

BRIEFING BOOK

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FY25 Q3



BRIEFING BOOK

GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT
THIRD QUARTER HIGHLIGHTS, FISCAL YEAR 2025

TABLE OF CONTENTS

Council for the Arts 3

Center of Innovation 4

Film 5

Global Commerce 6

International Relations 7

Tourism 8

Trade 9



On the cover: A lively college town, Athens offers standout food, vibrant music venues like the historic Georgia Theatre, chic stays at Rivet House, and outdoor attractions including the State Botanical Garden of Georgia at the University of Georgia, the birthplace of public higher education in America. Building on these assets and diverse existing industry mix, the community is focused on growing key industries including advanced and precision manufacturing, biotechnology and pharmaceuticals, craft beverages, brewing and distilling, the creative economy, and healthcare and life sciences.



Whitefield Academy junior Tiana Jones took home first prize in the 2025 Poetry Out Loud state championship at the Alliance Theatre.

HIGHLIGHTS

1. Boosting arts, tourism in rural communities

In February, [“Reimagine: Contemporary Georgia Artists,”](#) a traveling exhibition of 20 pieces of the State Art Collection curated by Georgia Council for the Arts (GCA), debuted with its first stop in the city of Euaharlee in Bartow County. In addition to supplementing the exhibit with pieces from talented local artists, the 10 tour cities are enhancing the experience with workshops and educational opportunities that activate their community, engage young people, and boost tourism.

2. Georgia artwork on display for State leadership

The latest installation of the “Art of Georgia” exhibit, a collaboration between the Office of the Governor and GCA, features works from local Georgia artists from across the state. The landscape paintings and photographs are displayed in the executive offices of the State Capitol and the Governor’s Mansion, offering policymakers, visiting dignitaries, and guests unique perspectives of Georgia’s diverse natural beauty.

3. Nurturing student growth through poetry

GCA and the Alliance Theatre announced that Tiana Jones, a high school student at Whitefield Academy, placed first in [Georgia’s Poetry Out Loud](#) competition in March. A national arts education program for high school students, Poetry Out Loud fosters creativity, critical thinking, and leadership, all skills that benefit them for life. Tiana placed second at the national competition in 2024 and returns to Washington, D.C., in May for the semifinals.

CENTER OF INNOVATION



The Aerospace team met with PBS Aerospace prior to the company expanding its Georgia operations, providing connections and resources to aid their future growth in the state.

HIGHLIGHTS

1. Making connections at Manifest 2025

At Manifest 2025, an annual international logistics conference, the Logistics team promoted Georgia's logistical advantages to attendees from more than 50 countries and strengthened relationships with Georgia-based companies. Ahead of the conference, the Center of Innovation published an updated [Logistics Technology Ecosystem Report](#) in collaboration with industry stakeholders and research partners, offering insights into the sector's economic growth.

2. Celebrating aerospace industry investment

Alongside GDEcD Global Commerce team members, the Aerospace team celebrated [PBS Aerospace's](#) announcement that it will establish its North American headquarters, manufacturing, and R&D operation in Roswell. The company is a leader in small turbojet engines and manufacturing, and support from the Center contributed to its decision to bring new jobs to metro Atlanta. This investment further reinforces Georgia's status as a top state for the aerospace sector.

3. Building technology ecosystems

The Information Technology team supports the growth of key ecosystems. The esports industry has a \$750 million economic impact on Georgia, and a [recent blog](#) details the Center's efforts to leverage partnerships with established sectors like film to foster growth and innovation. Georgia's fintech ecosystem thrives due to its deep talent pool, strong infrastructure, and reputation as a global payments hub – and these assets are positioning the industry for continued growth, IT Director Glen Whitley told [Georgia Trend](#).



The Metro Atlanta Film Summit drew in over 200 attendees for a day of learning, connecting, and inspiration for the state's film community.

HIGHLIGHTS

1. TV series success, new productions

New television seasons and series premieres in February included several Georgia-lensed hits. The third season of “Will Trent” (ABC) and fourth season of “Sweet Magnolias” (Netflix) were accompanied by newcomers “Gross Pointe Garden Society” (NBC) and “Beyond the Gates” (CBS) – the latter being the first daytime soap to debut on American TV in over 25 years. “Sweet Magnolias” continues to film in Covington, while “Will Trent” is set in metro Atlanta and features Georgia locations in its storylines.

2. Metro Atlanta Film Summit

The Film team engaged with industry and community leaders at the inaugural Metro Atlanta Film Summit hosted by the Cherokee Office of Economic Development. The team led a breakout session on navigating the film tax credit and held a training session for Georgia's Camera Ready® Communities on best practices for attracting film and TV productions. The Film team remains in close contact with these communities as they provide vital connection points to productions looking for hidden gems and locations outside of metro areas.



“With our reliable infrastructure network and capable workforce, it’s no wonder why companies like Cargill are choosing Georgia as a preferred destination for projects like this new office hub,” said Governor Brian Kemp.

HIGHLIGHTS

1. No. 1 state for Best Business Climate

A [survey of site selection experts](#) by Site Selection Magazine named Georgia the No. 1 state for Best Business Climate. Distinct from Site Selection Magazine’s annual state rankings, this ranking is based on responses from professionals who directly assist companies with often nationwide site searches for new locations or expansions. Georgia stands out in part because of its collaborative partnerships that “lessen some of the challenges of site selection” and its “environment of problem-solving and support.”

2. Creating jobs to support small business employers

TriNet is [creating 750 new jobs](#) at its new corporate center in Dunwoody. The company provides service for small businesses, which employ an estimated 1.7 million Georgians across the state. TriNet’s President and CEO stated that the company is “excited to partner with Atlanta’s strong universities and thriving small business ecosystem.”

3. Innovative industries charge forward

[Duracell](#) will expand its footprint in Georgia by locating its new Global Headquarters for Research and Development at Science Square in Atlanta. Georgia continues to attract innovative companies such as Duracell, LG Energy Solution, and SK Innovation through industry partnerships and by attending trade shows such as NAATBatt 2025 and 2025 Interbattery to connect with industry leaders and stay aware of industry trends.

INTERNATIONAL RELATIONS



Haering Precision in Lavonia highlighted its international employee development program, which allows Georgia-based employees to apprentice in Germany for three years.

HIGHLIGHTS

1. Georgia Consular Corps explores northeast Georgia

The International Relations team held its annual VIP Tour for the Georgia Consular Corps in March. This year, the dignitaries visited northeast Georgia (Hart, Stevens, White, Rabun, Lumpkin, Hall, and Dawson counties) to gain a better understanding of industry and tourism in the region. The International VIP Tour rotates through different regions of Georgia each year and will celebrate its 40th anniversary in 2026.

2. International Relations prepares for SEUS-CP in June

In January, members of the International Relations and Trade teams attended the coordinators' meeting to prepare for the 2025 Southeastern States and Canadian Provinces Alliance (SEUS-CP) conference. In addition to strengthening subnational partnerships, the conference is an opportunity for Georgia businesses to connect with Canadian buyers and suppliers and increase international sales. Georgia is a founding member of the SEUS-CP Alliance and hosted the conference in 2008 and [2022](#).

3. Welcoming the world to Georgia

As a global gateway, Georgia remains a common destination for international dignitaries traveling in the U.S. The International Relations team works with Georgia's Consular Corps to coordinate meetings between state leadership, including Governor Kemp, and visiting dignitaries. Recently, Georgia welcomed the Swiss Ambassador to the U.S. to Atlanta.



With the addition of the Madame C.J. Walker Museum & WERDStudio, Georgia now has 12 sites on the U.S. Civil Rights Trail spanning Atlanta, Albany, and Midway.

HIGHLIGHTS

1. Expanding Georgia's civil rights legacy

The Madame C.J. Walker Museum & WERDStudio in Atlanta has been added to the U.S. Civil Rights Trail, preserving the legacies of America's first female self-made millionaire and first Black-owned radio station. This addition is the latest example of the Tourism team's work with partners statewide to expand Georgia's presence on the trail, further strengthening the cultural offerings that benefit local communities and visitors.

2. Governor Kemp celebrates 2025 Travel Guide

Following two consecutive years of record-breaking tourism, the [2025 Georgia Travel Guide](#) continues to inspire visitation and drive economic benefits across the state. The Tourism team celebrated the guide's launch with Governor Kemp at the State Capitol in January, applauding the communities featured on the four-tab cover – Toccoa, Columbus, Covington, and Sapelo Island – and the hardworking tourism and hospitality professionals who make Georgia a top destination.

3. Explore Georgia's 'Best Trips of 2025' campaign

This year's "Best Trips of 2025" campaign is inspiring travelers to experience Georgia through a variety of unique getaways in 12 destinations statewide. Athens is among the featured locations, where visitors can enjoy the city's thriving craft beer scene along the Athens Beer Trail, experience live entertainment at the new Akins Ford Arena at The Classic Center, and more. Multiple state marketing platforms, including the Official State Travel Guide, Explore Georgia's website, social media, newsletters, and trip-specific postcards at all nine Visitor Information Centers, highlight these must-visit destinations.

GEORGIA BREAKS TRADE RECORDS IN 2024

\$53.1B

IN EXPORTS

37%

INCREASE IN EXPORTS
OVER 10 YEARS

\$198.7B

IN TOTAL TRADE

Georgia exports broke records for another year, achieving a YoY increase of 6.4%.

HIGHLIGHTS

1. Georgia breaks export records for fourth consecutive year

Georgia continued to [break records in 2024](#) and moved up to No. 6 across all 50 states for total trade. Exports surpassed \$53.1 billion, reflecting a 37% increase over the last decade. Mexico also displaced China as the state's No. 1 trade partner. Small business exporters, including Georgia-based companies supported by the Trade team, make up over 80% of exporters.

2. New International Representatives for Colombia, Mexico

The Trade team selected new representation for the Colombia and Mexico markets. Mexico is the state's No. 1 total trade partner and one of the top three export markets for Georgia products, with \$6.3 million in Georgia goods being sold to Mexico in 2024. The representatives will use the new connections they bring with them to find opportunities for Georgia exporters to increase international sales.

3. Georgia exporters seal deals at industry trade shows

The Trade team kicked off 2025 by supporting more than 10 Georgia small and medium-sized exporters at industry trade shows including Arab Health, Gulfood, and Enforce Tac. As part of its services, the Trade team helps Georgia exporters set up B2B appointments prior to the event to ensure their time in-market is successful, with some Georgia companies closing deals on the show floor.



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