

# South Carolina Just Right for Business



# Today's Talk

- Overview and status update
- Recent Successes
- Closer look at Daimler and Volvo
- Infrastructure Assets and Support
- Importance of Foreign Direct Investment (FDI)
- GBD changes and Division of International Strategy & Trade



# Building Momentum



- \$5+ billion in recruitment in 2011, 2013 and 2014.
- South Carolina is a leader in the Southeast region in manufacturing job growth – up 10.6%!
- Record exports in 2014 at \$29.7 billion!
- #1 for FDI again!



# Industry Recruitment Success

## Current Year

- 108 projects
- 14,432 jobs
- \$2.960 billion

## Jan. 2011 - Present

- 536 projects
- 72,781 jobs
- \$17.647 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



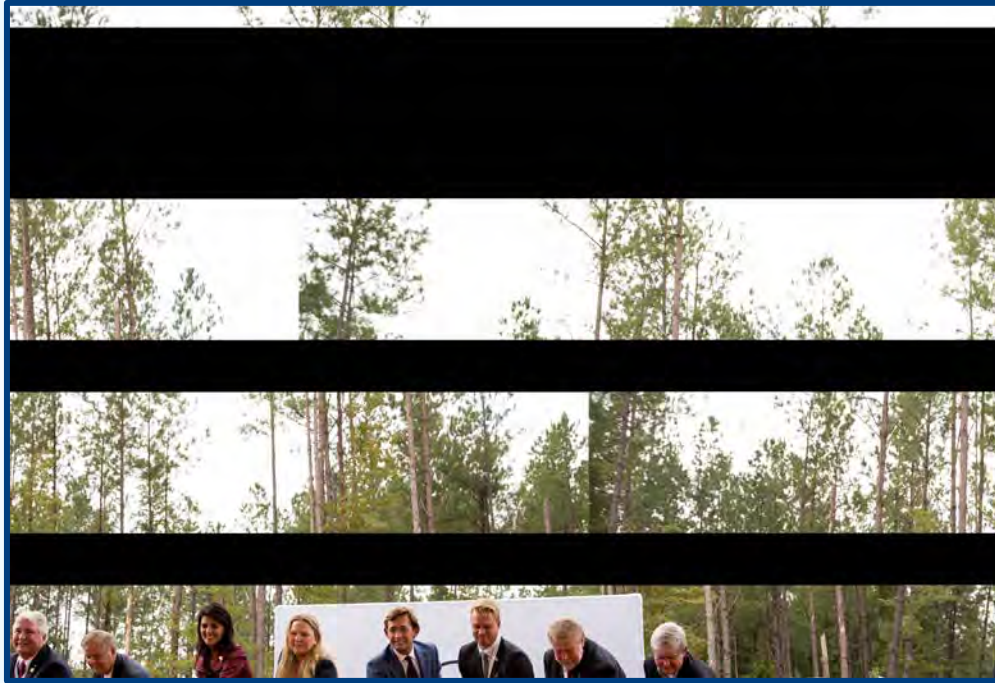
# Mercedes-Benz Vans



- \$500 million investment
- 1,300 new jobs
- Charleston County
- Plant construction expected to begin in 2016



# Volvo Cars



- \$500 million investment
- 2,500 new jobs
- Berkeley County
- Production expected to begin in 2018



# Why Volvo Chose South Carolina



- Workforce training
- Infrastructure, including the Port of Charleston
- Team South Carolina





# Volvo Site



# Infrastructure for Industry Recruitment



The Volvo project a great example of how Team South Carolina works to make sure locating companies have infrastructure in place to succeed.



# Rural Infrastructure Authority

- To facilitate development in rural areas, the Rural Infrastructure Authority was established by the General Assembly
- Secretary of Commerce serves as chairman
- Since 2013, RIA has approved \$36 million in grants for 117 projects statewide



# Infrastructure-Related Incentives

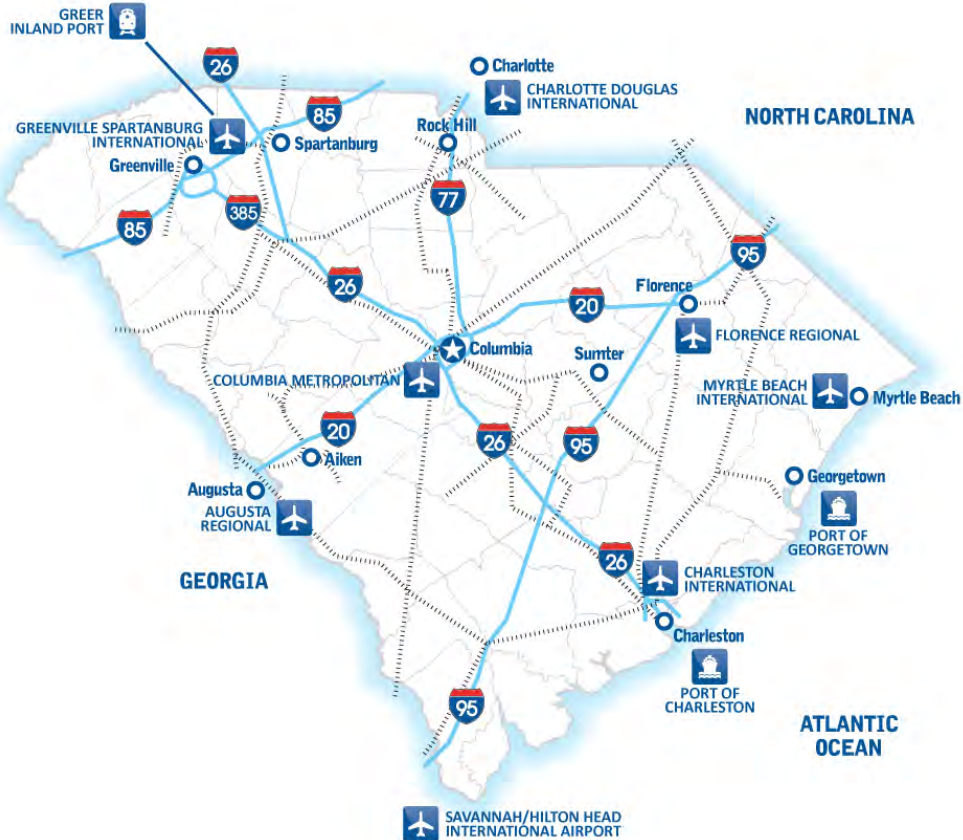


- Economic Development Set-Aside program
- Rural Infrastructure Fund





# S.C.'s Infrastructure Assets



- Interstate highway system
- Energy
- Railways
- Ports





# Palmetto Railways

- Established in 1969
- A division of the S.C. Department of Commerce
- Provides technical assistance and consulting services in railroad matters to state, local and municipal governments.
- Proposed intermodal facility



# South Carolina Ports



- Deepest Shipping Channels in the Southeast
- Grew 14 percent in FY 2015
- Grew more than 2 times the national port market average
- Handled 1.095 million containers in FY 2015
- Served 1,922 vessel calls last year



# Inland Port



- Opened in 2013
- Tremendous asset for economic development and industry recruitment
- Extends Port's reach 212 miles, providing shippers with access to more than 95 million consumers within a one-day drive



# Distribution Success



## Rite Aid

- \$90 million investment
- 600 new jobs
- Spartanburg County

## Dollar Tree

- \$104.4 million investment
- 400 new jobs
- Cherokee & Spartanburg Counties





A satellite view of Earth from space, showing the Americas. North America is on the left, and South America is at the bottom. The image shows cloud cover, terrain, and the curvature of the planet against the blackness of space with some stars.

# South Carolina: Global Marketplace





# International Investment in SC



From 2009-2014:  
Over **\$13 billion** in new FDI  
Creating over **29,000 jobs**

**Nearly 1/3** of all jobs announced in the  
Past 5 years have been a result of FDI.

*Flag size represents the total number of companies for each country of origin within a specific county. Locations are only a representation of operations in the county and are not meant to show a specific location.*

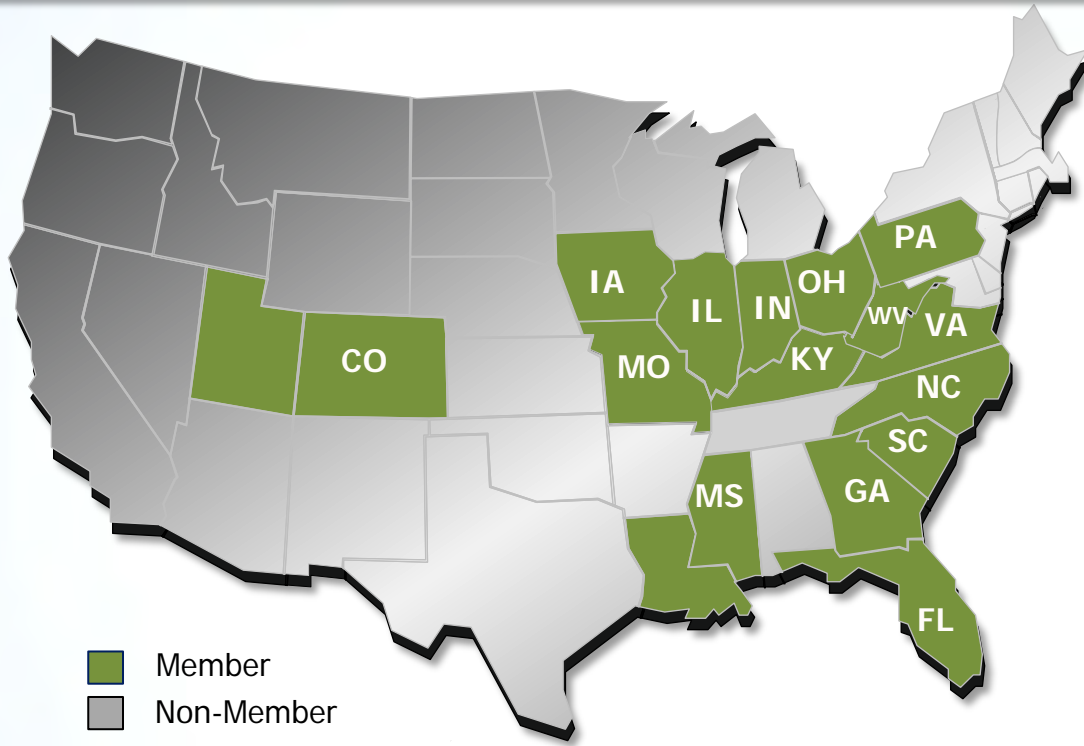
- More than 1,200 international operations in SC
- More than 100,000 employees



# SC's International Presence



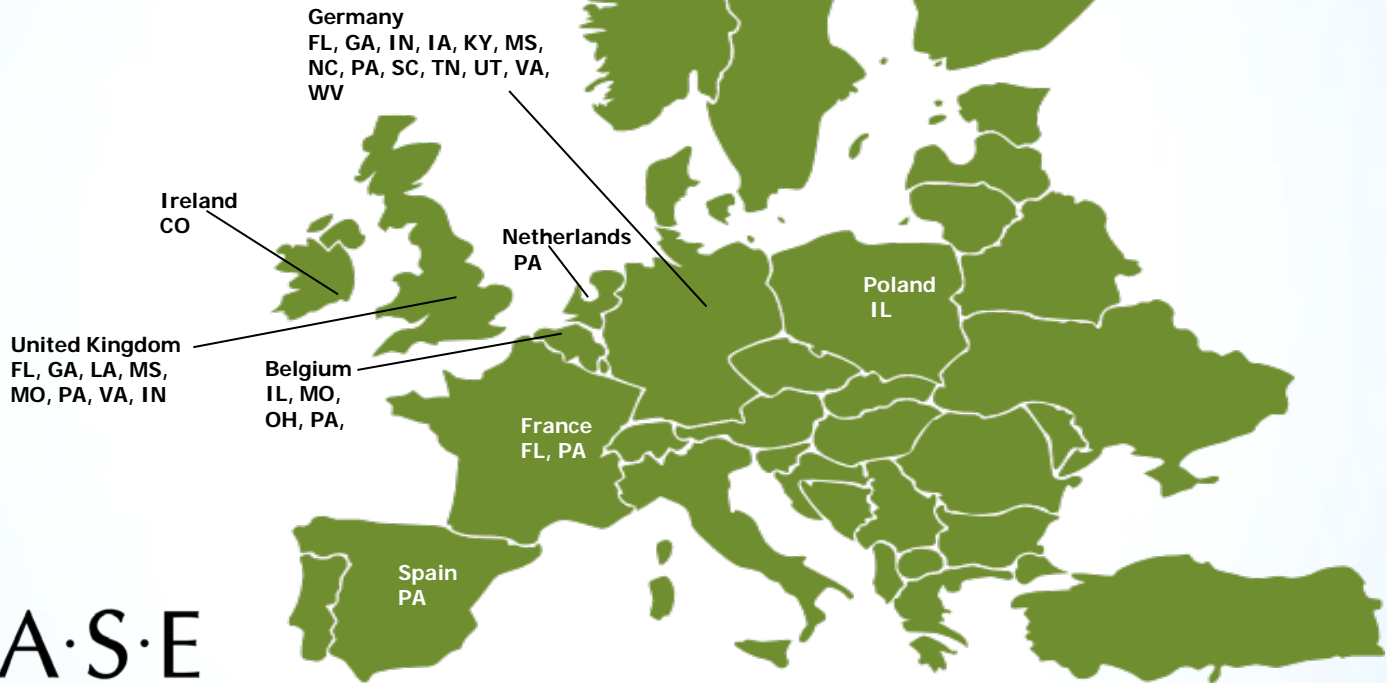
# We are not alone: Europe example



■ Member  
■ Non-Member

Colorado  
Florida  
Georgia  
Illinois  
Indiana  
Iowa  
Kentucky  
Louisiana  
Mississippi  
Missouri  
North Carolina  
Ohio  
Pennsylvania  
South Carolina  
Utah  
Virginia  
West Virginia

# State European Offices





# Other Players in the Market

The image shows a screenshot of the SelectUSA website. At the top left is the SelectUSA logo, and at the top right are links for 'FREQUENTLY ASKED QUESTIONS', 'CONTACT US', 'SIGN UP', and 'TWITTER'. A search bar is located below these links. A navigation menu includes 'Home', 'About SelectUSA', 'Why Select USA?', 'Services', 'Industries', 'Resources', '2015 Summit', and 'Events'. Three callout boxes are overlaid on the page:

- Canada:** A box with a red maple leaf and the text 'INVEST IN / INVESTIR AU CANADA'.
- UK:** A box with the Royal Coat of Arms and the text 'UK Trade & Investment'.
- Mexico:** A box with the text 'PRO México Trade and Investment'.

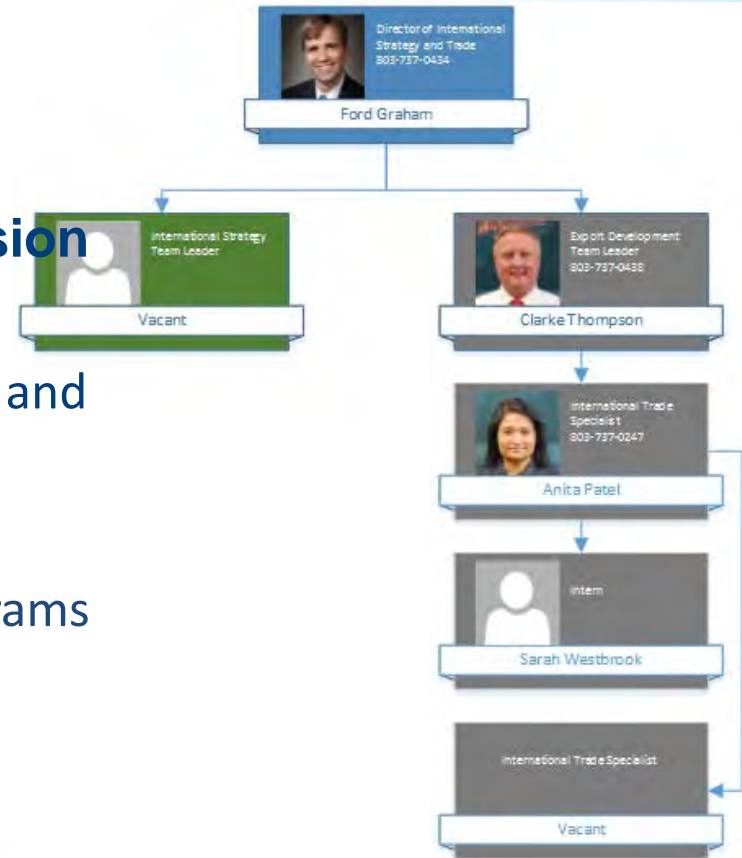
Other visible text on the website includes 'and ness help', 'They Chose th', 'Learn why business is choosing America to expand and invest', 'SELECT USA', 'FIND OUT MORE', 'CHOOSE USA', 'What is SelectUS', 'SelectUSA seeks to highl advantages the United St location for business and', 'From a vast domestic ma transparent legal system, to the most innovative companies in the world, America is the place for business.', 'Offered by', 'is its own unique set of opportunities and assets. Learn more about each ap or state/territory names below.', and a map of the United States with state abbreviations like OR, ID, MT, ND, MN, VT, NH, ME.





# Division of International Strategy & Trade

- Division formed on November 15
- Two prong approach to the new division
  - International Operations
    - Four offices, missions, trade shows and lead generation
  - Enhancing our Export Promotion programs and assistance



## International Operations Prong

- Four international offices
  - Europe (Munich)
  - Japan (Tokyo)
  - China (Shanghai)
  - India (Delhi)
- FDI Missions (10 scheduled for 2015)
- International Trade Shows & Events (9 scheduled for 2015)
  - SelectUSA
- International Lead Generation



# What Can Exporting Do for South Carolina Companies?

**International trade is an economic development tool that helps create jobs, retain jobs & helps companies become better companies.**

- **Diversifies customer base** for greater success in tough economic times (market diversification).
- Serves as a catalyst to **identify other new & emerging markets** for products (70% of world's purchasing power is outside of the U.S.).
- Helps companies **grow & be more competitive** against broader competition.
- Help companies enjoy greater economies of scale (export sales tend to be larger than domestic sales).



# Division of International Strategy & Trade

## Export Promotion Prong

- SC based small business manufacturers, service providers, and agricultural producers companies are ideal for export assistance
- Team has gone from 6 in 2001 to 1 in 2010
- STEP and SCOPE Grants
- Five Trade Missions/Shows planned for 2016
- Host seminars and provide counseling
- Travel with existing business team on SC company calls



# New China Strategy

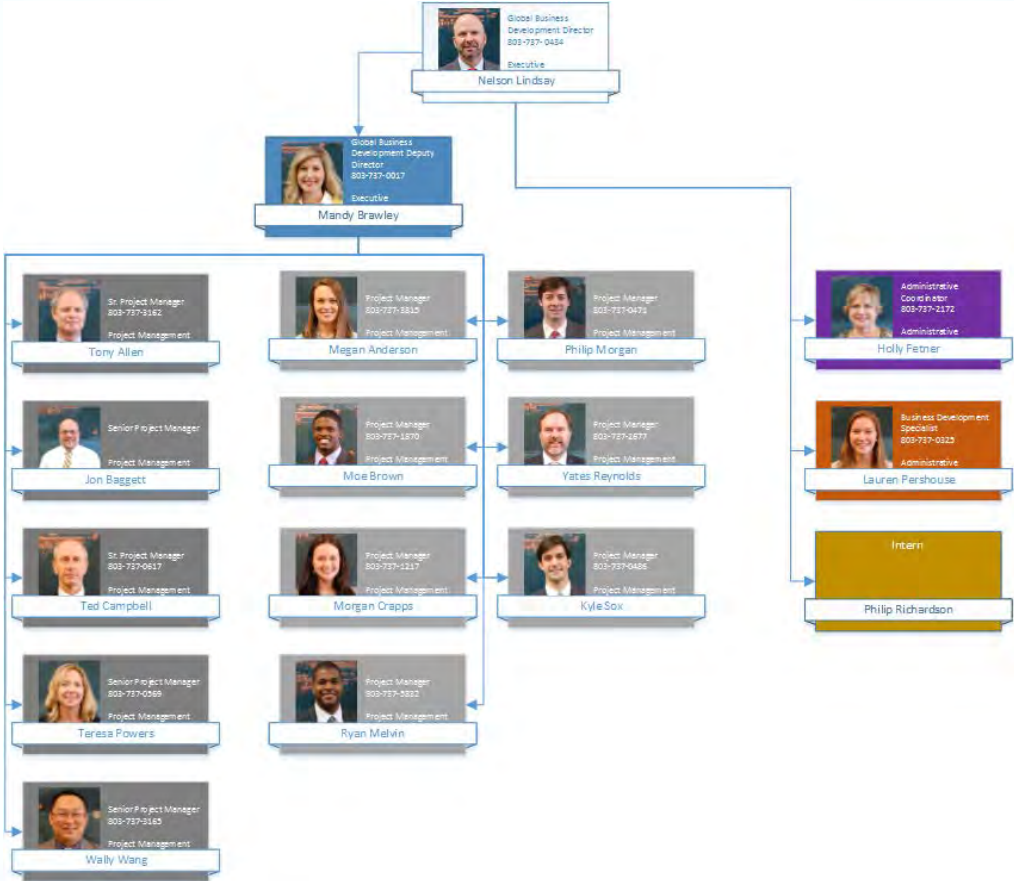


Wally Wang – Sr. PM





# Global Business Development Division



# Contact Us:

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

803-737-0400 Main Phone  
[www.SCcommerce.com](http://www.SCcommerce.com)