

From: S.C. Department of Commerce <marketing@sccommerce.com>
To: Mayer, DougDougMayer@gov.sc.gov
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Subject: Commerce Communications: A Roadmap for the Future of Innovation in S.C.

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January 19, 2017

Here in South Carolina, we've worked hard to establish a pro-business environment where companies of all shapes and sizes can succeed and thrive. From automotive and aerospace to life sciences and composites, South Carolina has made a name for itself on the world stage, with a workforce that produces some of the globe's most advanced products. The result is that we've cultivated a burgeoning innovation and technology economy within our borders. As we progress into 2017, we must continue to support this high-tech economy to keep our state on the cutting-edge of business.

This week, the [S.C. Department of Commerce unveiled its Innovation Plan](#), a comprehensive look at the current state and future of the innovation and high-tech sector in South Carolina. After meeting with a variety of organizations and individuals, including universities, startups, investors, larger industries and entrepreneurs, we've developed a roadmap to shed light on how Team South Carolina can best support the continued growth of innovation. Among the key focuses are talent and promotion. By preparing a tech-savvy workforce and promoting South Carolina's technological and innovation successes, we can position the state to be a major player in the innovation community for years to come.

As Alexander Graham Bell said, "Before anything else, preparation is the key to success." This new Innovation Plan is our way of preparing to meet the needs of the 21st century tech climate and will ensure that our state remains *just right* for entrepreneurial activity and the continued development of these dynamic startups.

Bobby Hitt, Secretary of Commerce

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Spotlight: S.C. Automotive Summit

Twenty-five years ago this June, BMW selected South Carolina for its first North American manufacturing operations. A quarter of a century and 3.7 million vehicles later, the Palmetto State has become a leader in the automotive sector. Since BMW joined Team South Carolina, several major brands have followed. Now home to BMW, Honda, Mercedes-Benz Vans, Volvo Cars and more than 40 automotive suppliers, South Carolina boasts an automotive constellation that is unmatched.

To celebrate this robust sector and assemble industry leaders with the state's business and civic leaders, the [S.C. Automotive Council](#) and [S.C. Manufacturers Alliance](#) are collaborating to host the sixth annual [S.C. Automotive Summit](#) from February 20-22 in Greenville, S.C. Featuring keynote addresses, panel discussions, a B2B supplier matchmaker event, networking opportunities and more, the three-day conference is the perfect setting to learn about the latest developments within the global automotive industry.

For additional event and registration information, [click here](#).

Photo courtesy of BMW Manufacturing.



Commerce Capture: Husqvarna North America

Last Friday, [Husqvarna North America](#) celebrated the official grand opening of its new 513,000-square-foot distribution center in Orangeburg County. Announced in May 2016, the new facility complements the company's existing manufacturing plant which has been in operation since the early 1970s.

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