

TRACK 1: Target Industries



Premise: Greater ABQ has an opportunity to build a national brand identity in the context of high value industries. To build density, regional alignment in supply and demand and product development, and technology transfer will drive our ability to create an environment of growth and investment.

Key Questions

1. What do you see are the biggest opportunities to grow these industries in the next few years?
2. What resources are lacking to really influence growth in these sector? Marketing dollars? State funding? Land/facilities?
3. Who a few some primary partners that should be engaged to help build the region's brand identity in these key sectors?
4. What might be a transformational outcome that redefines our market's identity as a location of choice for investment and opportunity in this industry?
5. What is one big action item or outcome that AREA should work to achieve in this space over the next 12-months?
 1. What does success look like in 12-months? 3-years? 10-years?

Greater ABQ can harness its existing assets, prioritize high potential industries and strengthen key enablers to achieve its long-term objective to **grow quality jobs** and diversify the economy.

