

Pittsburgh Regional Alliance's Suzi Pegg Is Chairing IEDC's International Advisory Committee in 2017

(PITTSBURGH – Feb. 8, 2017) – [Pittsburgh Regional Alliance](#) (PRA) Vice President of Global Marketing Suzi Pegg has been named the 2017 chairperson of the [International Economic Development Council's](#) (IEDC) International Advisory Committee.



IEDC's mission is to provide leadership and excellence in economic development at a global level. Through its core values of being socially responsible and dedicated to building healthy and competitive communities, IEDC has continued to expand its international projects and partnerships. The international advisory committee comprises 40 Economic Development Council members who promote international membership and content in IEDC's conferences and in the council's professional development offerings.

Pegg's career in international business investment marketing spans 15 years at the PRA where she is responsible for the organization's global marketing. Her efforts are largely focused on promoting the 10-county Pittsburgh region for foreign direct investment (FDI) in western Europe, as well as Asia. She is the PRA's primary contact with corporates being introduced to the region for the first time and the ongoing contact with companies newly invested in the region and those international firms that are growing their business presence here.

There are more than [400 foreign-owned firms in southwestern Pennsylvania](#) and FDI is a key part of the backbone of the regional economy, including thousands of well-paying jobs at foreign-owned firms operating in the region.

"When economic development peers from around the globe come together, we speak the same language and sort through common issues and concerns. I am committed to helping global communities become better places to live, work and invest. Pittsburgh has many 'lessons learned' and best practices to share, but there's also a world of knowledge out there for us to gain. I look forward to leading the committee with my vice-chair, Paul Zito, vice president, international development, Regional Growth Partnership & Jobs Ohio in Toledo," said Pegg.

The Pittsburgh Regional Alliance (PRA) is the economic development marketing affiliate of the [Allegheny Conference on Community Development](#). The PRA markets the benefits of conducting business in southwestern Pennsylvania to companies all over the world that are growing, relocating or expanding. It also works to support the growth of existing regional employers.

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