

WHY ATLANTA FOR YOUR BUSINESS



Bringing the best together to help Atlanta thrive.

Keys to Atlanta's Success

- I. Economic Engine for the Southeast
- II. Global Image
- III. World Class Talent
- IV. Competitive Business Climate
- V. Superior Quality of Life



I. Atlanta: The Economic Engine of the Southeast

- Southeast is the leading market for economic growth in U.S.
- 7th largest economy (GDP) in the world at \$2.2 trillion
- Population: 55 million
- Population increase of 7.7 million people in last 10 years
- Over \$720 billion in retail sales
- 24.9 million workers
- Georgia is economic leader in the region



Southeast states include Florida, Georgia, Alabama, Mississippi, North Carolina, South Carolina, Tennessee



Atlanta: At the Center of an Industry



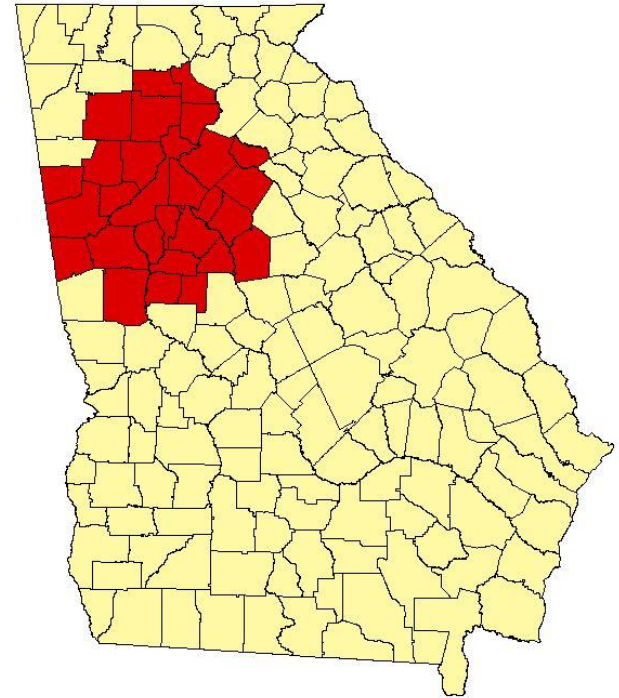
**Metro
Atlanta
Chamber**



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I. Atlanta: The Economic Engine of the Southeast

- Atlanta is 8th Largest U.S. Population Center & fastest growing
- Federal Government a big player in the economy
- #1 in the world in Air Passenger Traffic
- 4th largest Fortune 500 headquarters concentration in U.S.
- Population: 5.3 million (2008)
- Annual retail sales: almost \$100 billion
- Atlanta would rank 31st in the world in terms of GDP - \$257 Billion



I. Fortune 500 Headquarters – 4th Nationally



The Coca-Cola Company



Coca-Cola Enterprises Inc.



Newell Rubbermaid



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Source: FORTUNE magazine, May 4, 2009

I. Major Corporate Headquarters & Large Manufacturers



I. 2008 - 2009 Georgia & Metro Atlanta Rankings

MASTERCARD "Worldwide Centers of Commerce"

1. New York, NY
2. Chicago, IL
3. Los Angeles, CA
4. Philadelphia, PA
5. Boston, MA
6. **ATLANTA, GA**
7. San Francisco, CA
8. Miami, FL
9. Houston, TX
10. Dallas, TX

Source: MasterCard Worldwide Centers of Commerce Index, June 2008

"Best U.S. City for Lowest Relative Costs of Doing Business"

KPMG's Guide to International
Business Locations, 2008

"2nd America's Most Wired City"
Forbes Magazine, January 2009

"Best City for Business & Careers"
Forbes Magazine, March 2009

"Atlanta is #6 in Best Performing Cities in
America's 10 Largest Metros"
Milken Institute, September 2008

FORTUNE MAGAZINE "Top Cities with the Most FORTUNE 500 Headquarters"

- | | |
|-------------------------|----------|
| 1. New York, NY | 43 |
| 2. Houston, TX | 27 |
| 3. Dallas, TX | 14 |
| 4. ATLANTA, GA | 9 |
| (tie) Chicago, IL | 9 |
| (tie) Minneapolis, MN | 9 |
| 5. (tie) St. Louis, MO | 7 |
| (tie) San Francisco, CA | 7 |
| 6. (tie) Charlotte, NC | 6 |
| (tie) Los Angeles, CA | 6 |
| (tie) Philadelphia, PA | 6 |
| (tie) Pittsburgh, PA | 6 |

Source: FORTUNE Magazine, May 2009

FOREIGN POLICY MAGAZINE "Global Cities Index"

1. New York, NY
2. Los Angeles, CA
3. Chicago, IL
4. Washington, DC
5. San Francisco, CA
6. Boston, MA
7. Miami, FL
8. **ATLANTA, GA**

Source: Foreign Policy Magazine,
November/December, 2008

"Atlanta ranks 7th in U.S. High-Tech Metros"
Milken Institute, June 2009

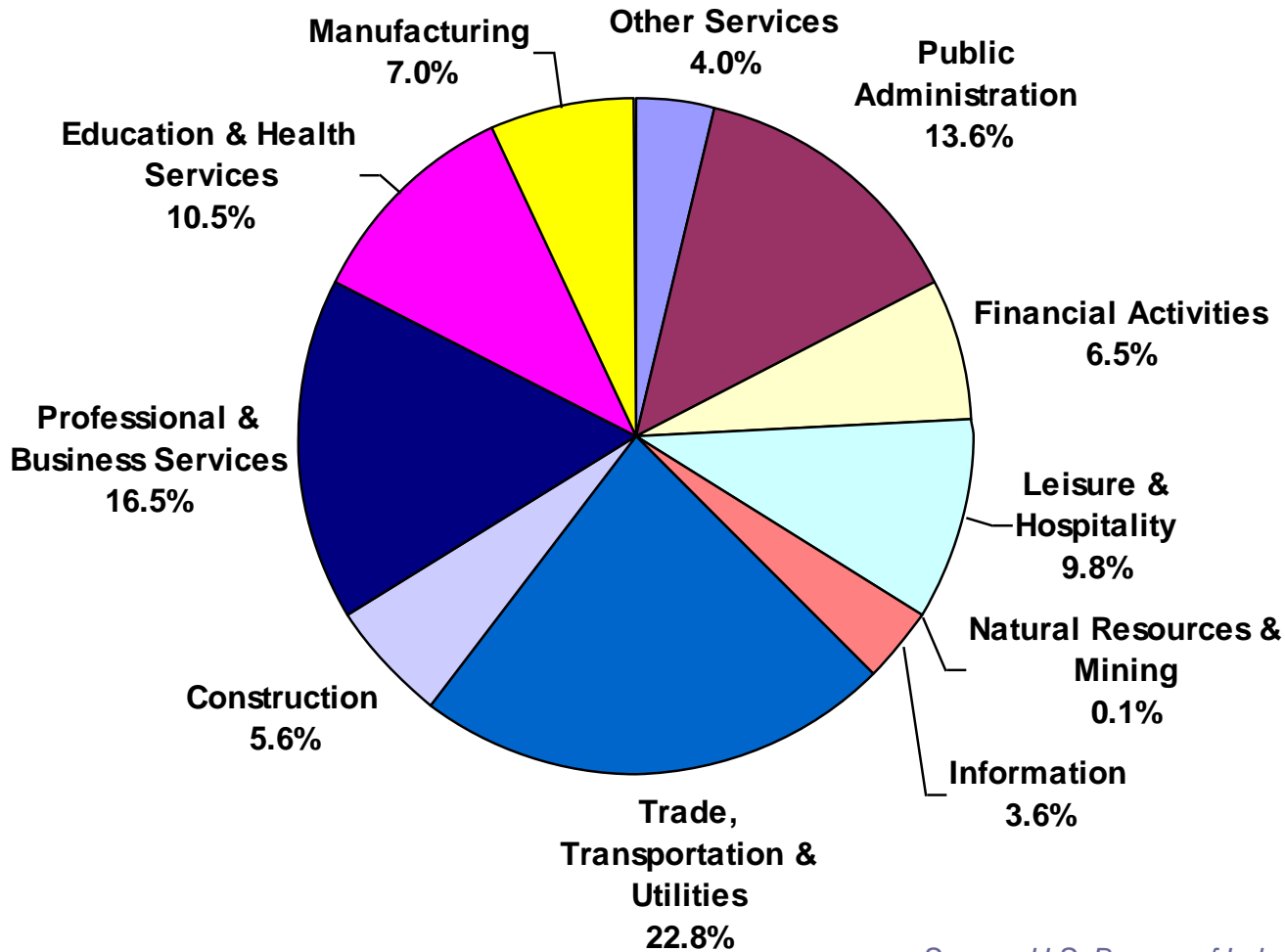
"#3 in U.S. Top Cities for Regional Headquarters"
Fdi Magazine, February/March 2009

"Among Top 10 U.S. Metro Areas with
Highest 2006 Gross Domestic Product (GDP)"
U.S. Bureau of Economic Analysis,
September 2008



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I. A Balanced Economy Fuels Metro Atlanta Jobs



II. Atlanta: A Global Image with International Presence

Top Ten Countries

	<u>of Firms</u>	<u># of Employees</u>	<u>Consulate</u>	<u>Chamber *</u>
• Japan	352	33,246	✓	✓
• United Kingdom	345	25,601	✓	✓
• Germany	395	17,534	✓	✓
• The Netherlands	164	15,092	✓	✓
• Canada	212	12,723	✓	✓
• France	239	11,288	✓	✓
• Switzerland	126	9,318	✓	✓
• Sweden	128	8,587	✓	✓
• Belgium	46	3,081	✓	✓
• Italy	75	2,416	✓	

* Includes trade offices and business offices

II. A Global Image: Strategic Location

Located in the southeastern portion of the U.S., more than 80% of U.S. consumers can be reached from Atlanta in two flight hours or two truckload delivery days



Source: Georgia Power Company

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II. A Global Image: Hartsfield-Jackson Atlanta International Airport

- #1 in the world in passenger volume (over 90 million)
- 80% of the U.S. market within a 2-hour flight
- 35 passenger carriers
- Over 2,700 daily departures and arrivals
- Direct flights to more than 90 international destinations in 55 countries
- 18 cargo-only carriers
- Maynard H. Jackson International Terminal to be completed by 2011
- Undergoing \$6 billion-plus expansion



II. A Global Image: Strategic Location for Highways, Rail & Sea

Highways

- Three major interstate highways (I-75, I-85, I-20)

Rail

- The Rail center of the South and one of the five most important distribution centers in the U.S.
- CSX Transportation and Norfolk Southern each operate more than 100 freight trains daily
- Overnight “piggy-back” freight service is available from the ports of Savannah and Brunswick, GA; Jacksonville, FL; New Orleans, LA and Charleston, SC
- One of the largest inland ports in the world

Sea

- Atlanta is 400 kilometers from the Port of Savannah, the nation’s fastest growing and 4th largest container port



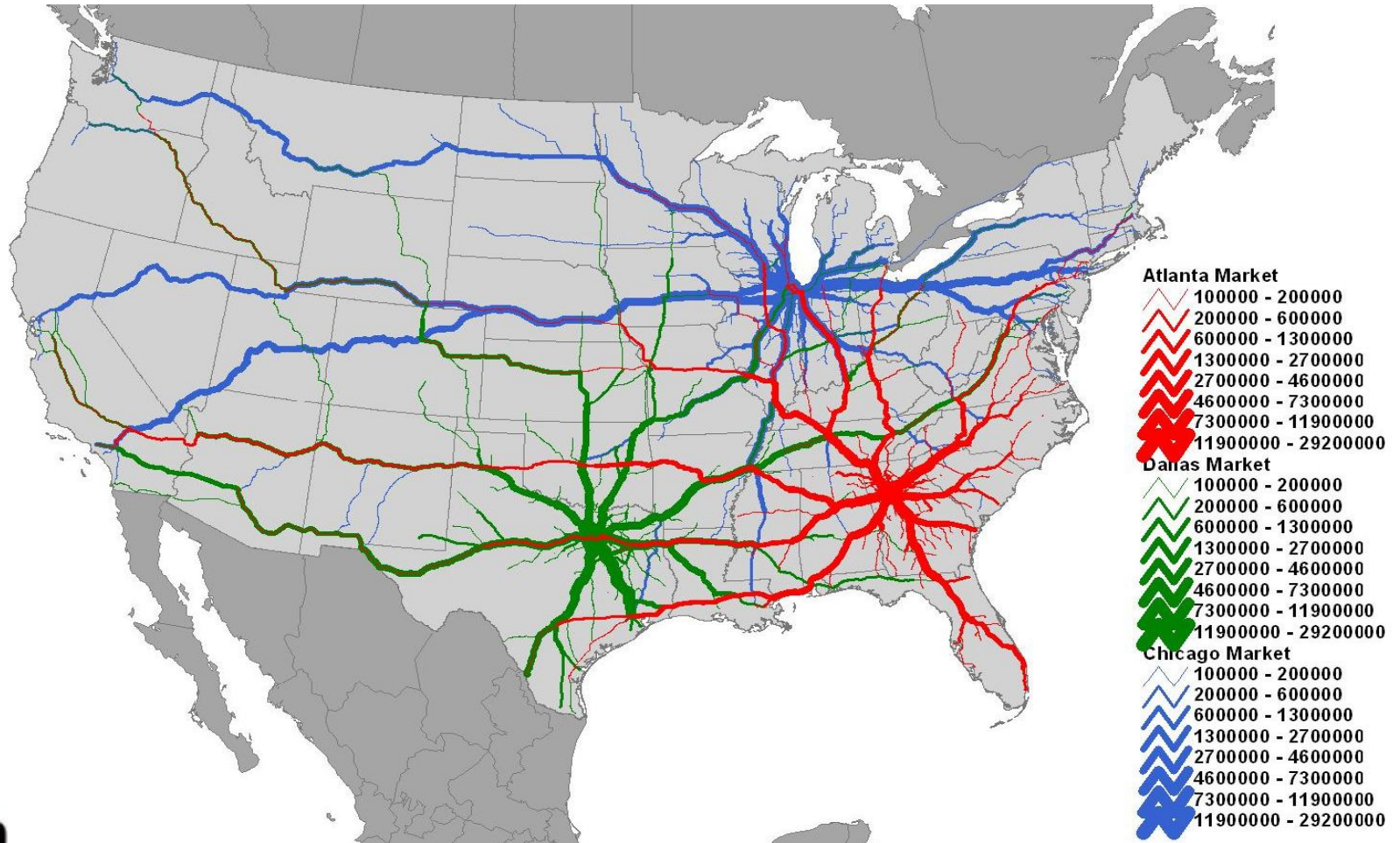
Photo © Georgia Department of Economic Development



Photo © Georgia Department of Economic Development



II. Largest Distribution Markets in the U.S.: Atlanta, Chicago, & Dallas



II. Bioscience & High-Technology Hub

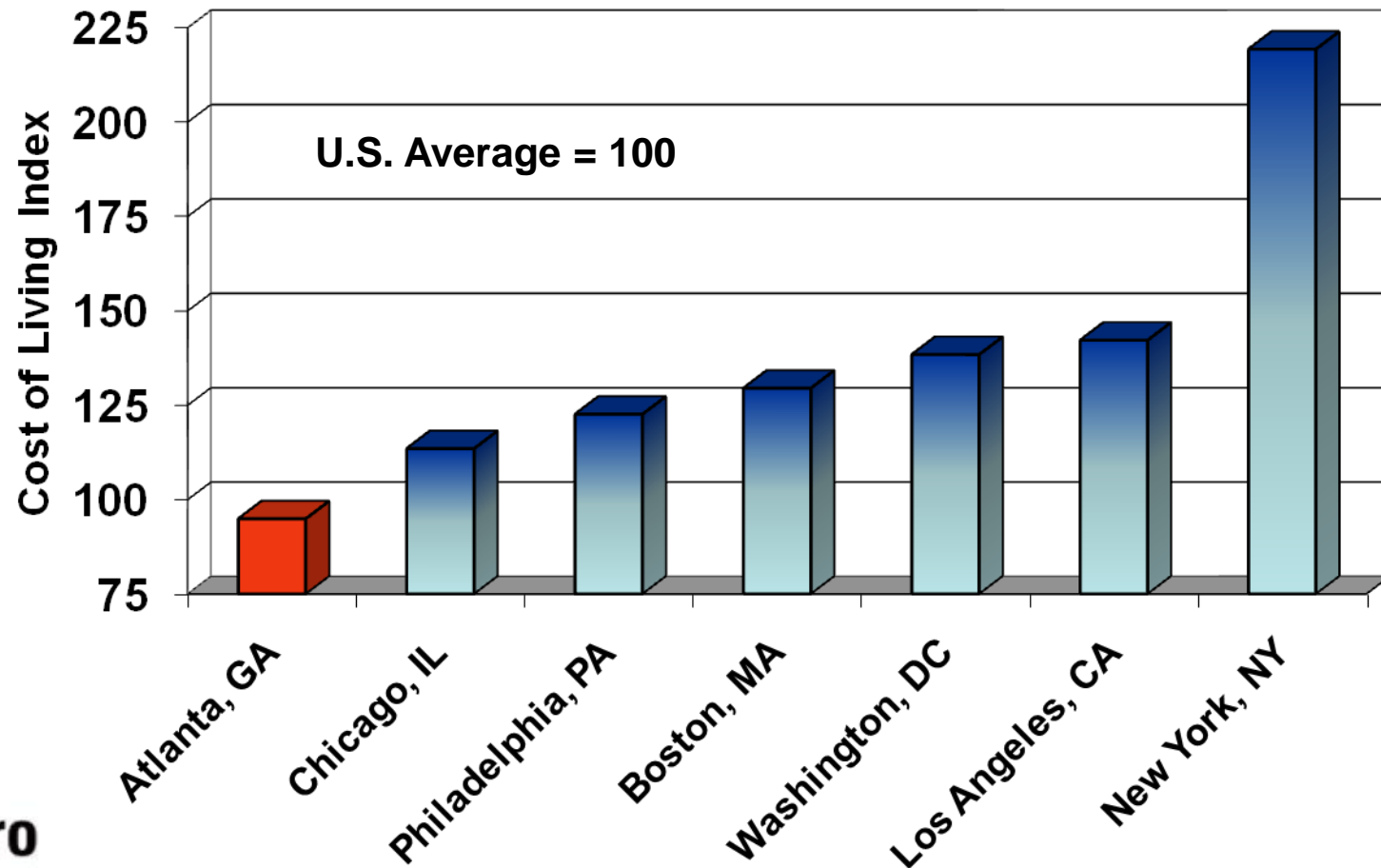
- Bioscience:
 - Southeast is #2 U.S. region for biotech industry development
 - 7th in Biotech companies
 - Over 300 Bioscience companies
 - Over \$1 billion in R&D with over 50 Eminent Scholars
 - Over \$500 million in capital investments representing a 500% growth
- High-Technology:
 - 1st in Telecommunications industry
 - 5th in Data Processing industry
 - 9th in Computer Systems Design and related services
 - Atlanta's top 25 technology employers generate more than \$622 billion in annual revenue



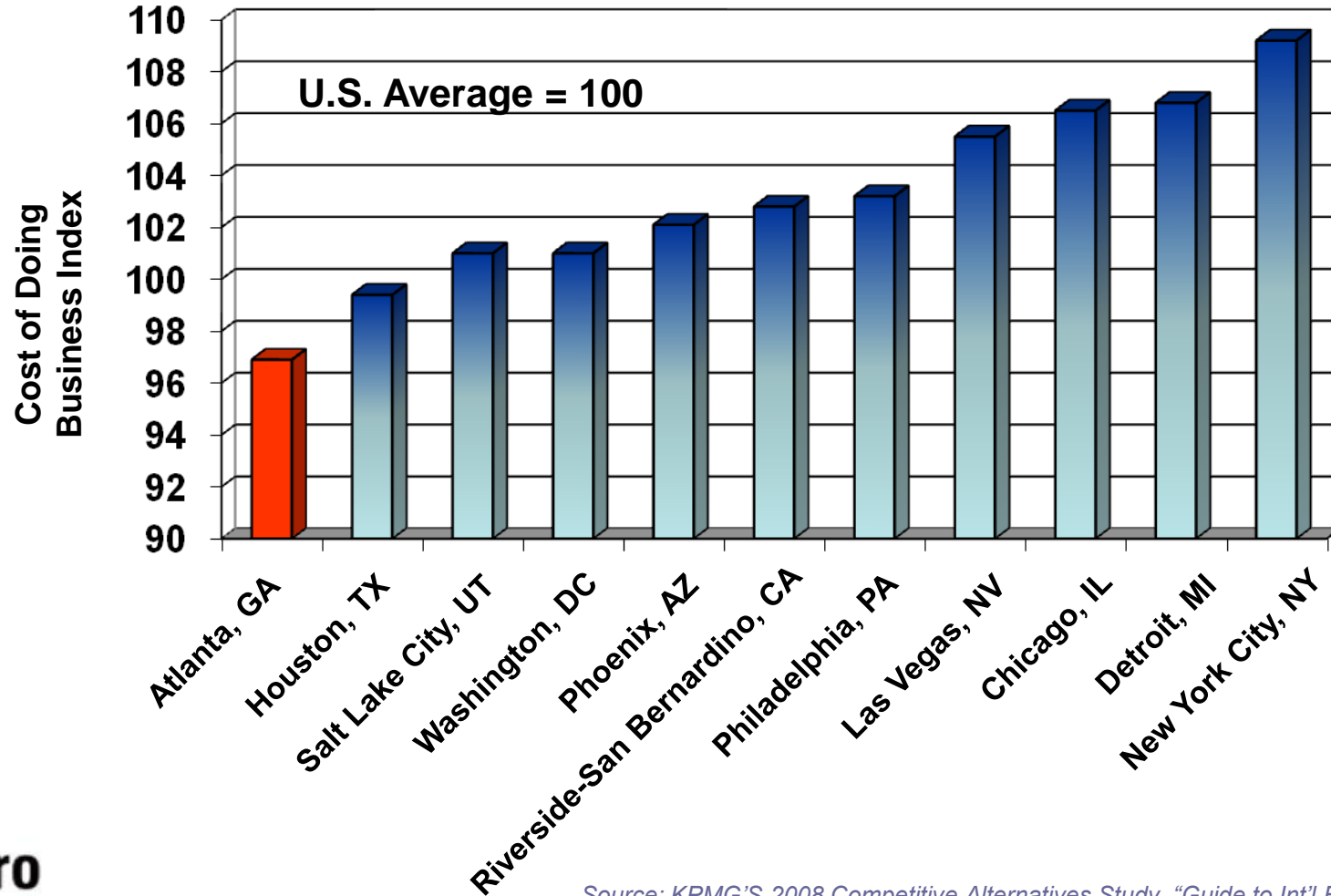
III. World Class Talent with an Outstanding Workforce

- Ranked 7th in the nation for the percent of its population having completed college (33.3% of adults 25 years and older)
- 2.7 million in the workforce
- 5.4% unionization rate in 2007 – Georgia is a right to work state
- Outstanding colleges and universities with over 270,000 students enrolled
- Leading research facilities
- Leads the nation in its gain in overall U.S. market share of college-educated 25- to 34-year olds – *the most coveted demographic in the nation*

IV. Competitive Business Climate: An Affordable Place to Live



IV. Atlanta: A Competitive Place to Do Business



V. Quality of Life with Much to See and Do



- 64 state parks, historic sites & lakes
- World class concert venues, museums & aquarium
- World class shopping & restaurants
- Multiple festivals & active communities representing your country & culture
- Olympic Centennial Park
- Martin Luther King, Jr. Center
- Carter Center & Presidential Library
- State of the Art Sports Facilities with six professional franchises
- 100 Beautiful Sites for Golf
- Home of the Atlanta Lawn Tennis Association (ALTA)



Business Incentives

- **The State of Georgia**
 - **Single Factor Apportionment income tax formula**
 - **Job creation tax credits**
 - Job Tax Credit
 - Quality Jobs Tax Credit
 - Mega Project Tax Credit
 - **Research and Development Tax Credit**
 - **Additional Tax Credits or Exemptions**
 - Port Tax Credit
 - Sales & Use Tax Exemption
 - **Employee Training**
 - Georgia *QuickStart*
 - ICAPP (Intellectual Capital Partnership Program)
 - Local Work Force Development programs
- **Additionally, local and municipal incentives exist throughout the state, and vary according to location**





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