

From: South Carolina Department of Commerce <marketing@sccommerce.com>
To: Card, RachelRachelCard@gov.sc.gov
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Subject: The Ultimate Bragging Rights

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December 5, 2014

Last week's college rivalry games had many of us rooting on opposite sides of the field. But no matter the final score, the fact remains that now - more than ever - our state is winning in the economic development game. And that's largely because we are all playing as Team South Carolina.

Through a united effort bringing together the various selling agencies of the state, local governments, regional economic alliances and our private sector partners, our team has spread the word about what makes South Carolina 'Just right' for companies from around the world to do business. Collaborative efforts on mission trips, industry-specific trade shows, a statewide branding effort and joint marketing initiatives have continued to move the needle on business recruitment and have boosted our state's global reputation.

This approach has led to record levels of investment in our state, big announcements by some of the world's most respected brands and thousands of new jobs serving to boost our economy. As we look down the road, it is with Team South Carolina fully engaged that we will post more wins here at home. And that, after all, is the ultimate in bragging rights.

Bobby Hitt, Secretary of Commerce

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Spotlight: 2014 South Carolina Economic Development Institute

Last month, more than 50 local leaders and community development professionals from across the state completed the [2014 South Carolina Economic Development Institute](#) (Institute). As a partnership between the S.C. Department of Commerce and the S.C. Economic Developers' Association (SCEDA), the Institute features quarterly, two-day sessions providing participants the opportunity to gain insight into issues critical to economic development, such as water and wastewater infrastructure, available industrial or business buildings and the importance of community development.

The Institute is open to participants from a wide variety of organizations and entities, including local governments, councils and boards, utility companies, economic development practitioners and more. [Click here](#) for information on the 2015 program, which marks the 25th year of the Institute.

For photos of all participants who received a Certificate of Completion on November 14, visit the S.C. Department of Commerce's [flickr page](#).

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Commerce Capture: Kiswire, Inc. Expanding in Newberry County

As South Carolina's tire industry continues to roll, many tire manufacturers and suppliers are deciding to locate or expand operations in our state. Late last month, Kiswire, Inc., a maker of steel cord for the tire industry, [commenced the second](#) Newberry County expansion. Founded in 1945 and headquartered in South Korea, Kiswire Co. Ltd. is the parent company which has operated in the Palmetto State since 1999. Once completed, this expansion will increase Kiswire's South Carolina presence to approximately 200 total employees.

Photo courtesy of [Central S.C. Alliance](#)

South Carolina Department of Commerce
(803) 737-0400 | marketing@sccommerce.com
1201 Main Street, Suite 1600 | Columbia, SC 29201
www.SCcommerce.com

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