



CHARLESTON | SC | USA

GLOBAL CONNECTIVITY SNAPSHOT

2018

Whether you are a teacher, truck driver, or business executive, you are influenced by global activities every day. Globally fluent metros understand and appreciate their connectivity to the global economy and work together to ensure everyone benefits from those connections.

The three-county Charleston region relies on global connectivity to sustain our economy. If we do not welcome new people and new companies, we risk losing jobs; losing support for education and healthcare; losing access to new technologies and services; losing customers, doctors, teachers, and friends.

We need to work together to value and support all of Charleston's global connections and to help others understand their importance. This Global Connectivity Snapshot, created by the Charleston Regional Development Alliance, serves as a data summary tool you can use to guide your conversations.

Visit CharlestonCommunityGuide.com for additional local resources and information.

OUR ECONOMY

183

international companies employ

16,000+

people in the Charleston region

Source: Center for Business Research, Charleston Metro Chamber of Commerce 1/9/18

OUR PEOPLE

5%

of Charleston's regional
population is foreign born

Source: US Census Bureau's 2016 American Community Survey

OUR COMMUNITY

627

small & medium-sized local businesses
export their products (799 total exporting firms)

Source: International Trade Administration, 10/2017

OUR ECONOMY

EMPLOYMENT

More than **1/3** of manufacturing employees in the region work for international companies



Source: Center for Business Research, Charleston Metro Chamber of Commerce 1/9/18

Top 5 Countries with Charleston Locations:



Germany



UK



Canada



France



Japan

Source: Center for Business Research, Charleston Metro Chamber of Commerce 1/9/18

JOBS

In 2017, foreign-owned companies announced:



3,000+
new jobs



\$730M
in capital investment

Source: Charleston Regional Development Alliance, 1/9/18

TRADE/EXPORTS



- The Port of Charleston supports **23,000 Lowcountry jobs**
- More than 50% of SC Ports' trade is to North Europe and Northeast Asia

Source: SC Ports Authority

- Charleston's exports grew **99%** to \$4.2 billion from 2005-2016
- 12% of Charleston metro's GDP is from exports

Source: Brookings Institution



Top 5 Charleston Export Markets:



China



Mexico



UK



Spain



Japan

Source: International Trade Administration, 10/2017

OUR PEOPLE

- Nearly **36,000** Charleston-area residents are foreign born
- 46%** of foreign-born residents are naturalized citizens
- Top 3** global regions represented: Latin America, Asia, Europe
- 77,000+** Charleston-area residents have German ancestry
- 7%** speak a language other than English at home
- Nearly **8,000** Charleston-area residents speak Asian & Pacific Island languages at home

Source: US Census Bureau's 2016 American Community Survey



DID YOU KNOW:

140 international students from 34 countries are enrolled at the College of Charleston



INTERNATIONAL VISITORS



5.6% of tourists are international

280,000
in 2015

Top 4 Countries Represented:



Canada



Germany



United Kingdom



Australia

Source: College of Charleston Office of Tourism Analysis for the Charleston Area CVB 2015

OUR COMMUNITY

IMPACT

Global companies invest significantly in our community, for example:

- MUSC Boeing Center for Children's Wellness**
- TD Bank Charitable Foundation's \$7,500 donation to Career Academies**
- Bosch Community Fund annually awards \$250,000+ in local grants**



LOCAL COMPANY, GLOBAL REACH

Scout Boats, headquartered in Summerville, exports 17%+ of its boats. Top markets are Canada and Mexico



Source: Industry Week

CULTURAL EVENTS

Home to dozens of international cultural events, including the world-renown Spoleto Arts Festival, the Charleston International Film Festival, the World Grits Festival, and the Moja Arts Festival



WORLD-CLASS

Charleston is home to world-class assets including the world's largest drivetrain testing facility (SCE&G Innovation Center); the world's first combat submarine (the H.L. Hunley); and the world's largest private manuscript collection (Karpel's Manuscript Museum)

- 2017 Ranked World's #2 Best City by *Travel + Leisure* readers (Sole U.S. City in Top 10)
- 2017 Ranked World's Friendliest City by *Condé Nast Traveler* readers
- 2016 Ranked World's #1 Best City by *Travel + Leisure* readers

