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

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

Source: SC Ports Authority

### 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

Source: 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 (Karpolea 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

Source: Charleston Area CVB 2015

## International Visitors

- 5.6% of tourists are international
- 280,000 in 2015

Top 4 Countries Represented:
- Canada
- United Kingdom
- Germany
- Australia

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

This Global Connectivity Snapshot is part of an ongoing effort by the Global Fluency Initiative of the One Region Global Competitiveness Strategy. The goal of One Region is to work collaboratively as a region to further enhance the economy through advancements in talent, infrastructure, and other assets characteristic of a globally competitive metro.

Source: Charleston Area CVB 2015