



South Carolina

Cultivating a Globally- Connected, Dynamic Economy

Objectives

- South Carolina's industrial and foreign direct investment (FDI) success
- Team South Carolina
- Opportunities for the Lowcountry
- S.C. Department of Commerce tools and resources



Industry Recruitment Success

Recruited, 2015

- 150 projects
- 17,280 jobs
- \$4.21 billion

Recruited, 2011 - present

- 792 projects
- 92,041 jobs
- \$25.13 billion





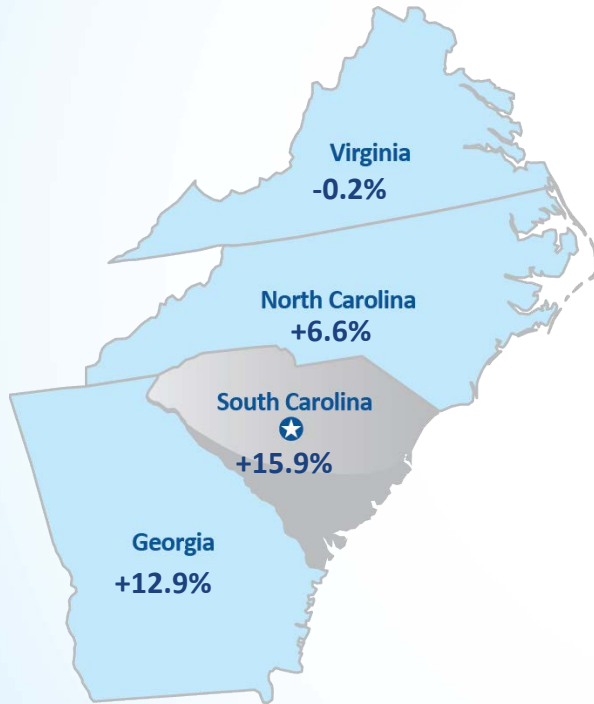
Top 2015 Announcements, by job creation

Company	County	Investment	Jobs	Product
Volvo Cars	Berkeley	\$500,000,000	2,500	Automobiles
Red Ventures	Lancaster	\$90,000,000	1,500	Marketing
Mercedes-Benz Vans	Charleston	\$500,000,000	1,300	Automobiles
Movement Mortgage	Lancaster	\$22,000,000	650	Mortgage lender
Rite Aid	Spartanburg	\$90,000,000	600	Distribution
ZF Transmissions Gray Court	Laurens	\$22,500,000	545	Transmissions
Amazon.com	Lexington	NA	500	Distribution
Schaeffler Group USA Inc.	Chesterfield/Spartanburg/York	\$163,800,000	443	Precision products
Haier America Refrigerators	Kershaw	\$72,000,000	410	Appliances
Dollar Tree	Cherokee/Spartanburg	\$104,400,000	400	Distribution
Moneypenny	Charleston	\$760,000	400	Call Center



“Beast of the Southeast”

Manufacturing Employment Growth, 2010-2016



Due to its thriving advanced manufacturing industry...

South Carolina leads the Southeast in manufacturing job growth.



S.C. Foreign Direct Investment Success

In 2015, FDI accounted for **56% of capital investment** recruited to S.C.

Since 2011:

- **\$14.3 billion** in new FDI
- Creating more than **30,000 new jobs**



International Brands Call S.C. Home



BOSCH

BRIDGESTONE



Continental
TIRE



Mercedes-Benz

HONDA

'TORAY'
Innovation by Chemistry

Husqvarna

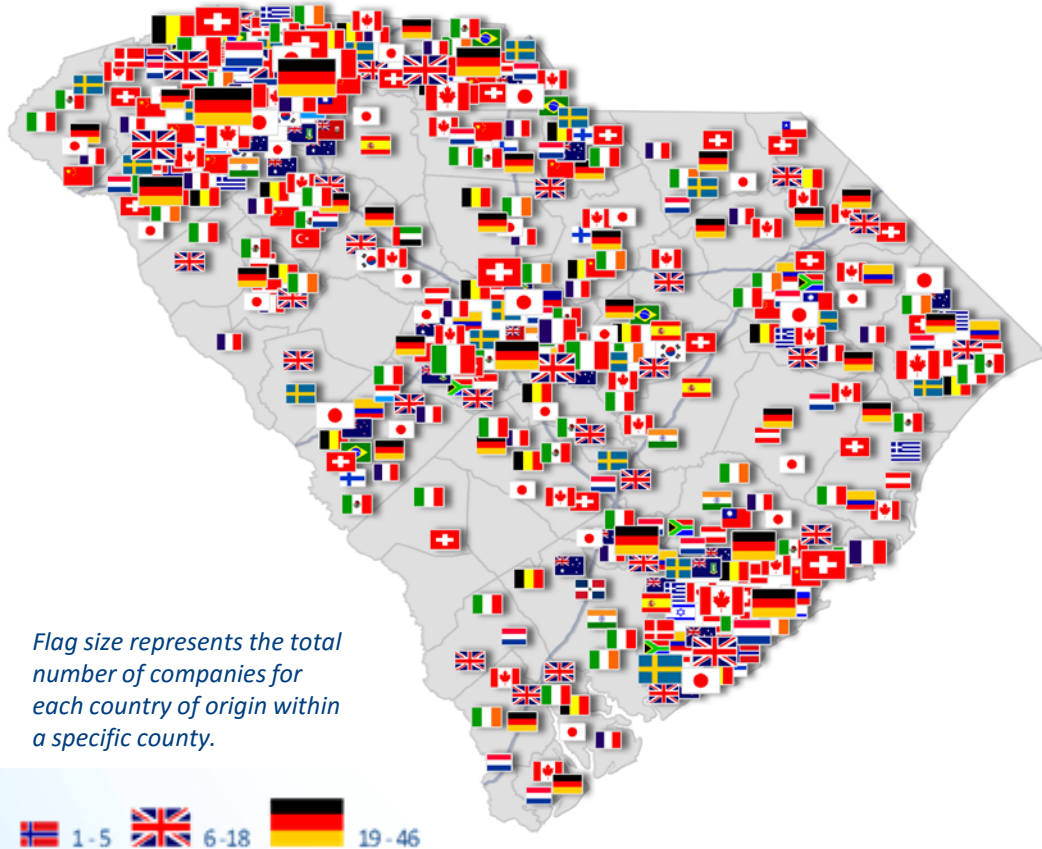


Haier **FUJIFILM**

 **Electrolux**



International Footprint in S.C.



#1 **IBM** *IBM Global Location Trends Annual Report*

For third time in four years, S.C. ranks first among states for jobs created by new and expanding international firms.

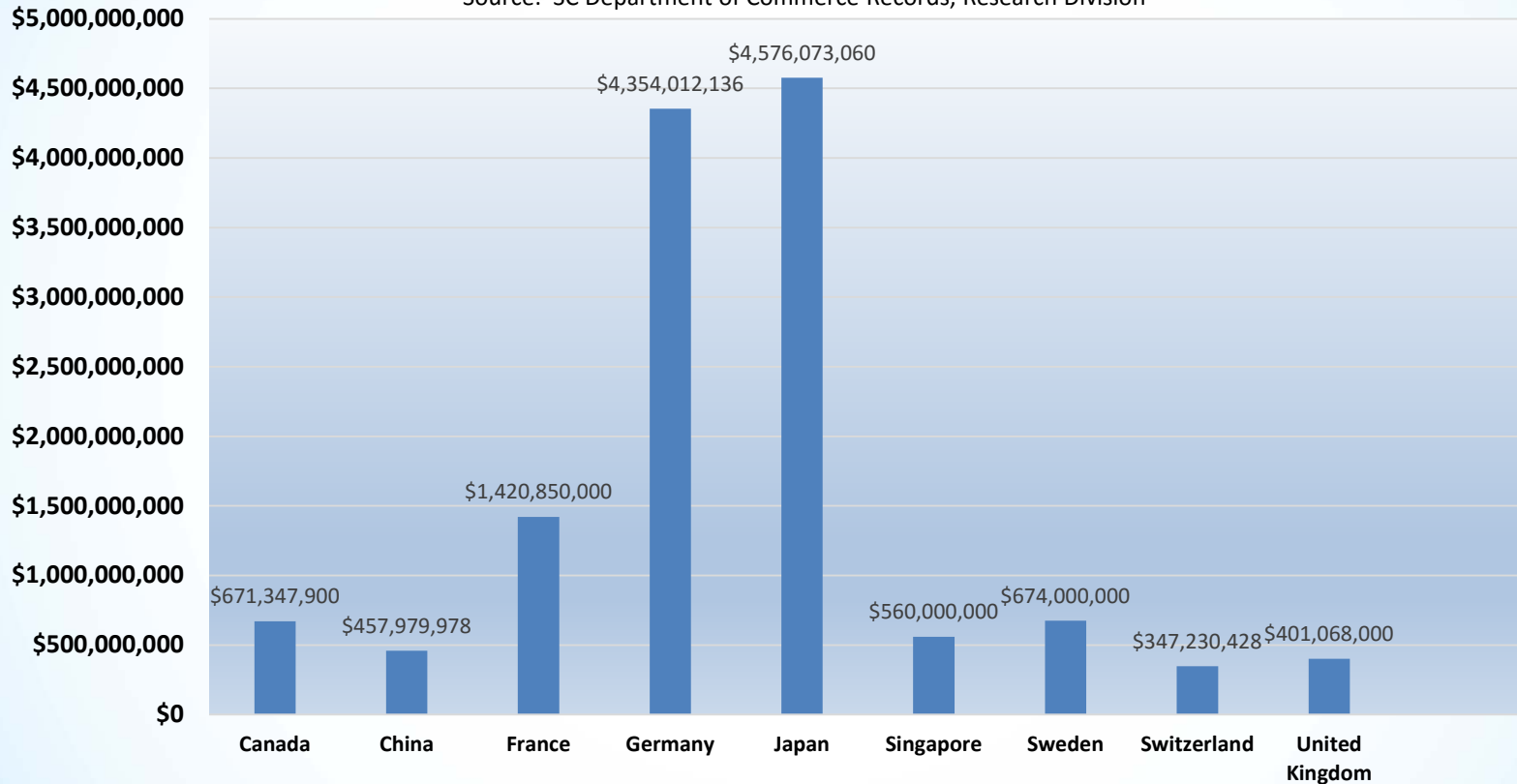
fDiMagazine
THE BUSINESS OF GLOBALISATION

S.C. was named 2015 National FDI Champions.

S.C. FDI By the Numbers (2011-2015)

Recruited Foreign Investment – Top Countries

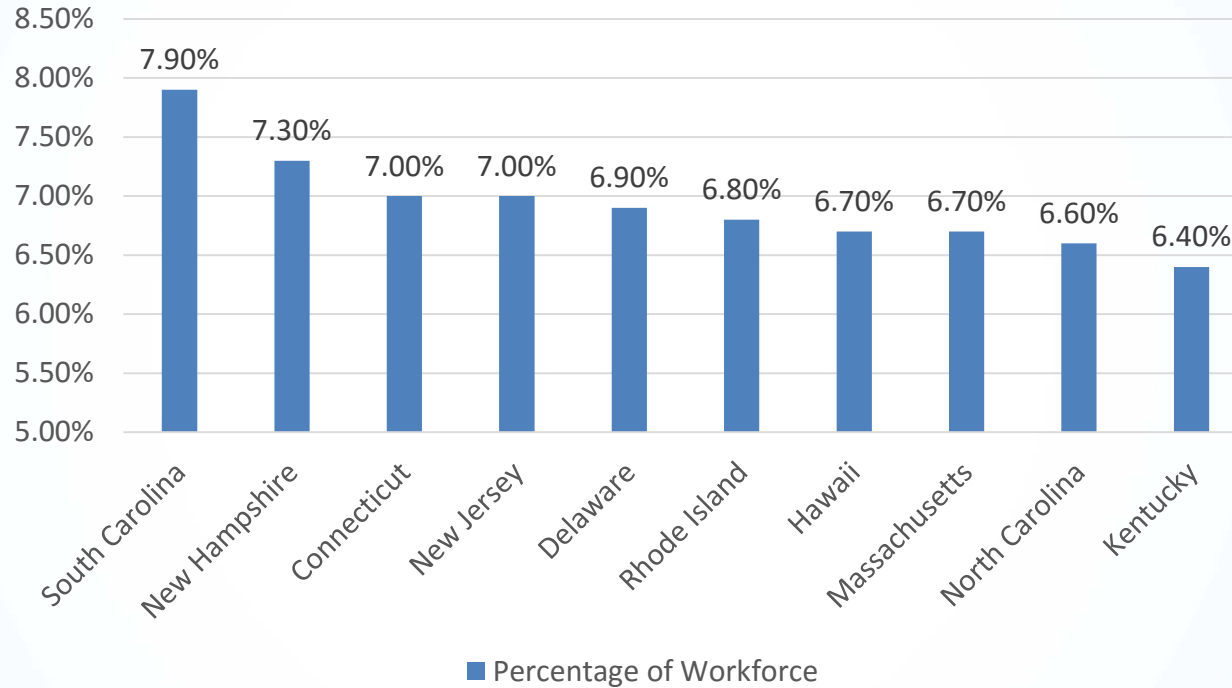
Source: SC Department of Commerce Records, Research Division



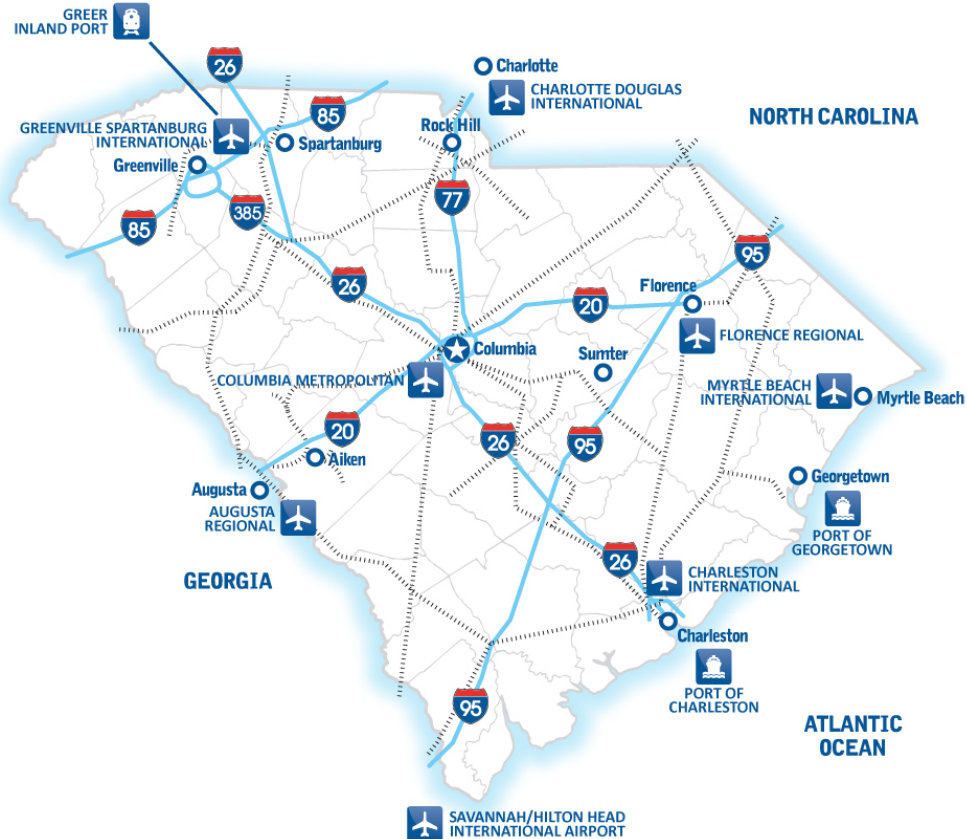
Top States for FDI

Percentage of Workforce Employed by Foreign-Controlled Companies

Source: U.S. Department of Commerce, International Trade Administration, 2013



Why Is S.C. Having Success?



- Interstate highway system
- Energy
- Railways
- Ports



Why Is S.C. Having Success?



Team South Carolina is the biggest reason for our success:

- Alliances
- Community Leaders
- Counties
- Existing Industries
- Port
- Utilities
- Workforce Training



Opportunities for the Lowcountry



Benefits of regionalism:

- Collaboration has been critical to S.C.'s recent success
- When one county succeeds, it benefits surrounding counties
- Participation in a regional economic alliance is extremely beneficial
- It helps market your community to companies from all corners of the globe



Opportunities for the Lowcountry

Product:

- Proactive product development is critical
- Large tracks of land with all of the elements (sewer, infrastructure, etc.) are hard to find
- A mixture of product – featuring shovel-ready sites, as well as spec buildings – is important
- Must have more than one option to show prospects



Opportunities for the Lowcountry



Workforce Training:

- Must change stigma attached to manufacturing
- Today's manufacturing jobs are high-tech, clean and well-paying
- The avg. manufacturing salary in S.C. is 37 percent higher than the average salary for all other jobs in S.C.
- readySC, S.C. Technical College System are great assets in preparing our workforce for these manufacturing jobs
- readySC trained 4,700 individuals for 92 companies in FY 2014-2015



S.C. Commerce's Strategy & Resources Available



- More than 70 percent of the world's purchasing power **located outside of the U.S.**
- Recognizing this, S.C. Commerce created a new **Division of International Strategy & Trade (IST)** last year.
- We hope to **build upon our success in attracting and supporting international companies**, as well as to help our existing companies expand their global reach.



International Offices

- South Carolina first established a presence overseas in 1970 with an office in Europe.
- Today, the S.C. Department of Commerce has a presence in:
 - **Munich, Germany**
 - **Shanghai, China**
 - **Tokyo, Japan**
 - **New Delhi, India**



Landing Pad Concept



- To overcome challenges some international companies face in establishing their first U.S. operations in S.C., a landing pad concept has been developed.
- The landing pad is a pilot program for international firms that are establishing their first operations in the U.S.
- It provides these companies with a platform to access resources needed to establish operations here
- An incubator for established firms.



Export Assistance Program



- Commerce's Export Incentives Program assists small and medium-sized businesses enter new markets and/or increase their exporting activities
- The program reimburses eligible South Carolina companies for specific export-related expenses
- Provides companies with the opportunity to:
 - Participate in an international trade show that best fits their industry
 - Create and translate marketing materials for international activity
 - Participate in S.C. District Export Council workshops or seminars



LocateSC

LATEST LISTINGS

FROM THE LOWCOUNTRY TO THE UPSTATE, AND EVERYTHING IN BETWEEN, ALL CORNERS OF SOUTH CAROLINA FEATURE A CLIMATE THAT IS 'JUST RIGHT' FOR BUSINESS. SHOWCASING AVAILABLE REAL ESTATE PROPERTIES WITHIN THESE PRO-BUSINESS COMMUNITIES, LOCATESC IS A RESOURCE FOR PROSPECTIVE INDUSTRIES WANTING TO DO BUSINESS IN THE PALMETTO STATE. CHECK OUT THE LATEST LISTINGS BELOW TO FIND A PROPERTY THAT MATCHES YOUR ORGANIZATION'S NEEDS.



Velocity Park - Parcel 3
Greer, SC 29651

Size
38.20 Acres



Anderson County Technology & Manufacturing Center
Pendleton, SC 29670

Size
220.00 Acres



Bailes Ridge
Indian Land, SC 29707

Size
250.00 Acres



Williston West Industrial Park
Williston, SC 29853

Size
161.00 Acres



Whitfield Corporate Park (120 Acres)
Hanahan, SC 29418

Size
120.00 Acres



MacMillan Industrial Park (100 AC)
Indian Land, SC 29707

Size
200.49 Acres

- LocateSC is a website that connects prospective industries with available properties in all regions of the state
- Searchable, free database that allows econ. dev. organizations and property owners to register new properties
- Commerce relaunching the site later this year

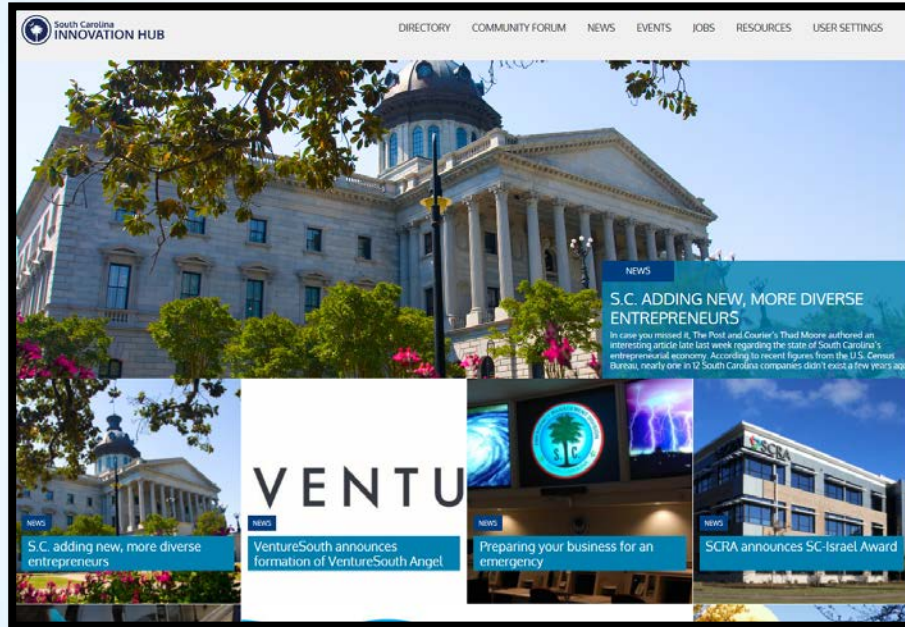


Buy South Carolina

- Buy South Carolina is a purchaser-oriented material and service locator
- Designed to promote South Carolina's existing businesses and its robust supplier network
- The goal is to help companies control costs and delivery times, making them more profitable



Office of Innovation



- S.C. Commerce also works to cultivate a high-tech, innovation and entrepreneurial economy
- Locally, the Don Ryan Center for Innovation (DRCI) was among the recipients of a grant from Commerce's innovation grant challenge
- Commerce launched the S.C. Innovation Hub earlier this year, an online platform allowing individuals in S.C.'s technology sector to connect with one another, post news stories, events and other information



Questions?



Contact Us:

S.C. Department of Commerce
1201 Main Street, Suite 1600
Columbia, S.C. 29201

803-737-0400 Main Phone
www.SCcommerce.com