

Distinct Advantages



Life flourishes here.

And so does business.



T H R I V E
in NORTH
CAROLINA™

Distinct Advantages

North Carolina consistently is recognized as having one of the best business climates in the nation. The state offers companies of all sizes — from entrepreneurial start-ups to multi-national Fortune 500 corporations — compelling business reasons for starting, locating or expanding an enterprise in North Carolina.

Skilled, productive workers and a friendly labor environment

With an expanding and diverse population, North Carolina's high-quality labor force meets the needs of today's advanced manufacturing and knowledge-based industries. The lowest unionization rate in the nation keeps wages affordable and the workplace flexible.

Comprehensive workforce development network

North Carolina provides customized recruiting, screening and training services and lifelong learning opportunities through a coordinated network of state agencies.

Exceptional educational opportunities

New talent is developed through outstanding educational assets — beginning with nationally recognized preschool programs, accountable public schools, accessible state community college and university systems and a variety of superb private institutions.

Unequaled proximity to major markets

North Carolina's central East Coast location and extensive transportation infrastructure put the state within a 700-mile radius of more than 170 million U.S. and Canadian consumers and provides global connections via deep water ports and international flights.

Global connectivity

High-speed Internet access available throughout the state, 100-percent digital switching and many other significant technology infrastructure investments provide advanced, reliable voice, data and video communications and networking options.

Competitive operating cost structure

Construction costs, electric rates, overall taxes and cost-of-living indices are all below the national average, providing an economical business climate.

A great place to live

North Carolina's diverse geography and moderate climate allow a variety of outdoor recreation options. Add the state's cultural offerings, including a rich history and a variety of arts, with intense collegiate and professional sports rivalries, to create a quality of life that provides a magnet for recruiting new talent.

A government that works for business

North Carolina's progressive leadership has had the vision to make strategic investments in education, infrastructure and technology — and to emphasize sound fiscal policy through a constitutionally mandated balanced budget, reasonable tax rates and AAA bond rating.

Performance-based, targeted incentive programs

North Carolina offers eligible companies a number of state and local programs designed to lower costs and increase global competitiveness, including discretionary grants in competitive situations and statutory tax credits for job creation, investments and research and development.

Professional economic development assistance

Whether starting a company, looking for a new location or expanding an existing operation, the North Carolina Department of Commerce Division of Business and Industry provides comprehensive support and expertise in the United States and around the world.

Distinct Advantages — Recent Announcements

The companies below represent some of the most recent expansion and location announcements in North Carolina:

Inmar, Inc.

April 26, 2012

Inmar, Inc., a technology company that operates collaborative commerce networks, operates three cost-effective networks: Supply Chain, Promotion and Pharmaceutical Services. With the power of speed, these networks move billions of dollars annually, and significant amounts of information and goods among trading partners. The company currently employs more than 640 people in its Winston-Salem corporate headquarter, and in Forsyth and Mecklenburg Counties.

Industry sector: Business and Financial Services

New jobs: 212

Capital investment: \$24.5 million

Location: Winston-Salem

New or expanding: Expanding

“Inmar has positioned itself to be competitive in the marketplace, and we are honored that N.C. supports our vision for economic growth and expansion,” said David Mounts, Inmar CEO. “Inmar is all about collaboration and after working with multiple entities in N.C., it is clear that they are true professionals at collaboration, which results in job creation for the people of N.C.”

Ashley Furniture

April 20, 2012

Ashley Furniture, the largest manufacturer of home furnishings in the world, has been showcasing its products in High Point Market for close to 40 years. The company does business in 123 countries and currently employs 12,000 people in the U.S. It plans to establish a new state-of-the-art manufacturing and distribution facility in Davie County.

Industry sector: Furniture

New jobs: 550

Capital investment: \$80 million

Location: Advance

New or expanding: New

“As we see Ashley’s global demand for its products increase, Ashley continues to make long-term investments in all of its facilities as well as the continued education of all employees to meet consumer demand. N.C.’s strong furniture manufacturing tradition has made this project possible,” said Todd R. Wanek, Ashley’s President and CEO.

Bombardier Recreational Products (BRP) Inc.

April 17, 2012

BRP Inc. is a global leader in the design and manufacturing of motorized recreational vehicles. Its products include Ski-Doo and Lynx snowmobiles, Sea-Doo watercrafts, Evinrude and Johnson outboard engines, Can-Am all-terrain vehicles and roadsters, as well as Rotax engines. Its existing facility makes aluminum castings and provides foam models for outside customers in the automotive, trucking, railroad, construction and alternative energy industries.

Industry sector: Automotive, Truck and Heavy Equipment

New jobs: 70

Capital investment: \$1.1 million
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Location: Spruce Pines

New or expanding: Expanding

“Our Spruce Pine facility is a world class competitor,” said Frank Bailey, Director, Powertrain US, BRP. “BRP products are the best in the world, and many of our engine components are built right here in N.C. We look forward to expanding our lost foam casting business and bring this excellence to other industries and markets.”

Distinct Advantages — Recent Announcements

Stanley Furniture Inc.

April 16, 2012

Stanley Furniture Inc. is a leading designer, manufacturer and importer of wood furniture in the premium segment of the residential market. The company offers two major product lines – Stanley and Young America brands. The Young America furniture line is manufactured completely in Robbinsville, where it employs over 350 people. It plans to expand its presence by consolidating its showroom and two existing corporate offices to a new facility.

Industry sector: Furniture
New jobs: 42
Capital investment: \$4 million
Location: High Point
New or expanding: Expanding

“This is an incredibly formative time for our industry, as progressive companies in the home furnishings industry develop new concepts to better serve customers,” said Glenn Prillaman, President and CEO of Stanley Furniture. “The State has helped Stanley adapt with new thinking and investment that would position us well to return to a pattern of growth.”

Joseph T. Ryerson & Son Inc.

April 16, 2012

Ryerson, based in Chicago, processes and distributes metals that include stainless and carbon steel, aluminum products, brass and copper. It sells these metals in sheets, coils, plates, bars or as needed by customers. Ryerson also fabricates parts for various industries including rail cars, heavy equipment, agricultural equipment, wind turbines and others.

Industry sector: Advanced Manufacturing
New jobs: 44
Capital investment: \$3 million
Location: Pikeville
New or expanding: Expanding

“This new facility along with the burning and fabrication equipment will give us the resources necessary to grow our plate and fabrication business in the Southeast. Wayne County is an ideal location with its proximity to steel suppliers, highways and a solid labor pool,” said Brad Ford, Ryerson’s Vice-President and General Manager for the Carolinas Virginia Market.

New Belgium Brewing

April 9, 2012

New Belgium Brewing, headquartered in Colorado, is the third largest craft brewer in the country. In 2011, the brewer sold 712,000 barrels of beer in just 28 states and D.C. Over 150,000 people visit the brewery in Ft. Collins every year. The company plans to construct a new state-of-the-art brewery and tasting facility that will be a destination for visitors of the emerging brewery cluster in the western North Carolina region.

Industry sector: Agribusiness and Food Processing
New jobs: 154
Capital investment: \$115 million
Location: Asheville
New or expanding: New

“After several years of searching, we’re incredibly excited to have landed in Asheville,” said Kim Jordan, CEO and co-founder of New Belgium. “From the deep sense of community to the rich natural environment and the opportunity to revitalize a brownfield site near a vibrant downtown, Asheville has everything we’ve been looking for in a location for our second brewery.”

Distinct Advantages — Business and Industry Services Overview



With one of the largest economic development networks in the nation, North Carolina is dedicated to giving companies the assistance and resources necessary to meet their unique business needs.

The N.C. Department of Commerce Business and Industry Division leads North Carolina's business recruitment and expansion efforts. The division's economic developers work across the state and through regional offices to attract new industries to the state. There are nine regional offices located throughout the seven regions of the state. Statewide and regional developers work closely with other public and private organizations and provide businesses with a tailored view of the location benefits and resources available.

Through the existing industry specialists located in each regional office, the division also offers retention and expansion services to companies currently located in North Carolina. Existing industry specialists are dedicated to building long-term relationships with area companies and make more than 3,000 personal on-site visits each year.

The division's expert development staff supplies comprehensive facility location services from initial contact through site location to future growth and expansion. In essence, they deliver confidential, thorough and professional assistance for a company's start-up, relocation and expansion needs.

The state's Department of Commerce also maintains four international investment offices. The function of these offices is to educate international companies about opportunities in North Carolina and respond to a company's initial inquiry about the state with relevant data and contacts. These offices work closely with the N.C. Department of Commerce staff to provide seamless location services.

International Investment and Trade Offices

- Toronto, Canada
- Shanghai, China
- Frankfurt, Germany
- Tokyo, Japan

The N.C. Department of Commerce International Trade Division also has offices to assist N.C. companies seeking to export their products overseas.

Additional International Trade offices are located in:

- Sao Paulo, Brazil
- Hong Kong, China
- Mexico City, Mexico
- Yongin, South Korea

Distinct Advantages — Buildings and Sites

AccessNC (formerly EDIS)

The North Carolina Department of Commerce manages AccessNC, formerly the Economic Development Intelligence System (EDIS), an online portal to North Carolina's Buildings and Sites Database. This system provides the ability to build customized, statewide searches for properties that meet business needs.

In addition to typical search criteria such as square footage, ceiling height and column spacing, the integrated search functions have the capability to identify locations by keywords and specialty areas for unique assets, such as Certified Site, wet lab, clean room, freezer space or hangar, etc. The system also has the ability to produce site-specific reports and geographic and analytical data associated with a building and/or a site. Demographic information such as workforce, population, business listing, housing, quality of life and other key economic development data are also available through AccessNC. The enhanced map features are integrated with Google Maps™ and have the ability to accurately identify a location of property.



AccessNC is also available as a mobile app, a new unique tool to access North Carolina building and site data from a wide variety of smart phones and mobile devices. The mobile app versions for Apple's iPhone and iPad platforms are available from the iTunes App Store. Android version of the app is available at the Android Market, and BlackBerry version is available at the BlackBerry App World.

For more information about AccessNC, visit www.ncedis.com.

North Carolina Certified Sites Program

Since 2001, the North Carolina Certified Sites Program has provided a statewide inventory of industrial sites that have undergone a rigorous prequalification process. In 2009, the program criteria were updated to better meet the expectations of consultants and companies operating on a tight timeframe and looking to reduce risks in the site selection process.

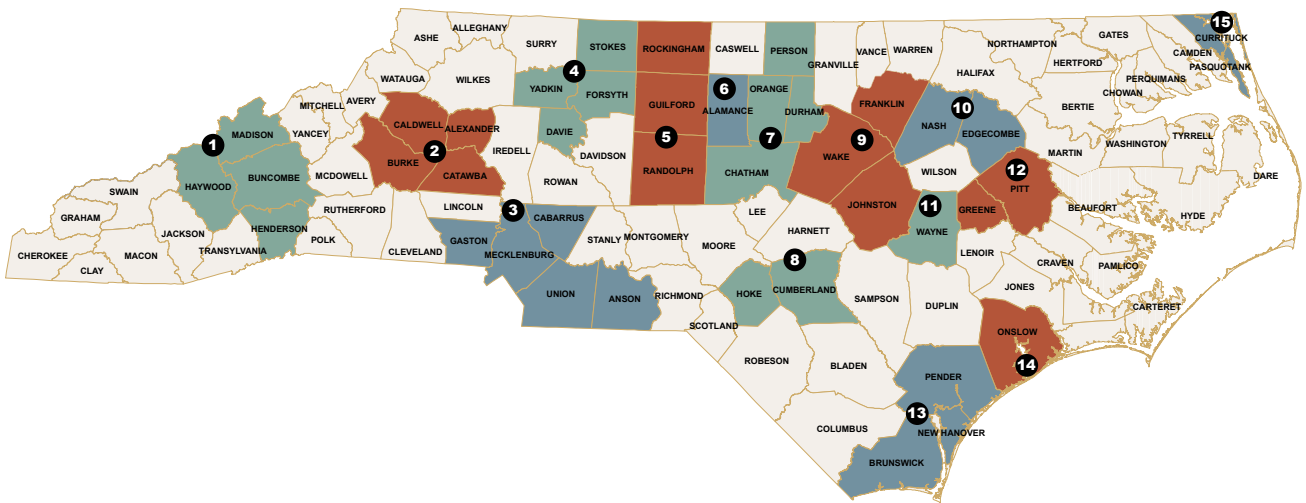
Property seekers can download each certified site's supporting documents online as part of the buildings and sites component of AccessNC. These documents include environment audits, geotechnical studies, infrastructure and utilities availability reports, engineered site development plans, property availability assurance maps, complete pricing information and more.



Distinct Advantages — Metropolitan Statistical Areas

A Metropolitan Statistical Area (MSA) is a geographic entity defined by the U.S. Office of Management and Budget for use by federal statistical agencies, based on the concept of a core area with a large population nucleus, plus adjacent communities having a high degree of economic and social integration with that core. Qualification of an MSA requires the presence of a city with 50,000 or more inhabitants. The county or counties containing the largest city and surrounding densely settled territory are central counties of the MSA. Additional outlying counties qualify to be included in the MSA by meeting certain other criteria of metropolitan character, such as a specified minimum population density or percentage of the population that is urban.

N.C. Metropolitan Statistical Areas



Metropolitan Statistical Areas		Population
1	Asheville	414,516
2	Hickory-Morganton-Lenoir	364,101
3	Charlotte-Gastonia-Concord	1,497,294
4	Winston-Salem	482,115
5	Greensboro-High Point	710,298
6	Burlington	148,338
7	Durham	499,158
8	Fayetteville	367,205
9	Raleigh-Cary	1,119,817
10	Rocky Mount	147,131
11	Goldsboro	116,554
12	Greenville	179,925
13	Wilmington	354,276
14	Jacksonville	179,455
15	Virginia Beach-Norfolk-Newport News	23,815

Estimate as of July 2009, U.S. Census Bureau

Distinct Advantages — Businesses At-a-Glance

Corporate Presence

Twenty-four North Carolina companies were among the country's largest in 2009. These businesses earned inclusion in the Fortune 1,000, a list that ranks U.S. companies by yearly revenues.

- Alliance One Intl.
- Bank of America Corp.
- BB&T Corp.
- Belk
- Carlisle
- CommScope
- Duke Energy
- Family Dollar Stores
- Goodrich
- Hanesbrand
- Ingles Markets
- Laboratory Corp. of America
- Lowe's
- Martin Marietta Materials
- Nucor
- Pantry
- Piedmont Natural Gas
- Progress Energy
- R.H. Donnelley
- Reynolds American
- Ruddick
- Sonic Automotive
- SPX
- VF

International Presence

North Carolina has the ninth largest foreign-owned firms workforce in the U.S., with firms hailing from more than 30 countries around the world. These firms employ over 225,000 North Carolinians and have invested over \$30 billion in North Carolina. The businesses represent almost every continent, and are from such nations as Australia, Belgium, Canada, China, France, Germany, India, Israel, Italy, Japan, Mexico, The Netherlands, South Africa, Sweden, Switzerland and the United Kingdom.

They conduct business in a vast array of industries, from automotive technology to pharmaceuticals, and are involved in activities from R&D, shipping to manufacturing. Among the state's international companies are such global leaders as:

- ABB
- Aisin AW
- BASF Corp.
- Bayer CropScience
- Bosch Siemens Home Appliances
- Credit Suisse
- Daimler Trucks
- Deutsche Bank
- DSM
- Eisai
- Electrolux
- Firestone
- Food Lion
- Fujitsu
- Freighliner LLC
- GlaxoSmithKline
- Hitachi
- Honda
- Kyocera
- Konica Minolta
- Lenovo
- Novartis
- Novo Nordisk
- Novozymes
- Oxford University Press
- Siemens
- Thomas Built Buses
- Toshiba
- Volvo
- Wipro Infocrossing

Distinct Advantages — Recent Accolades

North Carolina has the tangibles that businesses need as well as a lifestyle that helps employees flourish. Our state is consistently ranked by leading industry surveys for its outstanding business climate and quality of life.

Here are some of our recent accolades:

- No. 3 Best State for Business by CEO's
Chief Executive magazine, May 2012
- 2012 CiCi Awards: Two North Carolina economic development projects received awards in the Corporate Investment and Community Impact divisions: Horsehead Corporation in Rutherford County earned the Corporate Investment Award; Semprius, Inc. in Vance County was recognized with a Community Impact Award
Trade and Industry Development magazine, May 2011
- No. 4 in Overall Governor's Cup Top States Award
Site Selection magazine, March 2012
- No. 1 in Southeast; No. 4 Nationally Annual In-Migration to States
United Van Lines, January 2012
- No. 3 Best State for Business
Forbes magazine, November 2011
- No. 3 Best Business Climate
Site Selection magazine, November 2011
- No. 2 Best States for Business
Winning Strategies in Economic Development Marketing study, Development Counsellors International, September 2011
- No. 2 Most Cost-Efficient for Manufacturing
AIER Study, *The Business Journals*, July 2011
- No. 2 Lowest State & Local Tax Burden on Business
Council on State Taxation and Ernst & Young, July 2011
- No. 3 America's Top State's for Business survey
CNBC, June 2011
- Raleigh ranked No. 1 and Durham No. 3 on *Forbes* list of Best Places for Business and Careers, June 2011
- No. 4 Most Competitive State
Site Selection magazine, May 2011

BEST BUSINESS CLIMATE

Consistently ranked among the best business climates in the nation by Forbes, CNBC, Chief Executive and Site Selection.

It is evident that North Carolina's strategic advantages have contributed to the national recognitions for having a competitive business climate.

Our state's consistent investments in education, technology and innovations are some of the factors that have produced national prominence in a number of industry sectors.

They include:

- Aerospace, Aviation and Defense
- Automotive, Truck and Heavy Equipment
- Biotechnology, Pharmaceutical and Life Sciences
- Energy
- Financial Services
- Information and Communications Technology