



T H R I V E  
*in* **NORTH  
CAROLINA™**

North Carolina has the tangibles that businesses need as well as a lifestyle that helps employees flourish. Our secret is simple: When people Thrive, business Thrives. We understand that in today's global economy, people are your greatest source of competitive advantage—happy, fulfilled employees are more productive employees. From our business resources to our human resources to our natural resources, we offer businesses what they need to create a competitive advantage and Thrive.

**36%**  
North Carolina  
workers are 36%  
more productive  
than the average  
U.S. worker.

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## North Carolina is consistently ranked among the best business climates in America.

Our great labor environment and skilled productive workers, along with a comprehensive workforce development network and exceptional educational opportunities, ensure that people and businesses have what they need to Thrive. North Carolina's access to major markets and global connectivity helps to move goods and people efficiently. In fact, we have the largest state-maintained highway system in the nation as well as 76 public, 225 private and three international airports. Consider also we are a right-to-work state, maintain one of the lowest costs of doing business as well as a low cost of living, and you can see why our population is growing at twice the national average.

### Population

9.5 million—*ranked 10th in the United States*  
+18.5% growth, twice the national average  
66% net migration  
196.1 persons per square mile

### GDP

\$424.9 billion—*ranked 9th in the United States*

### Capital

Raleigh

### Size

48,710 square miles

## Skilled and productive workforce.

Our skilled workforce, which includes highly-specialized pools of talent, is ready to give your company a competitive advantage. North Carolina workers are dependable and hardworking. In fact, they are 36 percent more productive than the average U.S. worker.

We have a growing and diverse population fueling a high-quality labor force for today's advanced manufacturing and knowledge-based industries. North Carolina's accessible community college and university systems and outstanding private institutions constantly develop new talent.

Over 10,000 highly-trained individuals enter the workforce annually as they transition out of service from North Carolina's ten military installations representing all branches of service. Military veterans are trained in fields such as Aviation and Avionics; Communications; Electronics; Engineering; Heavy and Specialized Equipment Operation; Information Technology; and Transportation and Logistics.

To ensure your specialized workforce needs are met, North Carolina offers customized recruiting, screening and training services and lifelong learning opportunities through a coordinated network of agencies.

## Business-friendly environment and great place to live.

Our state leadership makes strategic investments in education, infrastructure and technology. It emphasizes sound fiscal policy through a constitutionally mandated balanced budget, reasonable tax rates and AAA bond rating. North Carolina's local, regional and state-level government and economic development officials work closely together to develop incentives packages and meet the comprehensive, diverse needs of companies seeking to locate and expand in our state.

Companies located in North Carolina enjoy a diverse geography and moderate climate, well-suited for a variety of outdoor recreational activities stretching from the mountains to the beach. The state's cultural offerings, rich history and variety of arts include everything from ballet and museums to festivals and symphonies. Our intense collegiate and professional sports rivalries are known the world over. All these activities help to create a quality of life that recruits and retains highly-skilled, productive talent.

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## One of the lowest overall costs of doing business.

North Carolina's construction costs, electric rates, overall taxes and cost-of-living indices are all below the national average. We also have the lowest unionization rate in the nation, which keeps wages affordable and the workplace flexible.

Incentives in North Carolina are designed to lower your costs while increasing your global competitiveness. From specialized tax credits for digital media and renewable energy to discretionary grants to road and rail access programs, North Carolina has the resources to give your company a competitive advantage.

## Market access second to none.

North Carolina's central East Coast location and extensive transportation infrastructure is situated within a 700-mile radius of more than 170 million U.S. and Canadian consumers. From North Carolina, your company can access North American as well as global markets via:

- The second largest highway system in the nation, spanning more than 98,000 miles
- The largest consolidated rails system in the country, with more than 3,200 miles of track
- Three international airports, including the sixth largest major airline hub in the nation
- Two deep-water international ports and two strategically located inland terminals

Statewide high-speed Internet access, 100 percent digital switching and other infrastructure investments for advanced voice, data and video communications and networking options provide for high-quality, efficient virtual connections to consumers and businesses across the globe.

## A diverse, geographic location.

### Landforms

There are three distinct landforms of North Carolina: the **Coastal Plain**, the **Piedmont** and the **Appalachian Mountains**. The **Coastal Plain** is low, flat to gently sloping land that extends along the Atlantic Ocean and the Gulf of Mexico. The **Piedmont**, characterized by hilly, rolling land, borders the Coastal Plain. The Piedmont extends from Virginia to Alabama. The **Appalachian Mountains**, the largest range in the eastern United States, stretch from Canada to northern Alabama.

### Relative Location

North Carolina is located in the southeast region of the United States bordered by Virginia to the north, Tennessee to the west, South Carolina to the south, Georgia to the southwest and the Atlantic Ocean to the east.

### Absolute Location

North Carolina is located between 33 degrees North and 37 degrees North latitude; between 75 degrees West and 85 degrees West longitude.

### Time Zone

North Carolina is located in the Eastern Time Zone.



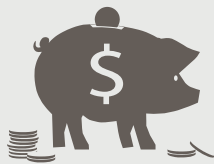
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From business resources and human resources to natural resources, North Carolina provides companies the competitive advantages they need to Thrive both locally and globally.

## BEST BUSINESS CLIMATE

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



North Carolina's low cost of living and quality of life make it a magnet for recruiting new talent and keeping existing talent Thriving.



North Carolina is home to ten military installations with more than 100,000 active duty military personnel. Each year, 10,000 highly skilled veterans enter the civilian workforce with relevant training for aerospace employment.



North Carolina's 58-campus community college system is nationally recognized for its customized workforce training programs.

The state's 16-campus renowned university system is integral to N.C.'s strong research and development infrastructure.



North Carolina is the birthplace of powered flight. In 1903, Orville and Wilbur Wright found the right conditions for success at Kitty Hawk. Building from this heritage, North Carolina continues to be a place where aerospace companies Thrive.

# No. 1

North Carolina ranks 1st in the Southeast for manufacturing employment, and 9th overall in the United States.

# 36%

North Carolina workers are 36% more productive than the average U.S. worker.



More banking resources are headquartered in Charlotte, the Queen City, than in all but one other U.S. city.



North Carolina ranks 10th among all states in total automotive cluster employment according to the Harvard Business School Cluster Mapping Project.