

michiganturnaroundplan

A comprehensive strategy to make Michigan a Top Ten state for jobs, personal income and a healthy economy.

1
Compete



2
Invest



3
Grow



newmichigan

A 10-year plan to leverage distinctive Michigan assets to grow a New Michigan economy

Assets:	ENGINEERING TALENT	GEOGRAPHIC LOCATION	HIGHER EDUCATION SYSTEM	NATURAL RESOURCES	AUTOMOTIVE INDUSTRY	HEALTH & MEDICAL EXPERTISE
Opportunities:	Global Engineering Village	Gateway to the Midwest	Higher Education Marketplace	Natural Resources Economy	Global Center of Mobility	Life Sciences Hub
Potential ways to leverage the assets:	<ul style="list-style-type: none"> Brand the engineering sector Grow engineering education capacity Grow engineering firms 	<ul style="list-style-type: none"> Consolidate logistics base into Michigan Scale & aggressively market the VantagePort Invest in strategic trade-related infrastructure (e.g., roads, bridge, tunnel, rail) 	<ul style="list-style-type: none"> Strengthen quality, affordability, productivity & economic impact Grow university enrollment Grow industry & university funded R&D Grow commercialization of R&D 	<ul style="list-style-type: none"> Grow agricultural processing and exports Grow leisure tourism Lead in alternative energy technologies 	<ul style="list-style-type: none"> Lead in sustainable mobility and multi-modal systems Lead in vehicle/infrastructure technology to improve road safety Market & grow the auto industry 	<ul style="list-style-type: none"> Create a Hub for bio-pharmaceutical R&D Become the Center for research, testing & medical labs Grow medical tourism

Strong base of entrepreneurship, innovation and manufacturing