



Georgia Department of Economic Development



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February 25, 2009

Post-American World



Fareed Zakaria: The Post-American World

Tectonic Shifts

I. Rise of the Western World

A. 15th Century

B. Produced “modernity” as we know it

Post-American World



Tectonic Shifts (con't)

II. Rise of the United States

1. Closing years of 19th century to mid-20th
2. U.S. most powerful nation since Roman Empire

III. Rise of the rest

1. Last 20 years: unprecedented growth
2. 2006 & 2007: 124 countries grew at 4% or more

Post-American World



Look around:

- **World's tallest building: Taipei (soon to be Dubai)**
- **World's richest person: Mexican**
- **Biggest refinery under construction: India**
- **Richest investment fund: UAE**
- **Largest casino: Macao**
- **Largest shopping mall: Beijing**

International Transformation



The point

- **Internationalization**
 - ❖ **Markets**
 - ❖ **Production (goods and services)**
 - ❖ **Economy**
- **All countries increasingly interdependent**
- **World has changed: (Data, People, Goods)**

Georgia's Competitive Assets



- **United States is world's largest marketplace**
- **How Georgia fits**
 - ❖ **SE is the fastest growing region**
 - ❖ **GA is 4th fastest growing state**
 - ❖ **Hub of the SE**

Georgia's Competitive Assets



- **Logistics**
- **Workforce**
- **Tax & regulatory environment**
- **International business connections**
- **Quality of life**
- **QuickStart, HOPE & Centers of Innovation**

Georgia's Business Environment



- **#1 in workforce training (*Expansion Management*)**
- **#1 in fiscal policies (*Laffer Report*)**
- **#3 in entrepreneurial activity (*Kauffman Foundation*)**
- **4th best state to do business in (*CNBC*)**
- **5th best state for business (*Forbes*)**

GDEcD's Role



- **Market & sell assets**
- **Demonstrate value attribution to companies**
- **Maintain favorable business environment for existing businesses (large & small)**
- **Foster unique public and private partnerships**
- **Measure: P&L is jobs, investment & positive trade balance**

GDEcD Teams



- **Global Commerce**
 - ❖ new business investment
 - ❖ existing industry
 - ❖ small businesses
 - ❖ international trade
- **Tourism**
- **Entertainment**

Global Commerce



Strategic Industries

- **Aerospace & other advanced manufacturing**
- **Advanced Communications**
- **Agribusiness**
- **Biosciences**
- **Energy**
- **Logistics & Transportation**
- **Banking & Finance**

Global Commerce



FY08 Successes:

- **321 companies expanded or located**
 - ❖ **19,668 jobs (13.1% increase from FY07)**
 - ❖ **\$3.26 billion investment (17% increase)**
- **67% expansions of existing GA businesses**

Global Commerce



- **Rural projects: 60% of all jobs, 56% of total investment**
- **31% created by small businesses or entrepreneurs**
- **16.5% international, BUT created 35.6% of the jobs & 33% of the investment**

Tourism



- **2007 direct travel expenditures increased 5.8 percent to \$20.2 billion**
 - ❖ Domestic expenditures up 5.3 percent
 - ❖ International expenditures up 12.2 percent
- **Tax revenue up 5.7 percent**
- **Tourism employment up 2.6 percent**
- **2008 Estimate – down 12 percent**

Film, Music & Digital Entertainment



- **HB1100 – Entertainment Incentive Act**
- **FY08 - 302 entertainment projects produced in Georgia**
 - ❖ **Economic impact of \$470 million**
 - ❖ **10 major films, 10 TV series**
- **New entertainment incentives drawing productions to all corners of GA**

Georgia's Assets for Economic Recovery



- **Diversified economy**
- **Strong relationships**
- **Competitive assets**
- **Economic development partners united in purpose**
- **Creative, proactive initiatives to take market share**

Georgia's assets



Other competitive incentives

- **Single Factor apportionment**
- **Sales & Use tax exemption**
- **Inventory tax exemption**
- **New entertainment industry incentives**
- **BEST legislation**

Georgia's Success Stories



- **Kia and suppliers**
- **Delta-Northwest merger**
- **VW site location in Chattanooga**
- **2009 BIO International Convention**
- **Entrepreneur-Friendly Program**

Georgia's Success Stories



- **BRAC military base realignments**
- **Potential new U.S. Africa Command base**
- **Growth of ports; deepening of Savannah harbor**
- **New SEUS-Canada relationship**
- **Centers of Innovation**

Our Immediate Goals



- **Keep Georgia front-of-mind worldwide**
- **Keep relationships strategic & fresh**
- **Knock on more doors and put more shoe leather on the street**
- **Now is the time to capture market share**