



Building Relationships · Building Business · Building Success

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OPPORTUNITY GREENSBORO: A BUSINESS AND COLLEGIATE PARTNERSHIP

In February of 2011, leaders of our city's academic and business communities launched Opportunity Greensboro: A Business and Collegiate Partnership, to further the connections between businesses and our colleges and universities. This collaboration focuses on opportunities to transform our bank of academic learning into commercial success, implementing result-oriented programs and activities to create a competitive advantage for business growth.

Opportunity Greensboro enables the business community to access and utilize the specialized knowledge and teaching available in our colleges and universities and establish opportunities for academic theories to be evaluated for business applications. While we are creating ways for our businesses to actively participate in the academic environment on campuses, we also are establishing real-time opportunities to refine theory and conceptual thinking into applied business practice. This intrinsic academic- business synergy yields important, tangible results—such as higher-paying jobs and enhancing Greensboro's atmosphere of a progressive and creative place to live.

For more information and examples of the impact of this collaboration, please visit www.opportunitygreensboro.com.

The Chamber of Commerce is Greensboro's premier business association, working to build a vibrant economy one business at a time through unique educational programs, leadership training, and opportunities to network with key business leaders. The Chamber is a member of the Greensboro Partnership, united with Greensboro Economic Development Alliance and Action Greensboro to create a growing economy and vibrant quality of life. To learn more about the Chamber and its activities in the community visit www.greensborochamber.com.

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