



What's Inside

- Welcome Back to Invest Atlanta
- Georgia's New Film, Music and Digital Entertainment Incentive
- Atlanta Goes Global
- Finnish Company Consolidates North American R&D In Atlanta
- 2008 Georgia Life Sciences Summit
- Atlanta Business Briefs

Welcome Back to Invest Atlanta

Since our last issue, we have welcomed Kemira, Legal Sea Foods, the EVS Group and Consilium Technologies to the Atlanta business community. In September, we hosted CEOs from countries across the globe at the Fourth Annual Atlanta Champions Invitational (ACI) event, hosted by the Metro Atlanta Chamber of Commerce, City of Atlanta, Atlanta Development Authority, Cobb County, Cobb Chamber of Commerce, DeKalb County, Georgia Power, Greater North Fulton Chamber of Commerce, and the Gwinnett Chamber. We thank all the CEOs that visited us this year and look forward to forging long-term relationships.

On October 8, we joined the Istanbul Center of Atlanta in welcoming His Excellency Kursad Tuzmen, the State Minister of Foreign Trade & Customs, Turkey, to Atlanta. Minister Tuzmen was our honored guest for a breakfast and dinner celebrating the "Year of Turkey" as part of the Kennesaw State University (KSU) Year of Country Study program. The Minister's visit is an important sign of the emerging trade opportunities with Turkey for Atlanta businesses.

Atlanta hosted the largest gathering of economic development professionals when the International Economic Development Council's 2008 Annual Conference took place October 19-22. This year's theme was "The Next Billion: Mobility, Flexibility, Agility, Livability". In their article, "The Next 100 Million," Arthur C. Nelson and Robert Lang write that "the U.S. is alone among industrialized nations in experiencing substantial growth... Only India will add 100 million people more quickly than the U.S." Preparing for such accelerated growth requires a new approach to economic development, the provision of infrastructure, environmental sustainability, and workforce development. Economic developers, financiers, industrialists and policymakers will have to embody mobility, flexibility, agility, and livability. The wild ride for U.S. capital markets, political leaders, global financial institutions and homebuilders during the past several months confirm this belief.



Legal Sea Foods had its grand opening in Downtown Atlanta October 19

Read on for more information about our recent and upcoming activities.



ADA's Commerce and Entrepreneurship team:
Charles Whatley, Gregg Simon and Danielle Fernandes

Georgia's New Film, Music and Digital Entertainment Incentive

Georgia recently announced a new incentive: the 2008 Entertainment Industry Investment Act allows qualified productions a 20 percent tax credit, with a further 10 percent credit available should the product feature an animated Georgia logo.

The incentives apply not only to qualified films, TV series, commercials and music videos, but also to video game productions. The economic impact of all these entertainment segments in Georgia was \$413 million in 2007.

The industry, which includes film, television, gaming, commercials and music videos, makes a little more than \$2 billion a year and supports 150 businesses and 20,000 entertainment employees in Georgia, according to the Georgia Department of Economic Development.

Atlanta is the eighth largest television market in the United States and home to CNN, the Cartoon Network, Fox Sports, Cox Communications, and The Weather Channel. It is also home to around 50 game development companies such as GameTap, Kaneva Inc, Blue Heat and CCP.

Atlanta's highly trained crews, state-of-the-art facilities, diverse locations, temperate climate and easy access afforded by Atlanta's Hartsfield-Jackson International Airport are just some of the factors that attract the industry's interest.

Moreover, the technology opportunities offered by Atlanta's higher education institutions help filmmakers and gaming companies find talent. Georgia State University, Georgia Tech University, and Savannah College of Art and Design (SCAD) have both degree programs and incubators to prepare students for careers in digital entertainment and media. Georgia State's Digital Arts Entertainment Lab is a multimillion-dollar entertainment research and production facility. Georgia Tech's Literature, Communication and Culture program focuses on cultural studies of science and technology, with designing and creating digital artifacts, and with communication in a variety of media contexts. SCAD-Atlanta offers a fusion of artistic and technical training in television, video, digital media, or film production

The new incentive puts Georgia in the top five states in the U.S. in terms of financial competitiveness for entertainment projects.

For more information about Atlanta's digital entertainment and gaming industry, university collaborations, real estate opportunities or financial incentive programs, please contact Danielle Fernandes at (404) 588-5476.

Atlanta's Recent Rankings

- U.S. Bureau of Economic Analysis, Sept. 2008: **Largest Economies in America**, no. 10 (Atlanta)
- Forbes.com, July 2008: **Best States for Business**, no. 5 (Georgia)

Atlanta Goes Global

Since the 1996 Olympics, Atlanta has played host to countless international visitors. In fact, today metro Atlanta boasts a sizeable foreign-born population: a little more than 500,000 residents. With the announcement of the new 1.2 million-square-foot Maynard Holbrook Jackson, Jr. International Terminal at Hartsfield-Jackson International Airport and the addition of new international routes, Atlanta is poised to see some real growth on the global stage.

The Atlanta Development Authority has already seen an increase in international activity. Despite the general slowdown in the nation's economy, Atlanta has experienced strong foreign direct investment. The year started with Wipro, an India-based global IT and business process service provider, announcing their move to Buckhead. Recently, Finland-based Kemira, a chemical company, announced that they will be moving into Technology Enterprise Park near Georgia Tech's campus (see below for more information). Japan-based Toyoko Inn will also break ground on a new hotel in downtown Atlanta. Other foreign direct investment originates from Brazil, China, and Germany, among other countries.

Besides assisting foreign companies as they expand into Atlanta, the Atlanta Development Authority has also hosted a number of international trade delegations. ADA recently partnered with the newly formed Turkish American Chamber of Commerce to host the Trade Minister from Turkey. The Turkish delegation brought a number of companies that were looking at the Atlanta market. The event strengthened the intercultural understanding and commerce between Turkey and Atlanta.

ADA will also be participating in a business trade mission to China in December. As part of the One World Business and Cultural Exchange, Danielle Fernandes, ADA's Project Manager of Business Engagement, will be traveling to Beijing, Tianjin, and Harbin to meet with companies investigating expanding into the North American market.

Finnish Company Consolidates North American R&D In Atlanta



Finnish water and fiber management company Kemira announced in September that it plans to consolidate its North American research and development facilities into Technology Enterprise Park in the city of Atlanta, creating 85 jobs.

"ADA welcomes Kemira to the City of Atlanta and congratulates them on their lease at Technology Enterprise Park as they join Atlanta's growing cluster of research and development businesses," said Gregg Simon, Manager of Business Engagement at ADA. "Kemira's move to TEP validates ADA's investment in technology-based economic development efforts that we hope will result in a strong base of research-related jobs in Atlanta."

Kemira, which currently has six locations in Georgia and more than 100 worldwide, recently signed a lease to occupy 37,000 square feet of space at TEP. The facility will house research and development professionals focused on enhancing development and commercialization of innovative technologies and products for the pulp and paper, water treatment, and oil and mining industries. The new R&D center will be one of five globally for Kemira and the only R&D location in North America. Kemira plans to occupy the space by May of 2009.

"Georgia has the right environment for companies like Kemira to do the research they need to stay on the cutting edge," said Ken Stewart, commissioner of the Georgia Department of Economic Development. "Our educated workforce and array of top-notch research institutions make locating here a natural fit."

"Kemira has a strong commitment to the customer segments we serve in North America, said Hannu Melarti, Kemira region head. "The introduction of this R&D center in Atlanta further strengthens our partnerships with customers in North America, while also allowing our highly skilled R&D team to contribute to our customer needs globally."

The Atlanta Development Authority, the economic development arm of the City of Atlanta, laid the groundwork for this and other R&D-related deals through its financing of Technology Enterprise Park in 2006. ADA supported the location of the other two tenants in the building, Altea and Cardiomems, serving as the applicant for their financing from the state. Kemira's lease fills the remaining space in TEP building 1, a milestone in the development of the park, that will include roughly 600,000 square feet of commercial research space.

Rob Metcalf and Brannan Moss of Jones Lang LaSalle represented Kemira and Mack Reese of Gateway Development represented TEP. Courtney Noce of the Georgia Department of Economic Development represented the state. Through its affiliation with Georgia Tech, TEP offers access to immense developmental resources, capabilities and talent. Facilities and experts in fields ranging from bioengineering to nanotechnology are engaged in active partnerships with TEP firms. Through Georgia Tech, the relationships extend to other leading universities and research hospitals of Atlanta.

For more information about Kemira, visit www.kemira.com.

2008 Georgia Life Sciences Summit

The 2008 Georgia Life Sciences Summit reached a record attendance this year with 800 delegates and 70 program speakers, including headliners Governor Sonny Perdue and former Senator Bob Dole. With this impressive draw, Georgia Bio's Summit is one of the largest state biotechnology association showcases in the nation. Attendees hailed from across the nation and included company executives, university administrators and scientists, government leaders, and investors.

A plenary session on neuroscience research advances in understanding the human brain and behavior showcased the work of seven distinguished scientists from Georgia institutions. Breakout sessions examined trends and issues in agricultural biotechnology, bioenergy, collaborations between hospitals and technology companies on new cardiovascular treatments and therapies, medical device innovations, financing and partnering in a tough economic climate, and Georgia's attractiveness as a center of biotech development. Presentations will be posted on the Georgia Bio website as soon as possible. To review the full program, visit www.gabio.org/Summit2008. *Shaping Infinity, The Georgia Life Sciences Industry Analysis 2008*, was also released at the Summit and is available online at www.gabio.org. For printed copies contact Maria Thacker at maria.thacker@gabio.org or (404) 920-2042.

The 2008 Summit, held at the Georgia World Congress Center, also signaled the countdown to next year's BIO International Convention, which will be held in Atlanta, May 18-21, 2009. Georgia Bio, as the BIO state affiliate, is the local host and will not hold the Life Sciences Summit in 2009. The next Life Sciences Summit will be in 2010. We hope to see everyone at BIO 2009 here in Atlanta!

Atlanta Business Briefs

Venture Atlanta, October 15-16, 2008

Atlanta recently hosted the largest venture capital event in the region. Venture Atlanta is a collaboration of three organizations in the Atlanta region: the Metro Atlanta Chamber of Commerce, Technology Association of Georgia and The Atlanta CEO Council. This two-day event focused on bringing top-tier venture capitalists together with Georgia's most innovative emerging technology companies. Twenty companies presented their plans and investment opportunities to more than 100 top-tier venture capitalists from across the country. In addition, Venture Atlanta also partnered with the Advanced Technology Development Center (ATDC) and Georgia Tech's VentureLab to give investors insight into the early-stage technologies in development. Since 1999, companies from ATDC have raised over \$1 billion in venture capital. In 2006, 10 of the 25 largest venture capital deals in Georgia went to ATDC companies, representing 21% of investments in Georgia.

Atlanta Champions Invitational, September 24-28, 2008

During the recent Atlanta Champions Invitational (ACI) golf tournament, the Atlanta Development Authority, in conjunction with the Metro Atlanta Chamber of Commerce, Cobb County, Dekalb County, Gwinnett Chamber of Commerce, Georgia Power, and Greater North Fulton Chamber of Commerce, hosted a group of corporate executives from international and domestic companies investigating expansion in to the Atlanta market. The PGA has made Atlanta's East Lake Golf Course the permanent home of the TOUR Championship. The top 30 players played in the PGA tour's season-ending tournament for the FEDEX Cup. This event presented Atlanta's business and public sector leaders the opportunity to showcase the region to companies around the world.

Upcoming Tradeshows, Missions and Events

Life Science Committee Meeting

Atlanta, Nov. 20

One World Business and Cultural Exchange Mission to China

Dec. 4-9

2009 BIO International Convention

May 18-21, 2009

Contributing Writers:

Charles Whatley, Director of Commerce and Entrepreneurship

Gregg Simon, Manager of Business Engagement

Danielle Fernandes, Project Manager of Business Engagement

Editor:

Kathleen Poe, Communications Coordinator

Atlanta Development Authority

86 Pryor Street SW, Suite 300

Atlanta, GA 30303

ADA



Atlanta Development Authority