MARKET SNAPSHOT

The Southeast and Mid-Atlantic region has a population of 95 million, about 30 per cent of the total US population. The region has a US$3.1 trillion economy, 18 per cent of America’s total GDP and over double the size of the Australian economy. In 2015 there were 90 Fortune 500 and 147 additional Fortune 1000 companies in the Southeast & Lower Mid-Atlantic, many of which are investors in Australia.

The industries operating in the region are diverse, providing both domestic and international markets with innovative products and services across a range of sectors including manufacturing, health and biotech, defence, digital technologies and agriculture. The cities of Washington DC, Atlanta and Miami are the major hubs for international business and commercial activity within the region.

The greater Washington DC (DC-VA-MD) Metropolitan Statistical Area (MSA) has a total estimated population of 6.1 million, making it the largest metropolitan area in the Southeast & Lower Mid-Atlantic and the sixth-largest in the country. Other major economic centres include Nashville (TN), Charlotte (NC), Raleigh-Durham / Triangle Area (NC), and Orlando/Tampa (FL).

The Southeast & Lower Mid-Atlantic is home to a number of industry and research hotspots that align with the Australian Government’s priority industry sectors.

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1 US Census Bureau
2 Bureau of Economic Analysis
SOUTHEAST–AUSTRALIA RELATIONSHIP

Australian companies with investments in the Southeast include Westfield, Boral, Lend Lease, Macquarie, QBE Insurance, Incitec Pivot, Transurban, Telstra, Mayne Pharma, Austal, Brambles, Sims Metal, VIX Verify, Iluka Resources, and Pratt Industries.

OPPORTUNITIES AND HIGHLIGHTS

The Washington DC area remains one of the wealthiest and most educated regions in the country. Key sectors include government, defence, biotech, data analytics and cybersecurity. While federal government spending provides an economic anchor, Washington DC’s economy is increasingly diversified and knowledge-centric.

Atlanta is the business capital of the Southeast, ranking third in the nation for Fortune 500 companies - including Coca-Cola, Delta Airlines, United Parcel Service and Home Depot. Atlanta has particular strengths in transport and logistics, health IT and biotech, payments processing and telecommunications. In 2015, Georgia was named the best state in the US to do business for the third consecutive year by Site Selection magazine.

Lockheed Martin, headquartered in Maryland, is establishing a leading edge multi-disciplinary R&D facility in Melbourne. Opening in 2017, the facility will explore several fields, including hypersonics, autonomy, robotics, communications, computing and intelligence.

Washington DC companies are major investors in Australian tourism infrastructure, such as Host Hotels, Marriott International, and Hilton.

Several Southeast / Lower Mid-Atlantic firms are important investors in the Australian petrochemicals and manufacturing sectors, including DuPont and WR Grace. Australian companies investing in the region’s petrochemicals and manufacturing sectors include Incitec Pivot, Boral, Brambles and Pratt Industries.

Australia-Georgia investment ties are on the rise. Recent examples include Atlanta fintech company Equifax’s acquisition of Australian credit information provider Veda Group for $1.9 billion in 2016 and Global Payments’ acquisition of Canberra-based payments company Ezidebit. Australian fintech company VIX Verify chose Atlanta for its Americas headquarters, while Australian concrete manufacturer EdenCrete Industries is investing a new facility in Augusta, GA. Perth-based Australian shipbuilder Austal has become a major supplier to the US Navy. Austal’s shipyard in Mobile Alabama employs 4,000 staff and is the third-largest shipyard in the US.

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$949 MILLION

Australia is Georgia’s 10th largest export market, worth $949 million in 2015. Exports include motor vehicles, machinery and chemicals.

$1.4 BILLION

Venture capitalists invested $1.4 billion into DC-area tech companies in 2015. Software, biotech and healthcare services were the leading sectors.

HOME TO SEVEN TOP-TIER UNIVERSITIES

The Southeast and Lower Mid-Atlantic region is home to a number of world-class universities. These schools are all represented in the Top 100 in Academic Ranking of World Universities by Shanghai Rankings, including Johns Hopkins University (16), Duke University (25), University of North Carolina (35), University of Maryland (52), Vanderbilt University (60), University of Florida (90), Georgia Tech (93).

90 FORTUNE 500 COMPANIES

90 Fortune 500 companies are based in the Southeast & Lower Mid-Atlantic. Many are investors in Australia, including Coca-Cola, First Data, General Dynamics, AGCO, Newell Brands, HanesBrands, DuPont, Marriott International, Nucor, UPS and Yum Brands.

3 Georgia Dept. of Economic Development
4 PricewaterhouseCoopers (PwC) in partnership with the National Venture Capital Association (NVCA)

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