



## Industry:

Manufacturing

## Challenge:

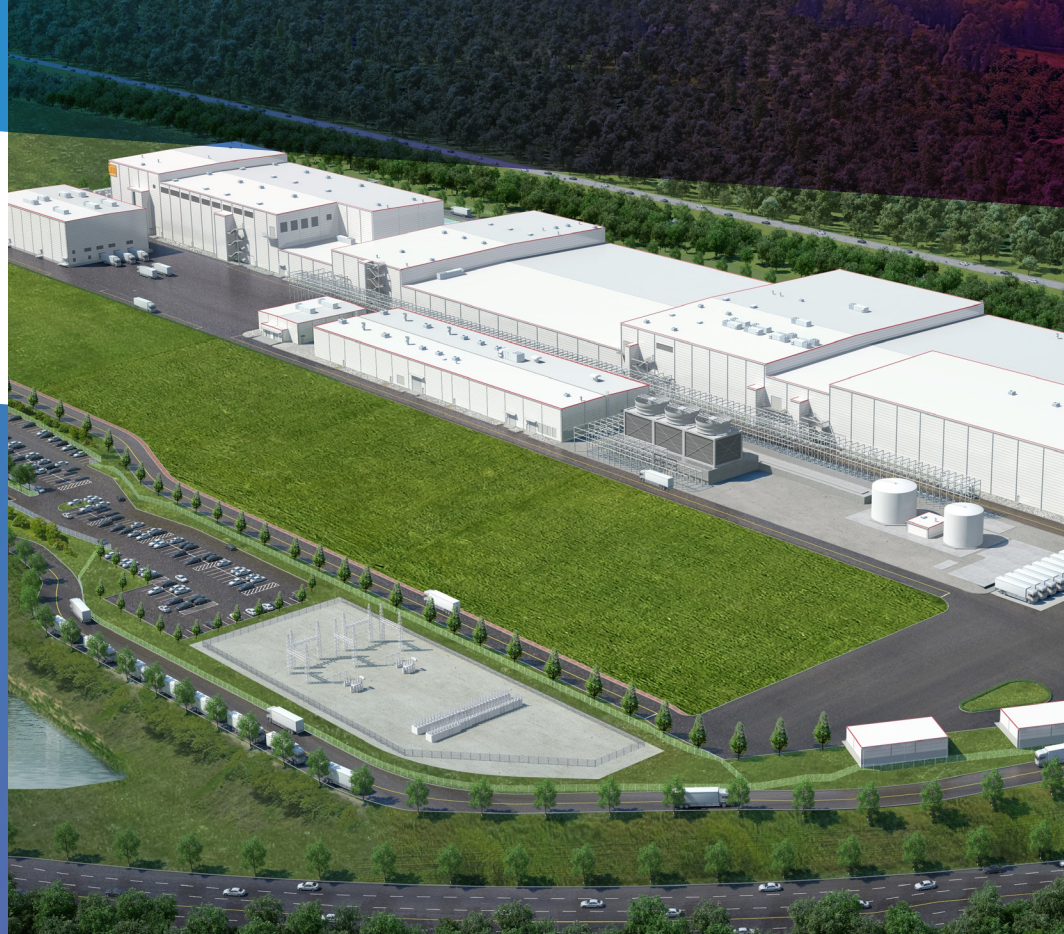
Find the ideal location for manufacturing the next-gen of batteries in the U.S.

## Solution:

- Skilled Workforce
- Workforce Training
- Collaborative Problem Solving - State & Local
- Logistics
- Incentives

Georgia is outpacing the U.S in 10-year GDP growth in advanced manufacturing.

Learn more:  
[Georgia.org/manufacturing](http://Georgia.org/manufacturing)



## Building a Next-Gen EV Battery

If you've skipped buying an electric vehicle because they don't go very far without recharging – well, plan to take a second look. Batteries are about to get a lot more powerful.

Nickel is a major reason why – the amount of nickel in an EV battery is key to how far a vehicle will travel. Today's EV batteries are about 50% nickel vs. other elements, and increasing that ratio is hard to do. But big-time manufacturers are claiming they'll soon be rolling out batteries with 80% nickel content.

SK Innovation is aiming even higher: In May, the Korean manufacturer vowed to make next-generation batteries with 90% nickel.

While most of the new battery cell manufacturing capacity is going to Asia and Europe, SK Innovation announced their intentions to build in the U.S. to better serve some of its customers, namely Hyundai-Kia Motors and Mercedes-Benz.

Georgia proved to be the state that was willing to go the distance. This year, SK Innovation broke ground on a \$1.67 billion manufacturing facility in Commerce that ultimately will employ more than 2,000 people.

**“Georgia was interested in supporting a long-term relationship with us. Sometimes there's a conflict of interest among the state, city, and county, and that's what we experienced in another state. Georgia's entities had really good teamwork, and helped procure an ideal site for a workable cost.”**

- Sam Min  
Manager, Battery Business Development Team



The site in Jackson County that will be home to SK Innovation’s new 1.1 million square foot facility is expected to open in 2020. The location, just off I-85, places the company close to current and prospective car manufacturing clients in what’s become “automotive alley” in the Southeast.

Ensuring a skilled workforce through Georgia Quick Start, the nation’s no. 1 job training program, proved to be pivotal as well. Offered as an in-kind discretionary incentive to eligible, job-creating companies in Georgia, the Quick Start training regimen is designed around the unique needs of each employer.

**“Georgia was the only state [among consideration set] that had this kind of program. They can connect us to the right people and train our workers in what we need,”** says Min.

In summer 2019, the energy research organization BloombergNEF forecast that by 2040, 57% of all passenger vehicle sales will be for electric vehicles. SK Innovation is on the road to be a major player in powering those cars, vans, trucks and SUVs – and Georgia is along for the long ride ahead.

## A strong and storied partnership

When announced in December 2018, the decision by SK Innovation to build a \$1.67 billion manufacturing facility in Georgia represented the largest economic development deal in the state’s history.

While big news, it was hardly a surprise, given the relationship between Georgia and the Republic of Korea. Nearly 35 years ago, Georgia established its first official office in Seoul, and the connection has only grown deeper over the years.

Today, Georgia is home to the Korean American Chamber of Commerce and several other similar organizations. The state counts Korea as its 5th largest import market while exporting more than \$1 billion in goods to its partner.

“I’ve been in the Department of Economic Development a long time, and the relationship with Korea is very strong,” says Yoonie Kim, the Director of Korean Investment who was instrumental in bringing SK Innovation to Georgia. “We now have an extensive network in Korea, and it’s very important for us to continue growing that relationship.”

