymphony.org.

###

The Allegheny Conference on Community Development and Affiliates – the Greater Pittsburgh Chamber of Commerce, the Pennsylvania Economy League of Southwestern Pennsylvania and the Pittsburgh Regional Alliance – work in collaboration with public and private sector partners to stimulate economic growth and improve the quality of life in southwestern Pennsylvania. For more information, visit www.alleghenyconference.org.

The Pittsburgh Regional Alliance, an affiliate of the Allegheny Conference on Community Development, markets the benefits of conducting business in southwestern Pennsylvania to companies all over the world that are growing, relocating or expanding. For more information, visit www.pittsburghregion.org.

The **Pittsburgh Symphony Orchestra** has been a vital part of the City of Pittsburgh’s heritage for more than 100 years. With its noble history of the finest conductors and musicians and its strong commitment to artistic quality and excellence, audiences around the world have claimed the PSO as their orchestra of choice. In September 2008, the PSO welcomed its ninth Music Director Manfred Honeck. Beginning in the early 1900s with frequent performances in Canada, the PSO confirmed its ranking as a world-class orchestra, earning critical acclaim for each tour abroad. Its 32 international tours include 17 European tours, seven trips to the Far East and two to South America. In January 2004, the PSO became the first American orchestra to perform for Pope John Paul II at the Vatican, as part of the Pontiff’s Silver Jubilee celebration.