



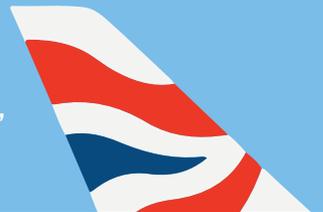
GLOBAL CONNECTIVITY SNAPSHOT

CHARLESTON | SC | USA

2020

DID YOU KNOW:

With Charleston's seasonal British Airways nonstop flights to Heathrow, you can travel to 119 countries in the world with only one layover?





GLOBAL FLUENCY IN CHARLESTON

The three-county Charleston region relies on international engagement to sustain our economy. Whether you are a teacher, truck driver, or business executive, you are influenced by global connections every day.

Charleston is evolving into a globally fluent metro, where we appreciate our connectivity to the global economy and we work together to ensure that everyone benefits from those connections. By welcoming new companies and new people, we help bring good jobs to our community, we improve our education and healthcare, we support new technology, we make new neighbors and friends.

Developed as part of Charleston's Global Fluency Initiative, the **2020 Global Connectivity Snapshot** illustrates how our global connections continue to help people and businesses in our three-county region thrive.

OUR ECONOMY

International investment and trade are vital to the long-term health of Charleston's economy. Our global connections support thousands of regional jobs at every skill level across many industries.

EMPLOYMENT



164 foreign-owned companies
Employ **19,900** people including
46% of manufacturing employees



Top 5 countries



Germany



UK



Sweden



Canada



France

Source: Center for Business Research & CRDA, 1/2020

FOREIGN DIRECT INVESTMENT

In 2019, foreign-owned companies announced:

538
new jobs

\$108M
in new investment in the
Charleston region

Wages 40%
above the regional
average



Source: Center for Business Research & CRDA, 1/2020

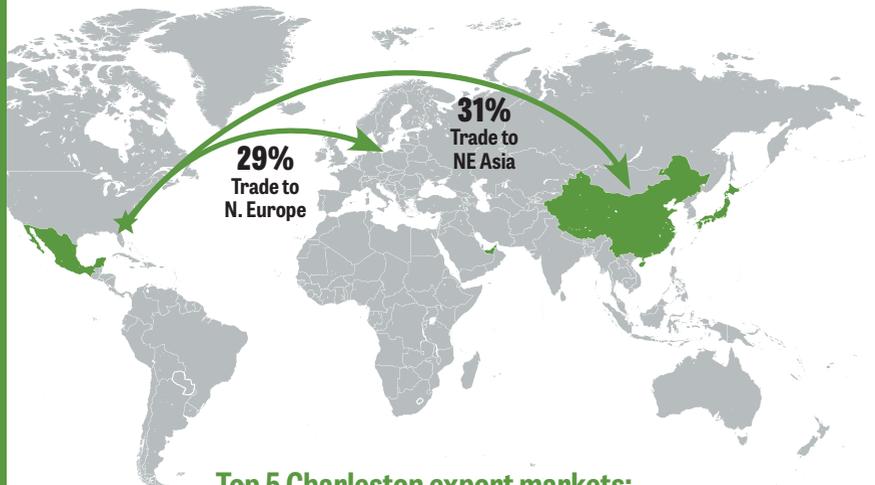
TRADE

**RECORD YEAR
FOR SC PORTS IN
2019**

28,000
Lowcountry jobs
rely on trade via the
Port of Charleston

\$10.9B in exports
via Charleston in 2018

Sources: SC Ports Authority,
International Trade Administration



Mexico

United Arab
Emirates

Singapore

Japan

China

Top 5 Charleston export markets:

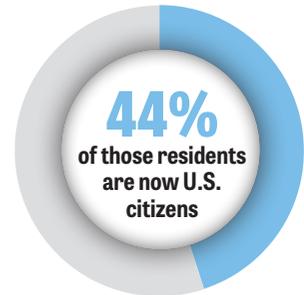
OUR PEOPLE

Charleston's people have a global heritage. Whether they recently moved or are third-generation U.S. citizens, our international residents are dynamic members of our community. They create new businesses, bring skills to local employers, and share their arts and culture throughout the region.

37,600

local residents were born in another country

5% POPULATION IS INTERNATIONAL



Top 5 international birthplaces:

1. Mexico
2. Philippines
3. China
4. India
5. United Kingdom

8%

Speak a language other than English at home

1.5%

of U.S. citizens in Charleston were born abroad

7%

of new residents in 2017 moved from abroad

Source: 2018 American Community Survey, U.S. Census Bureau

GLOBAL TRAVEL

700,000

international visitors to Charleston annually



134,000

of CHS travelers are on international itineraries

Sources: Charleston Area CVB, U.S. Department of Transportation, 2017

STUDENTS

International students at local colleges contributed **\$15.7M** to the economy in 2018-2019 and supported **85 jobs**

Source: NAFSA, for SC Congressional District 1

Local college students study abroad in **60+ countries**

Source: CRDA



Photo: CSU International Studies

OUR COMMUNITY

Charleston's global connectivity brings arts festivals and tourism income, charitable giving and expanded employment opportunities. Through our companies, organizations, and people, our international community actively contributes to the vibrant life and economy of our region.

18

international companies
HQ locations



645

small and medium-sized
businesses support their
local operations through
exports

Source: Center for Business Research, 1/10/2020



1 in 5 companies
participating in youth apprenticeships
are multinational

They employ

22%

of region's youth apprentices

Source: Center for Business Research

60+

 international cultural and religions organizations

Source: Global Fluency Action Team

PARTNERING GLOBALLY, THRIVING LOCALLY.



Charleston Sister Cities
INTERNATIONAL

Charleston Sister Cities promotes the Charleston region and enhances our community's international understanding through trade missions, and civic, cultural, educational and humanitarian engagement with partners abroad

Source: charlestonsistercities.org

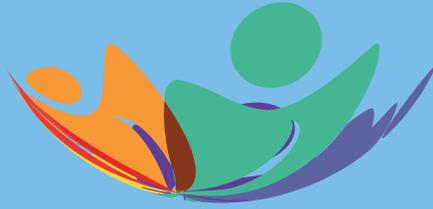


Panama City,
Panama



Spoletto,
Italy

CHARLESTON Global Fluency



The Global Fluency Initiative is an activation of the Charleston Metro FDI Plan and the One Region Global Competitiveness Strategy. It is led and implemented by Charleston Regional Development Alliance and a volunteer Action Team committed to continuing to grow the community's global fluency.



STAY CONNECTED



Subscribe to Monthly Email

CharlestonCommunityGuide.com/Global-Fluency

For more resources and information on the Global Fluency Initiative, visit CharlestonCommunityGuide.com/International-Community or email us at globalfluency@crda.org