“White Bear Township is excited to help Heraeus expand in our community. Our partnership with GREATER MSP was critical to expeditiously bring this project to completion. They coordinated all the players and ensured quick resolution of issues.”

Bill Short, Treasurer, White Bear Township
GREATER MSP played a critical role in helping us to understand the opportunity to expand in the region. The efficiency with which they pulled together the critical resources needed to complete this project was fantastic. The expansion quickly became a reality.

Todd Buness, VP Finance, Heraeus Medical Components
GREATER MSP worked with a number of partners to bring resources and information to bring to the project.

- Worked with the city and the state to structure incentives.
- Coordinated applications with DEED for the Jobs Creation Fund.
- Worked with the city to structure Tax Increment Financing.
- Created a business cost comparison between the site in White Bear Township, Singapore and Mexico.
- Conducted a labor force analysis to assure Heraeus that adequate workers would be available.
- Called on leadership at German headquarters to support opportunity.

Every deal is different. And so is GREATER MSP’s role. It may play a significant role in driving a deal. Or it may perform one task of the many that need to be done. It is by assessing each client’s situation and helping to structure the project, coordinating efforts of multiple partners, and bringing needed resources that we ensure the client gets what it needs so that its business can prosper.

Heraeus Medical, a German company, was looking to expand its operations in either North America or Asia. GREATER MSP learned of the planned expansion through relationships it had developed with company leadership after receiving a tip from Life Science Alley. When it learned that the other markets under consideration were Mexico and Singapore, the team knew that the region’s competitive advantage lay in the availability of a high quality, highly skilled workforce. It began to craft this compelling story.

GREATER MSP worked with a number of partners to bring resources and information to bring to the project.

- Worked with the city and the state to structure incentives.
- Coordinated applications with DEED for the Jobs Creation Fund.
- Worked with the city to structure Tax Increment Financing.
- Created a business cost comparison between the site in White Bear Township, Singapore and Mexico.
- Conducted a labor force analysis to assure Heraeus that adequate workers would be available.
- Called on leadership at German headquarters to support opportunity.

The deal

Heraeus Medical elected to expand its operation through the addition of 20,000 square feet in White Bear Township. The project adds 80 new jobs and $7 Million in Capital Investment. GREATER MSP was proud to have worked with and coordinated partners to bring this foreign direct investment to the city, the state, and the region. Most importantly, Heraeus Medical has access to the workforce it needs to prosper.

The result

“The GREATER MSP played a critical role in helping us to understand the opportunity to expand in the region. The efficiency with which they pulled together the critical resources needed to complete this project was fantastic. The expansion quickly became a reality.”

Todd Buness, VP Finance, Heraeus Medical Components
“White Bear Township is excited to help Heraeus expand in our community. Our partnership with GREATER MSP was critical to expeditiously bring this project to completion. They coordinated all the players and ensured quick resolution of issues.”

Bill Short, Treasurer, White Bear Township

Thank you

The insights and contributions of these partners ensured success in this project. Their insights and expertise were invaluable.

White Bear Township

Minnesota Department of Employment and Economic Development

Life Science Alley

Special thanks to the Investors of GREATER MSP