



WORKING INTERNATIONAL PROJECTS

JEKYLL ISLAND, April 13, 2016



We SPEAK Business

Georgia Department of Economic Development

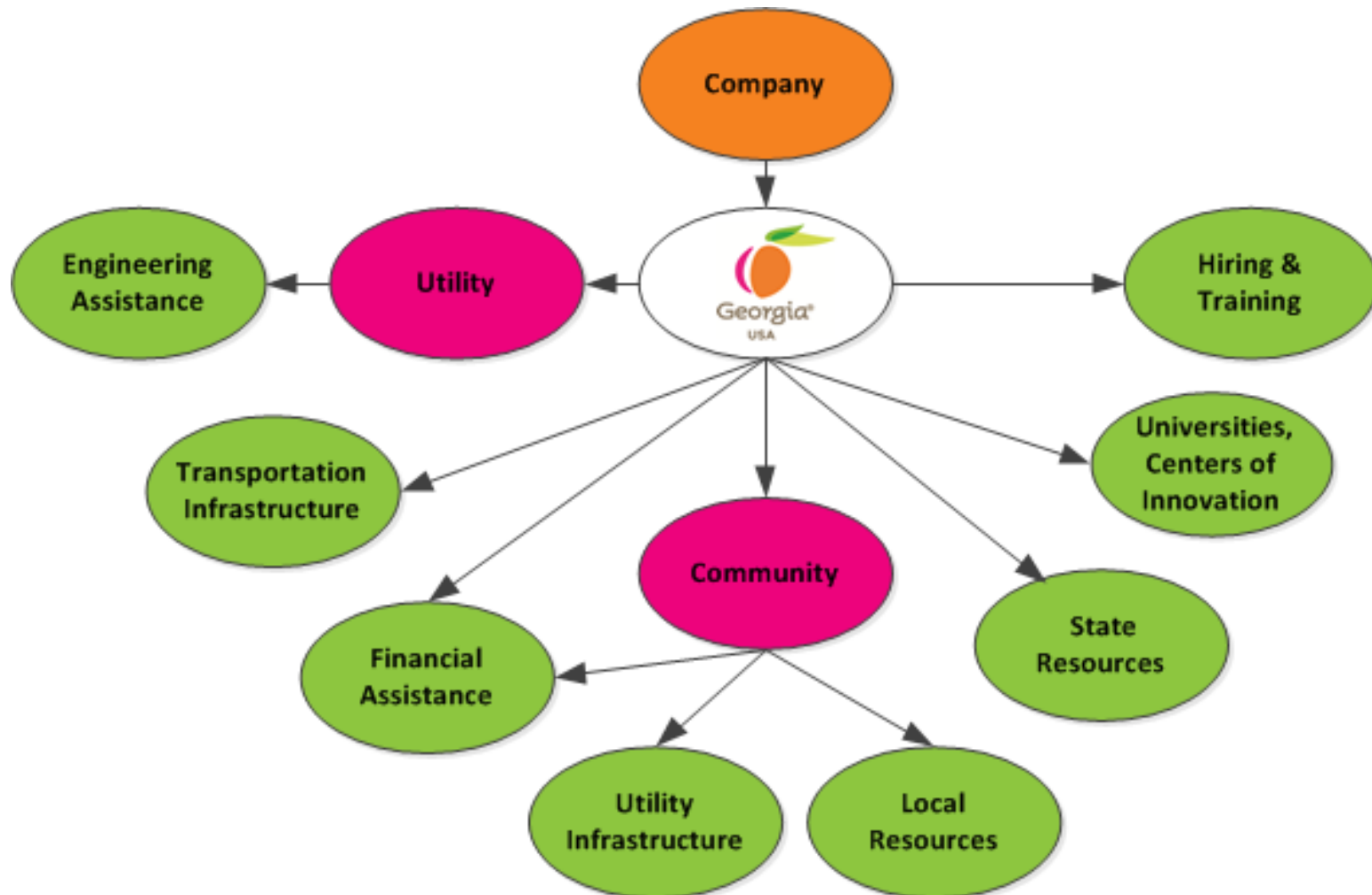
GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT:



- ▶ **WHO WE ARE:** The Georgia Department of Economic Development (GDEcD) is the marketing and sales arm of the State of Georgia

- ▶ **WHAT WE DO:** Strategically deliver economic development throughout the state by:
 - ▶ Attracting new business investment
 - ▶ Supporting the expansion of existing industry and small businesses
 - ▶ Locating new markets for Georgia products
 - ▶ Attracting tourists from within and outside the state
 - ▶ Promoting Georgia as a desirable location for entertainment businesses and projects
 - ▶ Aligning workforce education and training with in-demand jobs

SUCCESSFUL PARTNERSHIPS: DEDICATED AND UNIFIED TEAM



GDECD: GLOBAL COMMERCE DIVISION



- ▶ The Global Commerce division assists businesses by coordinating:
 - ▶ Site Location Services
 - ▶ Market Research
 - ▶ Business Incentives Analysis
 - ▶ Employee Training
 - ▶ Innovation and R&D Services
 - ▶ Export Assistance
 - ▶ International Office Assistance



HOW DOES GDECD FIND BUSINESS?



- ▶ International Offices
- ▶ Trade Shows
- ▶ Partners
- ▶ Network
- ▶ Existing industries

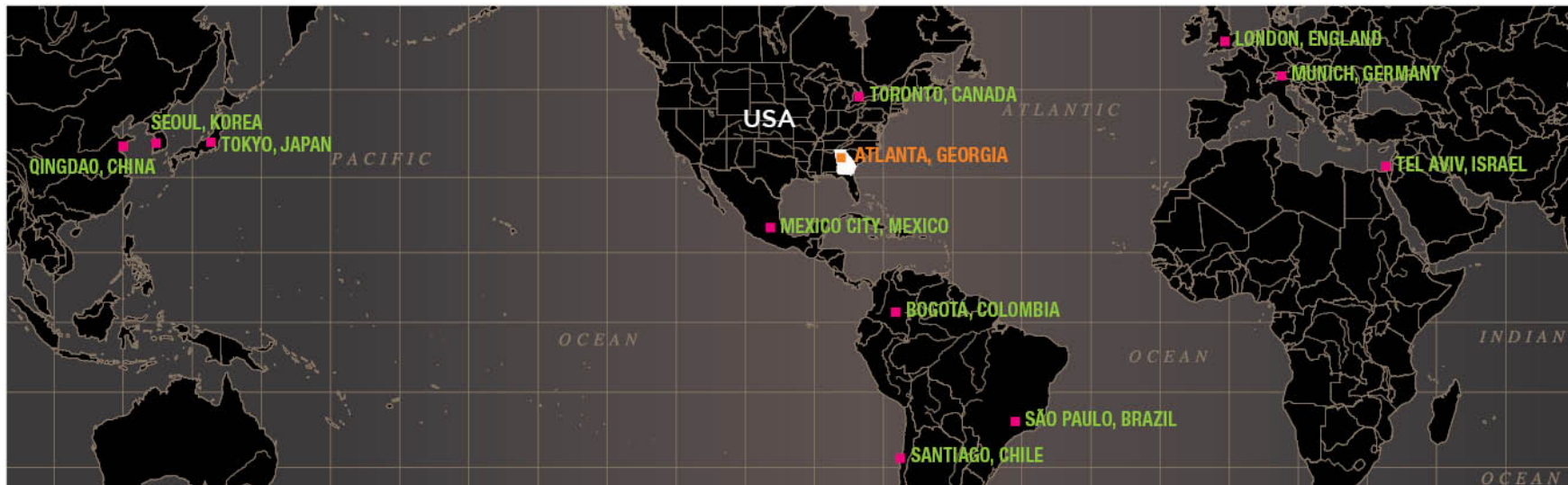
Economic Development = Relationships!



GLOBAL COMMERCE: INTERNATIONAL OFFICES



11 International Offices



INTERNATIONAL BUSINESS CONNECTIONS



- ▶ Over 3,000 internationally-owned business operations
- ▶ 76 consulates, trade offices and honorary consulates
- ▶ 33 bi-national chambers of commerce
- ▶ 65 countries represented



INTERNATIONAL BUSINESS CONNECTIONS: TOP INVESTOR NATIONS



By # of Jobs	By # Facilities	By Cumulative Investment
Japan	Germany	Japan
Germany	Japan	S. Korea
United Kingdom	United Kingdom	Germany
Canada	France	United Kingdom
Netherlands	Canada	Canada

- **More than 3,000 foreign-owned facilities currently exist in Georgia. These companies represent more than 50 nations and employ over 150,000 workers.**

FY15 RESULTS



Locations

- 329 total
 - 85 New Locations (26%)
 - 244 Expansions

Jobs Created

- 27,006 total
 - 9,952 from New Locations (37%)
 - 17,054 from Expansions

Investment

- \$4.75 billion total
 - \$1.17 from New Locations (25%)
 - \$3.58 from Expansions

WHAT TRENDS ARE WE SEEING?



- ▶ Automotive
- ▶ Manufacturing and Reshoring
- ▶ FDI
 - ▶ Germany/Benelux
 - ▶ Korea
 - ▶ Japan
- ▶ Logistics and Port Activity
- ▶ Health IT, FinTech and Headquarters

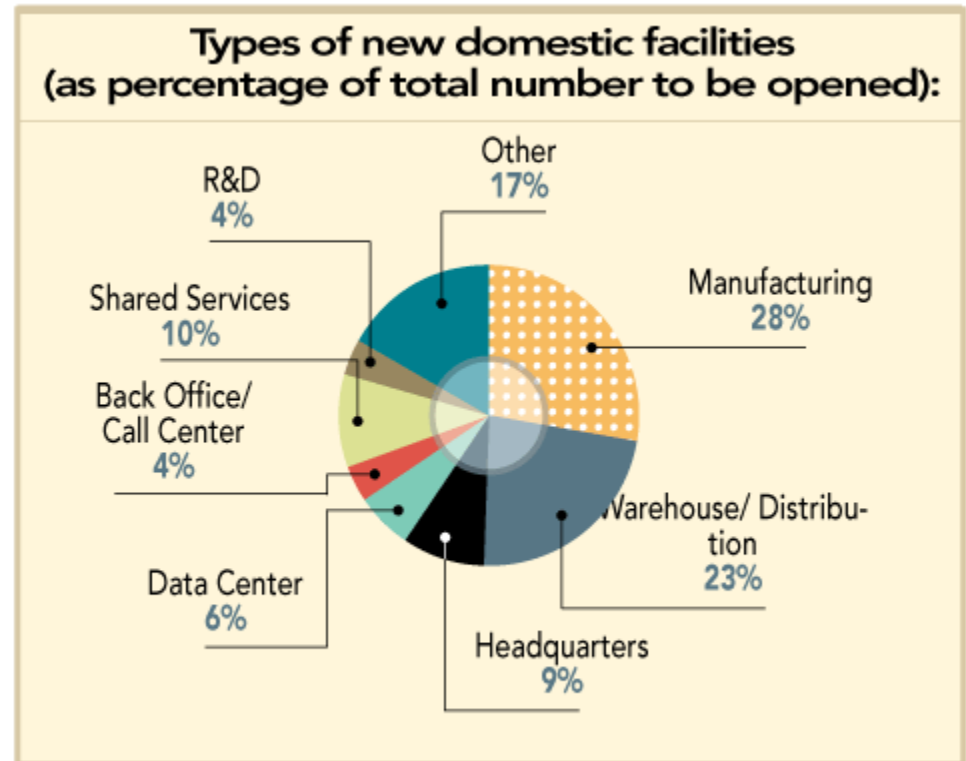


figure 15

LOCATION SELECTION IS A *VERY SERIOUS BUSINESS* FOR THE COMPANY TEAM MEMBERS



- ▶ This assignment has the potential to *make or break their careers*.
- ▶ Selecting the best site may be a decision that can *make or break the entire company*.
- ▶ Chances are good that you are dealing with a “task team”.
- ▶ Team members are a vehicle to communicate *facts and impressions* to the decision makers.
- ▶ This may be their first time.



THE “CULTURAL ICEBERG”

