



Mayor's Office of
International Affairs

ANNUAL REPORT 2020





MESSAGE FROM MAYOR BOTTOMS



Dear Friends:

It is an understatement to say that 2020 has been a challenging year. But in true Atlanta fashion, we have joined together to help one another during these unprecedented times. There is a great slogan about our great city: *Atlanta influences everything!*

As the 60th Mayor of Atlanta, I am proud of the work that the Mayor's Office of International Affairs (MOIA) has done to continue cultivating relationships with Atlanta's foreign partners and its international community even in an all-digital environment. Building on our work to promote the southeast region as a world-class destination, the Mayor's Office of International Affairs has made significant progress in expanding our international influence and has leveraged our strengths that fuel the City's emergence as a global hub for commerce, innovation, culture, and diplomacy.

Home to the world's busiest and most efficient airport, Atlanta's growth is due in great part to Hartsfield-Jackson Atlanta International Airport, which offers service to more than 75 international destinations in 50 countries. Our global ecosystem is supported by a dynamic community of international representatives and organizations. It includes more than 70 consular and trade offices, 31 bi-national chambers of commerce, and 17 sister city partnerships.

From our legacy as the cradle of the civil rights movement to our current status as one of the most progressive cities in the nation, even in the midst of one of the most difficult years in modern history, we still shine as that city on a hill – influencing the world. As we work to create an affordable, resilient, and equitable city, we welcome the new year as an opportunity to expand Atlanta's global connections and diverse communities.

Sincerely,

Keisha Lance Bottoms



MAYOR'S OFFICE OF INTERNATIONAL AFFAIRS ABOUT US

Our Mission

The mission of the Mayor's Office of International Affairs (MOIA) is to develop and foster relationships with Atlanta's international community, economic development partners, government agencies, and academic and cultural institutions to position Atlanta as a global hub for commerce, innovation, education, culture, diplomacy, and sports.



OUR OBJECTIVES

- **Promote International Business and Trade:**
Promoting trade, global connectivity, and international strategic partnerships between the City of Atlanta and international stakeholders.
- **Protocol & Diplomacy:**
Liaise with and support the Members of the Consular Corps, international community, sister city relationships, welcome foreign delegations, & provide protocol guidance to City departments and organizations based in Atlanta.
- **Hosting and Attracting International Events:**
Attracting physical and virtual international events to grow Atlanta's global brand, increase domestic spending, and bring cultural experiences to all Atlantans.
- **International Education and Youth Engagement:**
Collaborate with Atlanta based academic institutions to develop students' cross-cultural competencies and foreign language acquisition to establish a competitive global workforce.
- **Position Atlanta as a Global Sports Hub:**
Promoting Atlanta as the leading place for sports and encourage sports as a vehicle to bring communities and cultures together.
- **Support the City of Atlanta and Mayoral led initiatives:**
Ensure that the City of Atlanta and the Mayor have the necessary support to serve the public and ensure business continuity for the City.

MEET OUR TEAM



THE GLOBAL
POSITIONING
OF THE CITY
IS AT THE
**CORE OF
OUR TEAM'S
MISSION.**



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COMMUNITY ENGAGEMENT HIGHLIGHTS

Atlanta-Based Consulates, Mayor's Office of International Affairs, and Mayor's Office of Cultural Affairs express solidarity and support for essential workers with West Side Mural.

As part of Atlanta's ELEVATE art program, the City of Atlanta's Mayor's Office of International Affairs, Office of Cultural Affairs, and the Atlanta-based Consulate Generals of Israel, The Bahamas, Belgium, Canada, Germany, Haiti, Japan, the Republic of Korea, and Switzerland came together to express their solidarity and support for healthcare and essential workers on the front lines with a mural by Joseph Mckinney, artist and owner of Atlanta-based Black Mind Creative.

The mural is located at 850 Oak Street SW. Participants and attendees will be able to collectively express the sentiment that in Atlanta, as elsewhere around the world, "we are all in this together."

Thank you to the Consulate Generals of:

- Bahamas
- Belgium
- Canada
- Germany
- Haiti
- Israel
- Japan
- Republic of Korea
- Switzerland



Hartsfield-Jackson Atlanta International Airport celebrated the grand opening of its newest exhibit, "Transcendent: More to Haiti Than You Know."

Hartsfield-Jackson Atlanta International Airport celebrated the grand opening of its newest exhibit, "Transcendent: More to Haiti Than You Know", on Concourse E that featured 25 works by Haitian artists. The paintings represent the Haitian people, the country's landscape, and its natural beauty. The Airport's Director of International Business, Alrene Barr, provided remarks on Hartsfield-Jackson's support for the exhibition. Greg Richardson, the Airport's Chief Financial Officer, revealed that 300,000 people visit the facility daily - which provides an impressive audience for these artists. The event also brought remarks from Haitian diplomatic authorities, such as the Ambassador of Haiti to the US, Hervé Denis, the Consul General of Haiti in New York City, Gandy Thomas and Head of Mission for the Consulate of Haiti in Atlanta, Roudelyne Nogar Jean. Welcoming remarks from the City of Atlanta came from Vanessa Ibarra, Director of the Mayor's Office of International Affairs.

A yearlong exhibit, "Transcendent" was supported by Saurel Quettan, President & Chairman of the Board of the Georgia Haitian-American Chamber of Commerce in collaboration with Senior Airport Art Program Manager David Vogt.



Asian American Pacific Islander (AAPI) Heritage Month

For Asian American Pacific Islander Heritage Month, MOIA partnered with the Mayor's Office of Immigrant Affairs (Welcoming Atlanta) to celebrate and honor the Asian American and Pacific Islander Community in Atlanta. As part of the month long celebration, we featured on a daily basis, members of the community that have contributed to the City in the areas of diplomacy, community engagement, business, and the arts. In partnership with the Children's Museum of Atlanta, the Confucius Institute at Georgia State University, and the Japan-America Society of Georgia we hosted a series of virtual events including a musical performance, Tai Chi and yoga sessions, childrens activities, and cooking demonstrations.

Click the thumbnails below to view all performances, activities, and events!



Virtual Performance by Jennifer Chung



Learn about Kalpana Chawla, an Indian-American astronaut & engineer, while building & launching bottle rockets



AAPI Wellness Wednesday: Chinese Tai Chi with the Confucius Institute at Georgia State University



Learn about Dong Kingman, a Chinese-American watercolor artist & create Chinese Dragons



Chinese Medicine Virtual Classroom with Azure Duan



Story time featuring a Korean-American family as they create a delicious dinner



The Japan-America Society of Georgia provides a kids cooking demonstration: Bento Boxes



Yoga Breathwork + Poses with Rakhi Patel of Yoganesh

Japan-America Society of Georgia Virtual Tsukimi Moon Viewing Gala

MOIA Director, Vanessa Ibarra, provided remarks on behalf of the City of Atlanta for the Japan-America Society of Georgia's (JASG) Virtual Tsukimi Moon Viewing Zoom Gala. The audience listened to remarks from the Consul General of Japan, Kazuyuki Takeuchi, Yoshi Domoto, JASG Executive Director, JASG board members, and enjoyed performances by Junko, Bachido, Madoka, and Yoshi.

Happy 40th Anniversary, JASG!



Biophilia Poster Competition

Organized by BrandCulture and PosterTerritory, MOIA partnered for the Biophilia poster competition, which received over 3500 submissions from 167 countries. 100 finalists were on display at open-air exhibits at Serenbe and Ponce City Market along the Atlanta BeltLine.

Congratulations to the winners!

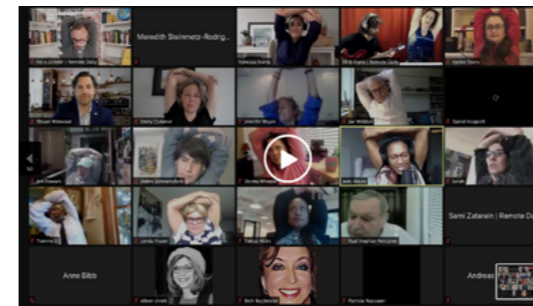
- Platinum Award - Elena Pogulyaeva, Russia
- Golden Award - Mykola Kovalenko, Ukraine/Slovakia
- Silver Award - Xiang Tianping, China
- Bronze Award - Yun Ching Lee, Taiwan
- Bronze Award - Daria Savolainen, Finland



Forbes featured the Biophilia Poster Competition and Open-Air Exhibitions in the article, "Get Outdoors This Fall For Public Art in Atlanta," written by Chad Scott.

[READ MORE](#)

Remote Daily - "Virtual Diplomacy: How to Strengthen & Build Global Ties from Home."



MOIA Director, Vanessa Ibarra, joined Remote Daily, an interactive talk show connecting innovators, for a daily dose of inspiration. The show's host, Felix Zeltner, and Vanessa discussed how the city of Atlanta continues to strengthen global ties from home and the future of virtual diplomacy. Participants even had a chance to relax with breathwork and meditation.

Gulf Cooperation Council Crisis Management Delegation

Atlanta Fire & Rescue and CERT Atlanta put together an engaging and thorough presentation on Community Emergency Response Training and exchanged with U.S. Forestry Service international guests from Brazil, Ethiopia, Jamaica, Nepal, Namibia, and Democratic Republic of Congo. MOIA Director, Vanessa Ibarra, and Global Engagement Officer, Paulina Guzman, welcomed the delegation and provided remarks during their session.



BUSINESS & TRADE PROMOTION HIGHLIGHTS

AACCLA Outlook on the Americas Conference

The Association of American Chambers of Commerce in Latin America and the Caribbean (AACCLA) hosted their annual Outlook on the Americas meeting in Atlanta. The Mayor's Office of International Affairs (MOIA) worked closely with the U.S. Chamber of Commerce and AACCLA to attract the annual meeting to the City of Atlanta and worked closely with the organizers to develop the meeting agenda and ensure that participants explored the valuable resources and opportunities available in our region. AACCLA hosted their public conference at the Metro Atlanta Chamber of Commerce, where they set their 2020 policy priorities during internal meetings, explored Atlanta's innovation ecosystem, networked with the local business community and participated in site visits. MOIA hosted a welcome reception to convene Atlanta's business leaders, members of the civic community, state lawmakers, and community representatives to promote Atlanta as a premier destination for diverse business opportunities.



Netherlands OrangeXchange USA



The Consulate General of the Netherlands in Atlanta invited MOIA to participate in the launch of the OrangeXchange USA platform, which aims to connect Dutch startups with American mentors, using Atlanta as a gateway to expand into the United States market.

Africa Women Innovation & Entrepreneurship Forum (AWIEF)

Mayor Keisha Lance Bottoms provided remarks at the 6th edition of the Africa Women Innovation & Entrepreneurship Forum (AWIEF). The theme "Reimagining Business and Rebuilding Better" provided a platform for global and African thought leaders to reflect and reimagine the business, economic, and leadership skills needed to emerge from the Covid-19 pandemic and to address women's economic empowerment. Mayor Bottoms was joined by Atlanta Women's Entrepreneurship Initiative (WEI) Director Monica Delores Hooks who participated in a session entitled "Reimagining Investment & Accelerating Gender-Lens Investing for Impact."

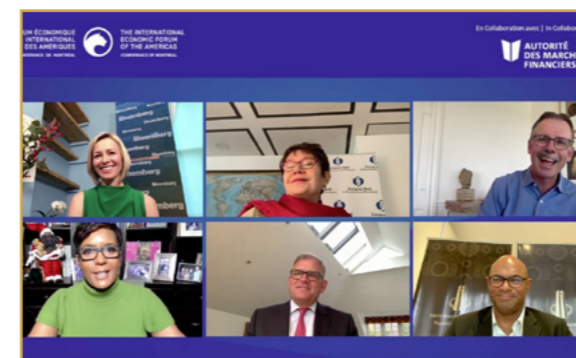


"Africa holds a very special place in the heart of Atlanta," said Mayor Bottoms. "The global health crisis has put a lens of uncertainty on our world; we are treading uncharted territory across the globe. The definition of balance in our lives has been stretched for everyone, especially for women who lead our communities. Programs like WEI and AWIEF serve to level the playing field while bringing more women leaders to the table and helping to foster diverse business communities."

"Programs like WEI and AWIEF serve to level the playing field while bringing more women leaders to the table and helping to foster diverse business communities."

- Mayor Keisha Lance Bottoms

International Economic Forum of the Americas: Conference of Montreal



Mayor Keisha Lance Bottoms participated in a panel discussion on how to move towards a more resilient global economy during "The International Economic Forum of the Americas: Conference of Montreal." Mayor Bottoms spoke about the important role of public-private partnerships, how the City of Atlanta has responded with support from the CARES Act and #ATLStrong Fund, and what is needed to help our economy's future.

Entering the Global Economy Through a Digital Marketplace

In partnership with the Metro Atlanta Chamber (MAC), MOIA hosted a conversation with subject matter experts on why eCommerce matters during COVID-19. The virtual discussion “Entering the Global Economy through a Digital Marketplace” covered topics, including retailing in the age of eCommerce, setting up a marketplace, the importance of website optimization and SEOs, and available resources to get a business on a digital marketplace.



The panel discussion was moderated by Cesar Vence, Deputy Director, who leads MOIA's trade promotion initiative, and Michael Theisen-Jones, MAC's Director of Global Business. Guest speakers included Dr. Evaristo Doria, Senior Lecturer/Co-Director Minor in International Business at Georgia State University; Nader Motazed, Global Product Marketing at Amazon, who highlighted the global selling opportunities with the multinational technology company. The former recipient of the Atlanta Metro Export Challenge Grant, Dr. Amy Baxter, CEO of Pain Care Labs, and George Tracy, Director of the U.S. Export Assistance Center (USEAC) in Atlanta also participated as speakers.



[READ MORE](#)

Amazon Global Selling | Your Business Can Be a Global Business



As part of our Trade Promotion Initiative and as a follow up to our Digital Marketplace webinar, MOIA hosted a virtual discussion with representatives from Amazon Business, Lois Rouder, Senior Business Development Manager, and Nader Motazed, Global Product Marketing Manager. Led by MOIA Deputy Director, Cesar Vence, panelists discussed insights on customer access around the world, the growing opportunities in emerging areas, and the tools and services available to help companies enter global markets.



2020 Atlanta Metro Export Challenge

February 2020

The City of Atlanta Mayor's Office of International Affairs proudly partnered with the Metro Atlanta Chamber for this year's Atlanta Metro Export Challenge (Atlanta MEC). Atlanta MEC is a regional grant program designed to challenge small- to medium-sized companies in Metro Atlanta to explore international expansion efforts.

Earlier this week, the Metro Atlanta Chamber announced the 12 grant recipients for the 2020 cohort, which included three City of Atlanta-based companies: Axion BioSystems, First Performance, and Futurus. Recipients receive a \$5,000 reimbursement grant which the company can spend on expenses related to increasing their sales internationally. In addition to the grant funds, recipients will have access to other resources throughout the year that will help the development of their company's global sales plan.

Development programs such as the Atlanta MEC are reflective of Atlanta's endeavors to bolster economic development on a global scale. The Mayor's Office of International Affairs Director Vanessa Ibarra says, "With 95% of the world's consumer and 80% of purchasing power located outside the United States, our companies must be prepared to succeed in today's global market. Companies that export grow 20% faster, pay 18% higher wages, and are 9% less likely to go out of business than



companies that rely solely on the domestic market. However, less than 5% of U.S. companies export, and more than half of those sell only to one market." Ms. Ibarra continues, "By partnering with the Metro Atlanta Chamber and the Metro Export Challenge Grant, we have been able to ensure that Atlanta based small and medium-size businesses have access to the right resources, tools, and mentorship to stay competitive locally and grow internationally."

The City of Atlanta continuously invests in specialized efforts to mitigate the gap between small businesses and foreign markets.

"Metro Atlanta's small and medium-sized businesses make up 97% of all businesses in the region, but many are under exporting. Through grants such as Atlanta MEC and seminars like our office's Passport to Exports series, businesses have an opportunity to expand into new, global markets through exposure to resources and assistance," says Cesar Vence, Deputy Director of the Mayor's Office of International Affairs. "We're very excited for the Atlanta-based companies that were selected since they showcase Atlanta's diversity and also the City's strength in biomedical research, fintech, and future technologies sectors."

Women + Trade

As part of MOIA's trade promotion initiative and to celebrate women entrepreneurs, MOIA hosted "Women + Trade," a virtual panel highlighting women exporters based in Atlanta, their impact on the global economy, and how they are handling the COVID-19 crisis. The Women + Trade virtual conversation was moderated by Cesar Vence, MOIA's Deputy Director, who leads the initiative. In addition to the panel of exporters, Kimberly Reed, President and Chairman of the Export-Import Bank of the United States, provided remarks about credit insurance programs and initiatives implemented by the agency that support current and prospective exporters in their businesses. Representatives from the University of Georgia Small Business Development Center (SBDC), Invest Atlanta, and Metro Atlanta Chamber, were also in attendance to highlight their resources to support small businesses and exporters during the ongoing COVID-19 crisis.

[READ MORE](#)



#2

**ATLANTA IS RANKED NUMBER 2
AMONG THE TOP 50 U.S. METROS
BASED ON THE NUMBER OF WOMEN-
OWNED FIRMS**

MOIA announced partnership program with UPS: Women Export University

The Women Export University is a capacity building program that equips entrepreneurs with the necessary tools and resources to become globally competitive and increase the participation of women-owned businesses in international trade. The Women Export University curriculum includes virtual workshops, one-on-one consultations, insights and training on export strategies, tools and resources to enter new markets, insights on how to build an export-friendly digital presence, and guidance on package flows and preparing export shipments.

The Women Export University is a partnership between MOIA and UPS that aims to increase the participation of women-owned business in exporting and create more opportunities for women entrepreneurs to achieve economic equality.

WEI Wind Down



MOIA had the opportunity to connect with the empowering women of Atlanta's Women Entrepreneurship Initiative (WEI) 2020 cohort. We discussed the many ways in which our office can be a resource in engaging and growing their businesses internationally.

26th edition of the Women's Series Featuring Atlanta WEI

MOIA and the binational chambers of commerce hosted the 26th edition of the Women's Series, showcasing City of Atlanta's Women's Entrepreneurship Initiative (WEI) 2020 Cohort and its Executive Director, Monica Hooks. The discussion included firsthand pitches from the cohort, and discussions around the importance of developing strategic partnerships to help businesses go global.

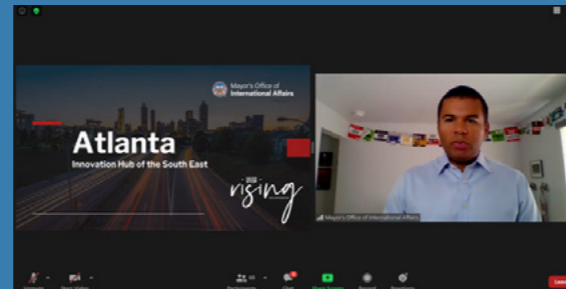


WOMEN EXPORT UNIVERSITY



Argentine American Chamber of Commerce “Atlanta Innovation Hub of the Southeast”

MOIA Deputy Director, Cesar Vence, was invited by the Consulate General of Argentina in Atlanta and the Argentine American Chamber of Commerce Southeast to introduce the City of Atlanta to companies and position the city as a leader in IT and innovation.



French Delegation Auvergne-Rhône-Alpes Entreprises (ARAE) Development agency

MOIA Director Vanessa Ibarra met with Auvergne-Rhone Alpes Entreprises (ARAE) Development Agency and Business France to strengthen business ties around gaming and innovation between the Auvergne-Rhone Alpes region and the City of Atlanta.

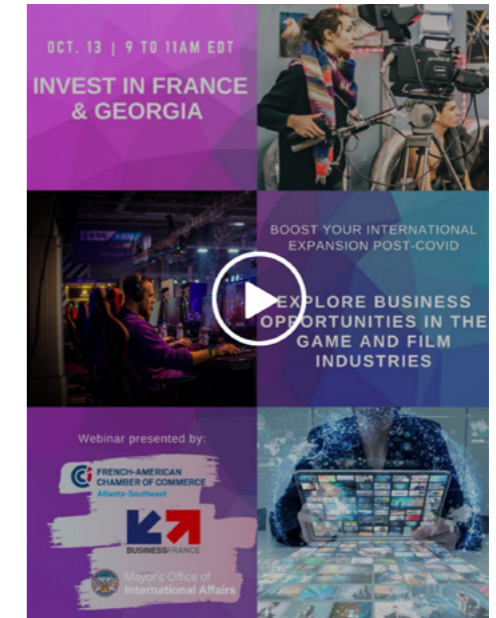
World Trade Day

MOIA Deputy Director, Cesar Vence, joined the World Trade Center of Atlanta’s World Trade Day 2020 virtual conference for a conversation with representatives from the Metro Atlanta Chamber, the Georgia Department of Economic Development, Invest Atlanta, and the World Trade Center of Atlanta about how the local international trade community supports businesses and how organizations have pivoted during the global pandemic.



France Atlanta 2020: Creative Industries Panel Discussion Invest in France & Georgia

As part of France Atlanta 2020, the French American Chamber of Commerce Atlanta, co-organized by MOIA and Business France, hosted a lively 3-part panel conversation about the various growth opportunities in the Film and Gaming industries in Georgia and France. Panelists shared insights on the creative industries and why both regions should be a top priority when thinking about investing and doing business in the film and gaming industries.



Global positioning of Atlanta is at the core of what we do as an office, our focus is to position Atlanta as a destination of foreign direct investment and ensuring that businesses and investors are familiar with what our region has to offer.

- Cesar Vence
MOIA Deputy Director

SMARTer Together Webinar Series: The Future of Work

As the pandemic continues to affect our daily lives, there have been many questions on what (or where) the workplace will be in the future. We partnered with Georgia Tech’s initiative on Smart Cities and Inclusive Innovation #SMARTer Together Webinar Series for a conversation around trends in urban work spaces, education technology, building soft skills through virtual learning, and how the pandemic has accelerated and shifted the future of work.

[LINK TO WEBINAR](#)

Courtesy Meetings with newly appointed leaders of Trade Offices

Candy Nip
Director, Hong Kong Economic and Trade Office in New York

Matthias Hoffmann
President and CEO, GACC South

DIPLOMACY & PROTOCOL HIGHLIGHTS

French Ambassador Philippe Étienne visits Atlanta



MOIA Director Vanessa Ibarra, along with Consul General of France Vincent Hommeril and Doug Shipman from The Woodruff Arts Center, welcomed H.E. Ambassador of France to the U.S., Philippe Étienne.

Courtesy meeting with Slovakian Ambassador Ivan Korčok

Ambassador of Slovakia to the United States, Ivan Korčok, visits the City of Atlanta to discuss business, trade, and cultural opportunities, as well as ways to connect Slovakia with the city.

Welcome reception with Ambassador of the Kingdom of the Netherlands to the U.S., André Haspels

Vanessa Ibarra, MOIA Director, welcomed Ambassador André Haspels to the City of Atlanta during a reception hosted by the Netherlands Consul General Ard van der Vorst, Deputy Consul General, Koosje De Vries, and Global Entrepreneurs Summit-participant, Jamine Moton. Discussions included the outcome of the 2019 Global Entrepreneurs Summit in The Hague, and ways to support women leadership and entrepreneurs in the Netherlands and the USA.



Ambassador of Kazakhstan to the U.S., Erzhan Kazykhanov's visits Atlanta for first time



Cesar Vence, MOIA Deputy Director, welcomed the Ambassador of Kazakhstan during his first visit to Atlanta. The group discussed regional collaboration and potential synergies between our industries - specifically FinTech and Smart Cities.

Since going virtual, MOIA continued to host virtual courtesy meetings with:

Ciara O'Flóinn, Consul General of Ireland in Atlanta
Mamoru Fukunaga, Deputy Consul General, Consulate General of Japan in Atlanta
Michel Gerebtzoff, Consul General of the Kingdom of Belgium in Atlanta
Monika Vintřlikova, Honorary Consul for the Czech Republic
Elliot Wang, Director-General, Taipei Economic and Cultural Office in Atlanta
Oliver Gorf, Executive Director of the Goethe-Zentrum Atlanta

The Carter Center selects Atlanta as one of 13 global cities to participate in the Inform Women, Transform Lives campaign

The Carter Center launched the Inform Women, Transform Lives campaign in 13 inaugural cities across the globe: Amman, Jordan; Atlanta, USA; Buenos Aires, Argentina; Cape Town, South Africa; Chicago, USA; Colombo, Sri Lanka; Dhaka, Bangladesh; Dublin, Ireland; Guatemala City, Guatemala; Kampala, Uganda; Lima, Peru; Monrovia, Liberia; and São Paulo, Brazil.

Inform Women, Transform Lives seeks to raise awareness about women's right to information, to significantly increase the number of women accessing key information from municipal governments, and to demonstrate the transformative impact that information has on individual women, their families, and the wider community. Ultimately, the Center hopes to galvanize a local and global movement to promote policy and practical solutions so that women will be able to transform their lives through access to information.



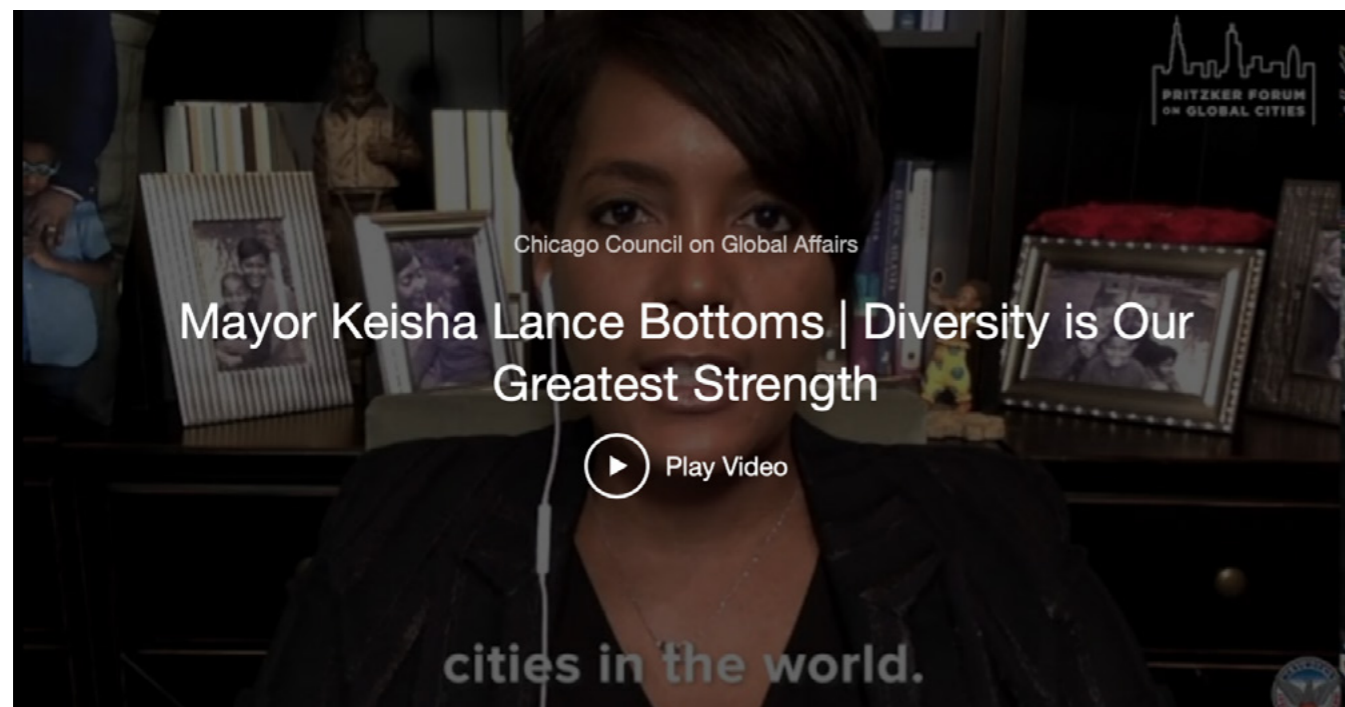
[LEARN MORE](#)

CITY LEADERSHIP & THE COVID-19 RESPONSE

Mayor Keisha Lance Bottoms joined global leaders to discuss the increasingly important role of city leadership.

Despite the cancellation of the 2020 Pritzker Forum on Global Cities due to the pandemic, Mayor Keisha Lance Bottoms joined leaders from around the world to recognize the role of city leadership in addressing global challenges. Whether confronting climate change, migration, or a public health emergency, cities have demonstrated their potential to address challenges that transcend national boundaries.

Atlanta Mayor Keisha Lance Bottoms discussed the role of cities in addressing global challenges. City leaders must rely on the diversity in their communities to create opportunity for all and bridge the inequities in society.



MOIA participated in a series of round table conversations with over 50 international affairs offices domestic and abroad to discuss the impact of COVID-19 and the growing role of city leadership.

City Diplomacy during COVID-19, on the Road to Recovery & The Great Reset

In partnership with the University of Southern California Center on Public Diplomacy, MOIA convened a series of round table discussions between the heads of international affairs offices from 10 cities across the United States to share experiences and practices in navigating the COVID-19 crisis. The overarching themes of each conversation included, pivoting day-to-day job functions to support City essential departments, supporting the international community locally, maintaining diplomatic relations to learn how to address the impact of COVID-19, and identifying potential providers of PPE equipment and other related materials.

International Economic Diplomacy "Global Recovery Through the Pandemic and Beyond"

MOIA hosted an engaging and insightful discussion with city representatives from Atlanta, Amsterdam, São Paulo, and Seoul on how each city is navigating their COVID-19 economic recovery and support efforts and discussed innovative ways to recover through the pandemic and beyond. The conversation included speakers Peter de Kruijk, Director, Amsterdam Trade & Innovate, Luiz Alvaro Salles Aguiar de Menezes, Secretary of International Affairs for the City of São Paulo, and Jae wook Jeong, Head of Invest, Seoul Center.

Leading the Fight: How Cities are Acting on Global Issues

MOIA Director, Vanessa Ibarra, was invited by the Pacific Council on International Policy to participate in a virtual conversation with Ambassador Nina Hachigian, Deputy Mayor for International Affairs, City of Los Angeles. Moderated by Anka Lee, Truman National Security Project Fellow, the speakers discussed the growing role of cities in subnational diplomacy and how local governments can prepare for the greatest challenges of the future through greater global engagement.

[LINK TO WEBINAR](#)

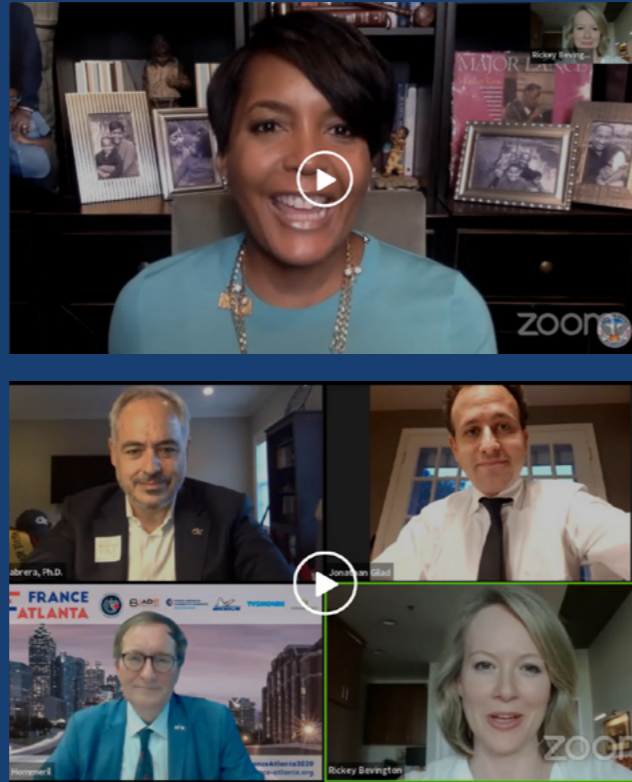
International Affairs COVID-19 Weekly/ Bi-weekly Updates

In an effort to keep the diplomatic and international community informed about the city's response to COVID-19, MOIA provided frequent updates, highlighting major headlines, executive orders, and City resources.

France Atlanta Virtual Opening Ceremony

Mayor Keisha Lance Bottoms provided remarks during the opening ceremony of France Atlanta 2020 and spoke on the city's strong relationship with France and both countries' commitment to "maintaining global partnerships in order to tackle worldwide challenges such as climate change, Coronavirus, systemic racism, and the economy."

The ceremony also included remarks from Philippe Etienne, Ambassador of France to the United States, and a lively panel discussion on how the U.N. SDGs have encouraged French-American cooperation with Vincent Hommeril, Consul General of France in Atlanta, Ángel Cabrera, President of Georgia Institute of Technology, Jonathan Gilad, Counselor for Ecology, Sustainable Development, Energy, and Transport for the Embassy of France in the United States, and Rickey Bevington, Senior Anchor/Correspondent for Georgia Public Broadcasting.



Lessons Learned on Doing Business in the Southeast with European Consuls



In partnership with the European Union Consulates General and Chambers of Commerce, MOIA Director Vanessa Ibarra moderated a panel discussion with departing Consul Generals of Ireland and Kingdom of Belgium, Shane Stephens and William de Baets, to share insights on diplomatic, cultural, and race relations, and doing business in the Southeast.

Jamaican PowHER International Summit

Vanessa joined the Jamaican Chamber of Commerce of Atlanta's PowHer International Women's Summit as a panelist for a conversation about women and economic empowerment with Alrene Richards Barr, Linda Eshiwani-Nate, Nadia Theodore, Miguel Southwell, and Consul General of Jamaica in New York, Alson Wilson.



Password: PowHer2020

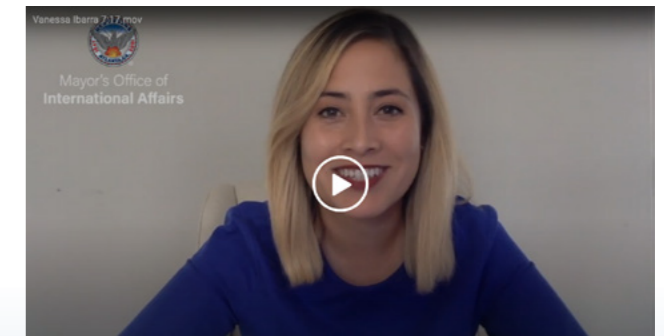
Brazilian Independence Day Virtual Celebration



Vanessa provided remarks on behalf of the City of Atlanta in celebration of Brazil's Independence Day. Programming included participation from Consul General of Brazil in Atlanta, Amb. Carlos Henrique de Abreu, Lucia Jennings, President of the Brazilian-American Chamber of Commerce of the SE, Lucas de Souza Martins, MOIA intern, guests of the local Brazilian community, and musical performances from Fernanda Noronha & Peu Pereira and singer Alessandro Santhiago.

Swiss National Day

On the occasion of Switzerland's National Day 2020, the Consulate General of Switzerland in Atlanta hosted a virtual 1st of August ceremony. MOIA Director, Vanessa Ibarra, provided remarks on behalf of the City of Atlanta in celebration of Swiss National Day and MOIA's partnership with the Consulate General of Switzerland in Atlanta.



Virtual Protocol Gathering - Protocol in a Post-Pandemic World

In partnership with the Georgia Department of Economic Development and the Coca-Cola Company, we hosted a virtual conversation with protocol officers from across the state of Georgia to discuss how the shifting standards of protocol may transform in the short and long-term due to COVID-19. Representatives from Hartsfield-Jackson Atlanta International Airport, the Georgia Air National Guard and the Georgia Army National Guard also shared their insights on how the pandemic has brought a series of new challenges and changes to their workplaces, ceremonies, and meetings.

In 2020, MOIA worked with various partners from 31 countries:

- | | |
|------------------------------|---------------------|
| Argentina | Israel |
| Belgium | Jamaica |
| Brazil | Japan |
| Canada | Kazakhstan |
| China | Namibia |
| Costa Rica | Nepal |
| Czech Republic | Nigeria |
| Democratic Republic of Congo | Slovakia |
| Dominican Republic | South Korea |
| Ethiopia | Switzerland |
| France | Taiwan |
| Georgia | The Bahamas |
| Germany | The Netherlands |
| Haiti | Trinidad and Tobago |
| Hong Kong | United Kingdom |
| Ireland | |

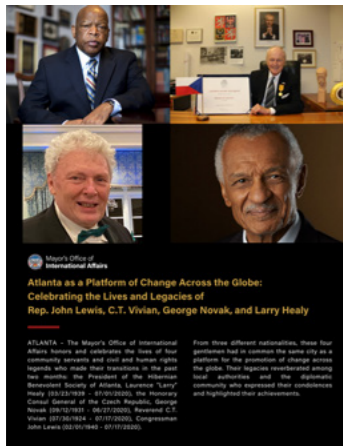
Pride Month 2020 Exclusive: Honoring Ard van der Vorst, Consul General for the Kingdom of the Netherlands in Atlanta

MOIA was proud to celebrate Pride Month 2020 by honoring and highlighting a member of the LGBTQ+ community and Atlanta Consular Corps, whose enthusiasm and leadership has not only bolstered relations between Atlanta and the Kingdom of the Netherlands around diplomacy, trade, education, culture, and innovation, but has spurred new conversations around LGBTQ+ affairs and public diplomacy.



READ MORE

Atlanta as a Platform of Change Across the Globe: Celebrating the Lives and Legacies of Rep. John Lewis, C.T. Vivian, George Novak, and Larry Healy



The Mayor's Office of International Affairs honors and celebrates the lives of four community servants and civil and human rights legends who made their transitions: the President of the Hibernian Benevolent Society of Atlanta, Laurence "Larry" Healy, the Honorary Consul General of the Czech Republic, George Novak, Reverend C.T. Vivian, and Congressman John Lewis.

From three different nationalities, these four gentlemen had in common the same city as a platform for the promotion of change across the globe. Their legacies reverberated among local authorities and the diplomatic community who expressed their condolences and highlighted their achievements.

READ MORE

The City of Atlanta fosters 17 sister city relationships with communities across the globe. The Atlanta Sister Cities Commission has continued to expand its programming by promoting mutually beneficial cultural, educational, economic, and community development exchanges. The Commission has positioned itself to enhance its efforts through increased marketing, a charitable foundation and increased staff support from MOIA.

City of Atlanta's Sister Cities

- Ancient Olympia – Greece 1994
- Brussels – Belgium 1983
- Bucharest – Romania 1994
- Cotonou – Benin 1995
- Fukuoka – Japan 2005
- Lagos – Nigeria 1974
- Montego Bay – Jamaica 1972
- Newcastle-Upon-Tyne – Great Britain 1977
- Nuremberg – Germany 1998

- Port-of-Spain – Trinidad 1987
- Rio de Janeiro – Brazil 1972
- Ra'anana – Israel 2000
- Salcedo – Dominican Republic 1996
- Daegu – South Korea 1981
- Taipei – Republic of China (Taiwan) 1979
- Tbilisi – Republic of Georgia 1988
- Toulouse – France 1974



READ THE 2020 ANNUAL REPORT

Sister City Diplomacy & COVID-19: Looking Ahead to the New Normal

To stay connected with sister city partners and share best practices and challenges of navigating the COVID-19 pandemic, MOIA organized the first virtual summit "Sister City Diplomacy & COVID-19: Looking Ahead to the New Normal." Representatives from over 10 cities were in attendance, including Toulouse, France; Nuremberg, Germany; Taipei, Republic of China (Taiwan); Daegu, South Korea; Rio de Janeiro, Brazil; Lagos, Nigeria; Ra'anana, Israel; Newcastle upon Tyne, United Kingdom; and Port of Spain, Trinidad and Tobago.

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U.S. Japan Sister Cities Bell Ringing: 75 Years of Peace Since Hiroshima and Nagasaki



MOIA, the Consulate General of Japan, and Japanese community and business leaders in Atlanta joined the newly created Japan Committee of Sister Cities International (SCI) in the U.S.-Japan sister cities Bell Ringing Project to commemorate the 75 years of peace since the atomic bombing of Hiroshima and Nagasaki.

Highlighting Atlanta's Sister Cities and Their Response to the COVID-19 Pandemic



Articles written by Lucas de Souza Martins, Intern, Mayor's Office of International Affairs

TOULOUSE, FRANCE



Amid COVID-19, Toulouse Demonstrates Ability To Overcome Unexpected Challenges

” Atlanta's sister city, Toulouse has proved time and time again how to overcome unexpected challenges. The city now grapples with its newest challenge, a challenge shared with nations and municipalities across the globe—the COVID-19 pandemic. Toulouse benefited from its diverse healthcare infrastructure and the creation of 12 emergency health hubs across the city. Together with its shutdown plan, the city was less affected by the virus in comparison with other European metropolises in terms of fatalities per one million inhabitants.

[READ MORE](#)

NUREMBERG, GERMANY



Nuremberg And The Battle Against COVID-19: Lessons Learned From A Government In Transition

” As the world faces the challenges imposed by COVID-19, Nuremberg confirms its pursuit in promoting cooperation and human rights. Even as shelter-in-place and social distancing measures were implemented, the City of Nuremberg ensured these measures did not prevent communication and engagement with its partners. At the onset of the COVID-19 global pandemic, the German city reached out to its 15 sister cities to express its solidarity and support. They also sent three health care specialists to Skopje (North Macedonia) in an effort to support that city's fight against the virus.

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RA'ANANA, ISRAEL



Communicating Through Different Platforms: Ra'anana Teaches Us How To Connect With Citizens In The COVID-19 Era

” City of Atlanta's sister city, The Municipality of Raanana has connection at the heart of its strategy to combat the spread of COVID-19. The municipality implemented multiple initiatives to stay in touch with its locals using traditional platforms and social media communication.

[READ MORE](#)

NEWCASTLE UPON TYNE, ENGLAND



Newcastle: Focusing On The Most Vulnerable To Overcome COVID-19

” As the Newcastle City Council navigates through the COVID-19 pandemic, this City of Atlanta sister city has established strategies that account for the routine and basic needs of its most vulnerable population.

[READ MORE](#)

TAIPEI CITY, REPUBLIC OF CHINA (TAIWAN)



Taipei City: Sharing Best Practices Globally To Help Partners Fighting COVID-19

” In response to the COVID-19 pandemic, Taipei has led by example. This City of Atlanta sister city translated all their standard operating procedures into English to ensure other nations have access to critical info to reopen safely.

[READ MORE](#)

DAEGU, SOUTH KOREA



Daegu: The "Medi-City" Who Implemented Coronavirus Drive-Thru Testing

” Also known as the "Medi-city", Daegu is a medical hub in Korea due to its research on difficult-to-cure diseases. The world has experienced the benefits of this City of Atlanta sister city's COVID-19 innovations, such as drive-thru testing.

[READ MORE](#)

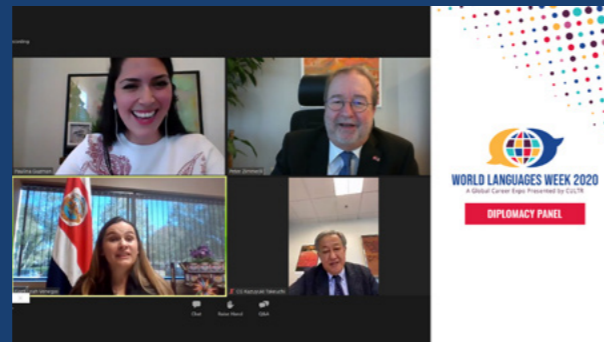
The Future of Atlanta's Global Workforce

In February, MOIA, in partnership with the Greater Atlanta Coalition for Global Education and Research (GAcGEAR) and Sage, launched its first event of the year designed to discuss the importance of global competence in an increasingly competitive workforce. The event, titled "The Future of Atlanta's Global Workforce", featured representatives and officials from Deloitte, Metro Atlanta Chamber, Sage, Volantio, UPS, and Georgia's top ranking universities. Due to advances in technology and globalization, the needs in the labor market have dramatically shifted in the past decade. Consequently, this has created uncertainties about what skills college graduates should prioritize to be marketable candidates in the workforce. Seeing this gap, MOIA, GAcGEAR, and Sage collaborated to host this intimate conversation with the intent to revisit what modern companies and corporations are seeking from ideal employable candidates, and what students need to learn to be adequately prepared to meet those demands.

The event concluded with a perfectly executed example on how to rectify the global skills gap. Two teams from Sage's AI Workshop at Banneker High School presented their app prototypes designed to address some of the UN's 17 Sustainable Development Goals, demonstrating how the skills they learn in the classroom will help to make themselves (and Atlanta) global.

Georgia State University's World Languages Week: Diplomacy Panel Discussion

As part of World Languages Week at Georgia State University's Center for Urban Language Teaching and Research (CULTR), Paulina Guzman, MOIA Global Engagement Officer, moderated an engaging Diplomacy panel with Consul Generals Kazuyuki Takeuchi of Japan, Flora Leah Venegas of Costa Rica, and Peter Zimmerli of Switzerland. Thank you CULTR for providing the opportunity to highlight the important role that learning a foreign language plays in strengthening our careers and relationships.



CIFAL Virtual Panel Discussion



CIFAL Atlanta, in collaboration with MOIA and the United Nations Institute for Training and Research (UNITAR), hosted a virtual panel discussion that highlighted student leaders and their work related to the U.N. SDGs and COVID-19. MOIA Director, Vanessa Ibarra, provided opening remarks before students from Kennesaw State University and the Georgia Institute of Technology presented their innovative solutions on how we can build back better amidst the COVID-19 pandemic.

Atlanta Celebrates International Youth Day | UN75 | Youth 2030

MOIA is committed to recognizing and highlighting the work and passion of the many young people who are leading movements, innovating and driving change to achieve a sustainable and peaceful world. In partnership with the Atlanta Global Studies Center, RCE Greater Atlanta, and the United Nations Association of Atlanta, we celebrate International Youth Day, Youth 2030, UN75, and all initiatives that provide an outlet for young leaders to mobilize and inspire action to improve their communities and realize their goals. Empowering youth by recognizing their voice and investing in the innovative solutions they create is the path forward for truly building a more sustainable, inclusive, and peaceful society.

This video campaign, themed "The Future We Want", recorded young people explaining what sustainable development means to them, their social and political aspirations, and what they desire for their future.



Thank you to the following schools for participating:

Atlanta International School • Collins Hill High School • Georgia Institute of Technology • Georgia State University • Kennesaw State University • North Atlanta High School • Northwestern Middle School • Ridgeview Charter Middle School • The George Washington University in D.C. • The Westminster Schools

75th Anniversary of the United Nations Virtual Webinar "Shaping Our Future"

MOIA Director, Vanessa Ibarra, provided remarks on behalf of the City of Atlanta during the United Nations Association of Atlanta's celebration of the 75th Anniversary of the United Nations. Vanessa was joined by other community leaders, including Laura Turner Seydel, Chair of Captain Planet Foundation & Director of Turner Foundation, Ard van der Vorst, Consul General of the Kingdom of the Netherlands, John Lanier, Executive Director of Ray C. Anderson Foundation, and esteemed keynote addresses from His excellency, Ambassador Farrukh Khan, Deputy Chef de Cabinet to the 75th President, United Nations General Assembly Volkan Bozkir, and Ángel Cabrera, President, Georgia Institute of Technology.

Georgia State University's International Education Week's Global Careers Expo



As part of Georgia State University's International Education Week's Global Careers Expo, MOIA Global Engagement Officer, Paulina Guzman, MOIA intern, Lucas de Souza Martins, and Global Atlanta's Trevor Williams participated in a discussion with students about the various ways to strengthen skills when pursuing an international career.

World Language Leadership Institute Virtual Meeting

MOIA Director, Vanessa Ibarra, joined the Georgia Department of Education World Languages and Global Workforce Initiative's virtual "World Language Leadership Institute" meeting. Participants included representatives from the Center for Urban Language Teaching and Research (CULTR), the Atlanta Global Studies Center (AGSC), and representatives from 13 schools districts, including Atlanta Public Schools.

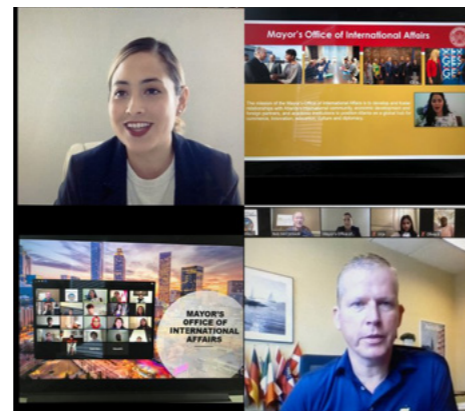
Emory Edge Virtual Summer Internship Virtual Meeting

As part of the Emory Edge Virtual Summer Internship, MOIA partnered with Emory University's Office of Global Strategy and Initiatives and the Emory Alumni Association in developing a virtual discussion on global skills relevance, growing Atlanta industries, and building connections with diverse groups of people. MOIA's Global Engagement Officer, Paulina Guzman, co-hosted the event and was joined by representatives from the Consulate General of Canada in Atlanta, Hartsfield-Jackson International Airport, Delta Airlines, and the CDC Foundation.

Atlanta Institute for Diplomatic Leadership's Virtual Student Workshops

Global Engagement Officer, Paulina Guzman, joined the Atlanta Institute for Diplomatic Leadership for a virtual workshop on the importance of protocol and cultural understanding to further diplomatic relations.

MOIA Director, Vanessa Ibarra joined Nico Wijnberg, International Relations and Chief of Protocol for the Georgia Department of Economic Development to discuss, with the same group of high school students, their respective career paths and the importance of working collaboratively to further global ties and international business for the state and the city.



Goalmakers ATL: Empowering Girls as Global Citizens

MOIA partnered with the United Nations Association of Atlanta Chapter for a discussion on current educational and experiential opportunities being offered to girls in the City of Atlanta, across the United States, and in Rwanda that will help guide them to become future global leaders.



Clube de Regatas do Flamengo visits the City of Atlanta

MOIA hosted Jose Martins of the Clube de Regatas do Flamengo School for an official visit to the city. Jose's first met with Ambassador Carlos Henrique Moojen de Abreu e Silva, Consul General of Brazil in Atlanta, Antonio Kaupert, Commercial Attaché (Trade, Investment, Tourism & Sports Promotion) at the Brazilian Ministry of Foreign Affairs, Luciano Pereira de Souza, Deputy Consul General at the Consulate General of Brazil in Atlanta, and Lucia Jennings, President & CEO, Brazilian-American Chamber of Commerce of SE.



MOIA also arranged meetings with Georgia Tech, Georgia State University and Soccer in the Streets to discuss future opportunities for collaboration.

Dan Martinez and Amy Phuong of the Atlanta Hawks provided a tour of the Hawks' cutting edge training facility and learned more about the day-to-day operations of a US pro team.

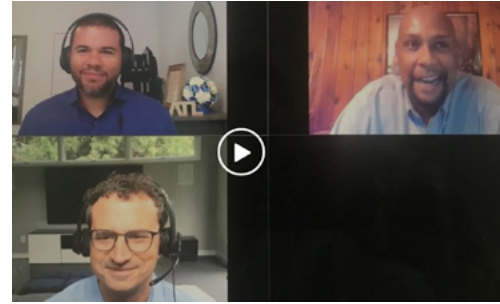
Soccer in the Time of COVID-19 Virtual Conversation



COVID-19 disrupted our way of life, from the way that we work, to how we educate our children, to how we play and watch our favorite sports. Soccer, the biggest sport in the world, was disrupted by COVID-19 in many ways. MOIA hosted a candid virtual conversation about the status of soccer around the world with Dan Corso, President of the Atlanta Sports Council, Darren Eales, President of Atlanta United, Wolfgang Heilmann, Head of International Projects for Borussia Mönchengladbach (Germany), and Bernardo Pontes, Marketing Manager for Clube de Regatas do Flamengo (Rio de Janeiro, Brazil). "Soccer in the time of COVID-19" highlighted the future of soccer in Germany, Brazil, and the U.S. and how teams are staying engaged with their fans as the world navigates this health crisis.

Decoding the World of Esports: MOIA takes a look at the gaming industry and how it impacts the Atlanta region

As part of our Global Sports Initiative, MOIA, in partnership with Skillshot Media and the Georgia Department of Economic Development (GDECD), hosted a virtual conversation about the world of Esports in Atlanta. During the conversation, MOIA Deputy Director, Cesar Vence, Todd Harris, CEO of Skillshot Media /Co-Founder of Hi-Rez Studios, and Asante Bradford, Project Manager of Digital Entertainment and Emerging Media for GDECD discussed why Atlanta attracts numerous digital entertainment companies, how statewide high school and university programs have helped to propel the industry to even greater heights, and what to expect for the future of gaming and Esports.



From the World to the A: Coffee with Legends



Interviews conducted by Lucas de Souza Martins, Intern, Mayor's Office of International Affairs

"From the World to the A: Coffee with Legends" is a platform of dialogue with Atlanta's international figures - athletes, diplomats, journalists, historians, business, and civic leaders - as they discuss the city's role in their careers and their experiences in the capital of Georgia.

The first two seasons highlights MOIA's Global Sports Initiative, which aims to elevate the City of Atlanta as an international sports hub through community engagement, sports exchanges, economic development, and sports diplomacy.



Naomy Grand'Pierre

Naomy Grand'Pierre is Haiti's First Female Olympic Swimmer, and was born in Canada and raised in Atlanta. Following the Olympics in 2018 at the CCCAN Games (Central American and Caribbean Swimming Championships), she won the first Haitian medals for swimming: Gold and Silver medals in the 50m and 100m Breaststroke. Grand'Pierre is also the Haitian national record holder in the 50m & 100m Freestyle and 50m Fly.

WATCH EPISODE 1



Iziane Castro Marques

Iziane Castro Marques is a Brazilian Olympian (2008 & 2016) and WNBA (Women's National Basketball Association) legend who played for the Atlanta Dream from 2008 to 2011. "Izi" also had a long career overseas playing in France, Spain, Latvia, Turkey, Poland, and Russia. In 2014, she founded in Brazil the "Iziane Institute" focused on youth, education, and sports.

WATCH EPISODE 2



Kristi Castlin

Kristi Castlin is an Atlanta native, 2016 Olympic Bronze Medalist, USA Track and Field athlete, and lifestyle influencer. Also known by her nickname, "Hollywood" has traveled to over 45 countries for competitions and philanthropy. She is eager to engage her followers to come along the journey as she trains for the upcoming Olympics in Tokyo.

WATCH EPISODE 3

NEW YEAR'S EVE MESSAGE

FROM MAYORS ACROSS THE GLOBE

Mayors from across the Globe came together to celebrate NYE in Times Square

"Although 2020 has been full of challenges, the fact that we are here to celebrate a new year is a testament to the resilience of people around the world."

City of Atlanta Mayor Keisha Lance Bottoms and US mayors from Birmingham, Boston, Charleston, Charlotte, Charlottesville, Chicago, Houston, Los Angeles, Louisville, Miami, New Orleans, Savannah, Seattle, Stockton along with the mayors from Calgary, Canada; Nürnberg, Germany; Mumbai, India; Fukuoka City, Japan; Mexico City, Mexico and Cape Town, South Africa joined the NYE festivities in Times Square to send messages of hope and optimism for 2021.



WATCH THE VIDEO



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