

# METRO ATLANTA ECONOMIC BRIEFING

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## IN THIS ISSUE

METRO ATLANTA COMPANY  
ANNOUNCEMENTS

02

GEORGIA INVESTS FOR A SKILLED  
BIOSCIENCE WORKFORCE

04

TECHNOLOGY COMPANY  
HIGHLIGHTS

05

MAC HONORED WITH SMART  
CITY INITIATIVE AWARD

06

GREEN LIGHT RECEIVED FOR  
PORT DEEPENING

07

METRO ATLANTA UNITES TO  
BOOST EXPORTS

08

2014 FORTUNE  
500 / 1000 HEADQUARTERS

09



#1 STATE FOR DOING BUSINESS  
*Area Development* magazine, Q3 2014

#1 STATE FOR BUSINESS CLIMATE  
*Site Selection* magazine, November 2014

#1 STATE FOR BUSINESS  
CNBC, June 2014

#1 STATE FOR LOWEST COST  
OF DOING BUSINESS  
*Business Facilities* magazine, August 2014

# MERCEDES-BENZ USA TO RELOCATE HEADQUARTERS

After months of evaluating several states, German automotive manufacturer Mercedes-Benz USA (MBUSA) selected metro Atlanta for its new corporate headquarters. MBUSA, which is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States, will begin relocating executives and staff from its New Jersey headquarters to metro Atlanta in July 2015. The company plans to create at least **800 new jobs** and invest \$74 million to build a new headquarters facility, expected to be operational in 2017. MBUSA will keep a parts distribution center and regional office in New Jersey.

"Atlanta is a premier city which places us closer to our ever-growing Southeast customer base, our port in Brunswick, Georgia, and to Mercedes-Benz U.S. International, our Alabama manufacturing facility, which accounts for half

of the vehicles we sell here in the U.S.," said MBUSA President and CEO Stephen Cannon in a statement. "For our employees, Atlanta offers a strong quality of life, terrific schools and wonderful cultural and recreational opportunities."

"With its international name recognition and unmatched reputation for quality, Mercedes-Benz USA's decision to move to Georgia is simply a home run for the state," said Gov. Nathan Deal. "I look forward to building upon this new partnership and adding Mercedes-Benz to the state's already impressive automotive sector. Georgia is home to many growing, globally connected businesses, due in part to our top-ranked economic environment that has made us the No. 1 state for business three times over. Mercedes-Benz will find in Georgia a state that will help its bottom line, and a people who will welcome its team and their families with open arms. Welcome to Georgia, Mercedes-Benz."

For our employees, Atlanta offers a strong quality of life, terrific schools and wonderful cultural and recreational opportunities.

- MBUSA President and CEO Stephen Cannon



# Mercedes-Benz

## 2014 FOREIGN DIRECT INVESTMENT RANKINGS

Metro Atlanta ranked among the “Global Cities of the Future for 2014/15” by fDi Magazine, a unit of the *Financial Times*, which tracks foreign direct investment activity. The 2014 rankings were compiled after analyzing 130 locations around the world. Metro Atlanta ranks in the **top 20 “Global Cities of the Future”** and is the **#1 U.S. city for FDI strategy**.

IBM’s Global Locations Trends 2014 report ranked metro Atlanta 12<sup>th</sup> in the world and the **#2 U.S. city for foreign investment in 2013**. The annual report analyzed data from IBM-PLI’s Global Investment Locations Database (GILD) which tracks announcements by companies on their location decisions throughout the year.

According to the inaugural report “FDI in Metro Areas” released by Brookings and JPMorgan Chase in 2014, **metro Atlanta ranked 7<sup>th</sup> in the nation for foreign-owned employment**. From 1991 to 2011, the number of jobs in foreign-owned establishments in metro Atlanta grew nearly 75 percent reaching approximately 135,000 jobs.

## MAC RECEIVES PRESIDENTIAL HONOR



U.S. Secretary of Commerce **Penny Pritzker** presented the **Metro Atlanta Chamber’s Global Commerce Council** with the 2014 President’s “E” Award for Export Service at a ceremony in Washington, D.C. on May 27, 2014. The “E” Awards are the highest recognition any U.S. entity may receive for making a significant contribution to the expansion of U.S. exports. MAC was the only chamber of commerce to receive the “E” Award for Export Service in 2014.

# ATLANTA CENTER FOR INTERNATIONAL ARBITRATION AND MEDIATION TO OPEN IN FALL 2015

Thanks to the efforts of the metro Atlanta business community, the Atlanta International Arbitration Society (“AtIAS”), the State of Georgia and Georgia State University (GSU), metro Atlanta’s notoriety as a global city will be elevated as an emerging hub and thought leader for international law and dispute resolution. Now under construction on the GSU downtown campus near Woodruff Park at the corner of Park Place and John Wesley Dobbs Avenue, the Georgia State University College of Law new 200,000-square-foot law building will become home to the Atlanta Center for International Arbitration and Mediation. Georgia’s laws align with those of the United Nations Commission on International Trade Law, and the state-of-the-art center will serve as a neutral site within the U.S. for parties to resolve international commercial and investment disputes without needing to resort to the court system.



Rendering courtesy of Georgia State University

“Atlanta has the potential to be the world’s premier location for resolving international business disputes,” said Shelby Grubbs, executive director of the center. “Convenience, cost, competence and congeniality – we have them all and in abundance.”

“AtIAS is yet another tool in our marketing kit to tell our story of Atlanta being an exceptional venue for global commerce,” said Jorge Fernandez, vice president of global commerce for the Metro Atlanta Chamber. “A center based at GSU Law School will facilitate arbitration proceedings and this will translate to jobs and grow global commerce activity throughout Atlanta and the surrounding region.”

## METRO ATLANTA UNITES TO BOOST EXPORTS

Metro Atlanta is one of the nation’s largest economies and exporters of goods and services, yet metro Atlanta is under exporting, as it lags the nation in terms of exports as a percentage of economic output. At the same time, 95 percent of the world’s consumers reside outside the U.S., and 83 percent of economic growth between 2013-18 is projected to occur outside the U.S. For these reasons, metro area business and civic leaders dedicated 2014 to conducting a thorough market analysis and developing a regional strategy to capitalize on global trends through exporting. The Atlanta Metropolitan Export Plan (MEP) is an initiative sponsored by The Brookings Institution and executed by regional partners representing the 29-county Atlanta MSA, including the City of Atlanta Mayor Kasim Reed and the Metro Atlanta Chamber.



The 50-person Steering Committee of the Atlanta MEP, chaired by Dwayne Meeks, UPS President, South Atlantic District and co-chaired by David Balos, Chase Market President, Middle Market Banking in Georgia and Alabama, worked throughout the year to understand local export trends and resources available, review insights from local companies and service providers, and recommend specific actions to engage more metro Atlanta companies to pursue growth through exports. The Atlanta Metro Export Plan, which will be released and implemented in 2015, will strengthen local companies and the regional economy by helping more companies to initiate, or enhance, growth through exports.

For more information, including the Metro Atlanta Export Market Assessment, visit [www.atlantamep.com](http://www.atlantamep.com)