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MASSECON RELEASES VIDEO SERIES PROMOTING MASSACHUSETTS AS HOTSPOT FOR LEADING INDUSTRIES AND BUSINESS GROWTH

Massachusetts industry videos showcase advantages of working and living throughout the Commonwealth

WATERTOWN, MA – [MassEcon](#), the state’s private sector partner in promoting business growth in Massachusetts, today announced the release of a video series promoting Massachusetts as a place to work and do business in six leading industries:

Click [here](#) to view each industry and watch the videos.

- [Information Technologies video](#)
- [Life Sciences video](#)
- [Clean, Green, and Blue Technologies video](#)
- [Advanced Manufacturing video](#)
- [Financial Services video](#)
- [Aerospace, Defense, Robotics video](#)

The first video series was released last month and featured the five regions of Massachusetts and Massachusetts as a whole. Click [here](#) to view each region and watch the videos, and click [here](#) to watch the statewide video.

“Massachusetts is focused on leadership in these key industries of our age,” stated Peter Abair, Executive Director of MassEcon. “These industries are supported not only through incentives and a supportive business environment, but also because Massachusetts’ high performing public schools, low crime rate, high quality health care, culture of innovation, and overall quality of life.”

MassEcon developed the videos with support from the Massachusetts Executive Office of Housing and Economic Development through a Regional Economic Development Organization grant administered by the Middlesex3 Coalition. Each video highlights a specific industry with supporting data and the top employers. The promotions will be released in multiple phases with a focus on a variety of audiences.

“Massachusetts is home to an unparalleled ecosystem of industry, academia, and talent that provides the right environment for companies to thrive,” said Housing and Economic Development Secretary Mike Kennealy. “MassEcon continues to be a valuable partner helping the Commonwealth put our best foot forward showcasing Massachusetts as the best place to do business.”

The videos were developed after receiving input from national and global site selection consultants and in consultation with MassEcon’s many regional partners throughout the state. Regional partners include Western Mass EDC, Town of Chelmsford, Middlesex3 Coalition, Merrimack Valley Chamber of Commerce, Worcester Regional Chamber of Commerce, Visit North Central Mass, Town of Mansfield, MetroSouth Chamber of Commerce, and the South Shore Chamber of Commerce. Path8 Productions produced the videos, and Lauren Perna Communications is helping promote them.

About MassEcon

MassEcon's mission is to promote and champion Massachusetts as the best place to start, grow and locate a business. Built upon a robust network of corporate and civic members, MassEcon convenes public and private sector leaders of industry to create an inclusive business ecosystem that enhances job growth across a diverse talent pool; promotes investment in all communities; expands equitable opportunities throughout the Commonwealth.

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