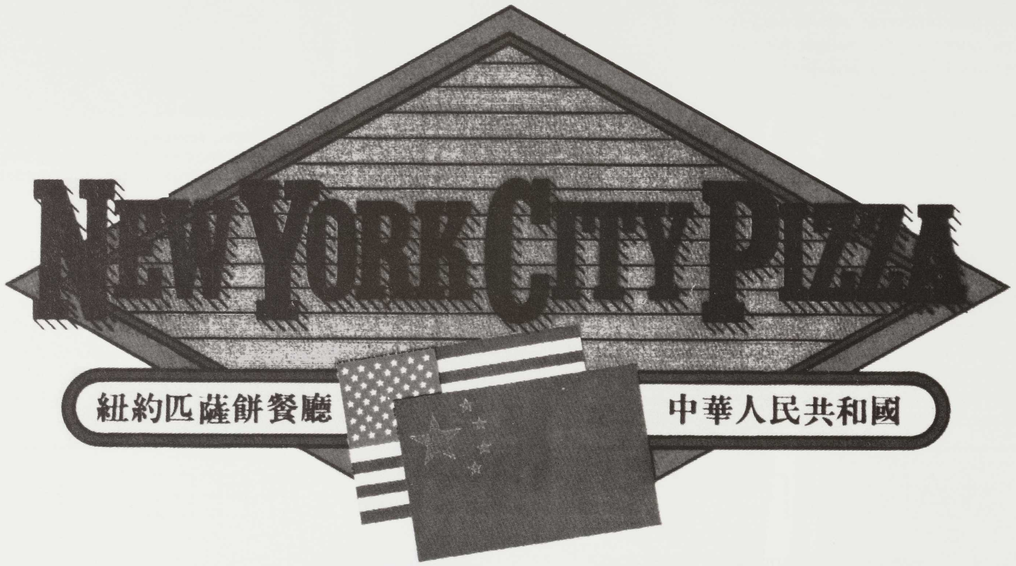
The Beijing—New York Pizza Corporation, Ltd.
Announces the Grand Opening Of
New York City Pizza



September, 1990
10, Beijing Jian Dongjie
Beijing, China

The Beijing—New York Pizza Corporation wishes to acknowledge and thank the Sister City Program of New York City and the Foreign Affairs Office of the Beijing Municipal Government for all their support and assistance in making this historic event possible

"Good Sister City relations are GOOD for business"

A Changing Role for Sister Cities?

Oliver Wendell Holmes once observed, "The axis of the earth sticks out through the center of each city and town in the world." For generations this sense of place has dictated our reaction to the world in which we live and work.

Like it or not, people in America and around the world have to compete in an international economy which is rapidly accelerating as the 20th Century draws to a close.

These changing circumstances have stimulated local governments in the United States to enter the international arena. The arrival of foreign investment and trade, and of American companies moving operations overseas, have converged with the substantial reduction of federal support for economic development programs to accelerate the emerging tradition of local government as an "economic activist"—a participating partner in economic development. Local and state governments have had to come to grips with the economic and social consequences of these shifts; it is, after all, their "place" that has taken the hit as their federal partner has largely left the scene. The arrival of new immigrants has expanded bilateral international relations, reinforced, or forged new trade and investment connections and sometimes brought new urgency to human rights and health issues having international consequences for the facilities where they have settled.

Sister cities have been on the cutting edge in the emergence of local governments as a new force in economic development. As the sister cities concept has grown as a national and world force, relationships between partners reveal a very large, rich and varied accumulation of connections that are being absorbed into the economic, social and political fabric of each participating community.

While many U.S. sister cities have long and continuing trade exchanges with their affiliates in other countries, the trend is clearly on the upswing. In an international business survey conducted by SCI in 1987, U.S. sister cities responded that nearly 90% of all sister city relationships will have some level of trade and business occurring between them by the year 2000.

The Cincinnati-Kharkov sister city committee found a big market in an up scale mall in Cincinnati for products from their partner.

Any city, large or small, can benefit from mutual trade exchanges with their sister city. Some cities that have include:

- San Jose, Calif.; A major telecommunications project was concluded in early May when a sister city delegation of 14 business, government and education leaders from Costa Rica came to San Jose, Calif., as a return of a February economic mission to that country. It was on the February mission that Costa Rican President Oscar Arias signed a partnership agreement with San Jose, Calif.; to build and establish strong economic, cultural and person-to-person ties, including the upgrading and expansion of a telecommunications system over the next five to seven years to a fiber-optic based network more advanced than the public network available in any other country in the world.
- Coldwater, Mich.: It was the active sister city link with Soltau, West Germany, that persuaded Grahl International, a German manufacturer of office furniture, to locate in Coldwater. About 140 jobs for local workers were created in the process. Since then, two other German firms have also located there—Gross Stabil Corp., which manufacturers casters, and Data Tech, which produces commercial-quality drafting boards. Together, they have created about 30 additional jobs.
- Aspen, Colo.: Aspen and its sister cities—Chamonix, France, Garmisch Partenkirchen, Germany and Davos, Switzerland—have created a consortium to jointly promote each others cities to encourage tourism and winter sports through cooperative advertising, printed material and public relations.
- Portland, Ore.: Portland linked with Sapporo, Japan in 1959. A trade relationship of several hundreds of millions of dollars annually has developed over the years. The Portland Dock Commission points to the heavy annual export of Oregon wood chips and forage grass seeds to customers in Hokkaido Prefecture in which Sapporo is located and notes: ". . . it is safe to say that because of the Sister City program other business has been generated with Japan as a whole, and the exposure by Portland's business community to Japan as a potential customer and supplier has been broadened as a direct by-product of the affiliation."