



Optimal locations. Superior service.

NCEDA 2017 Mid-Winter  
Conference

Pinehurst, North Carolina

March 14, 2018

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BRIDGESTONE ORR PLANT  
AIKEN, SC  
OCTOBER 25, 2013

## SITE LOCATION: BRIDGESTONE OFF-ROAD RADIAL GREENFIELD



## SITE SELECTION FUNDAMENTALS

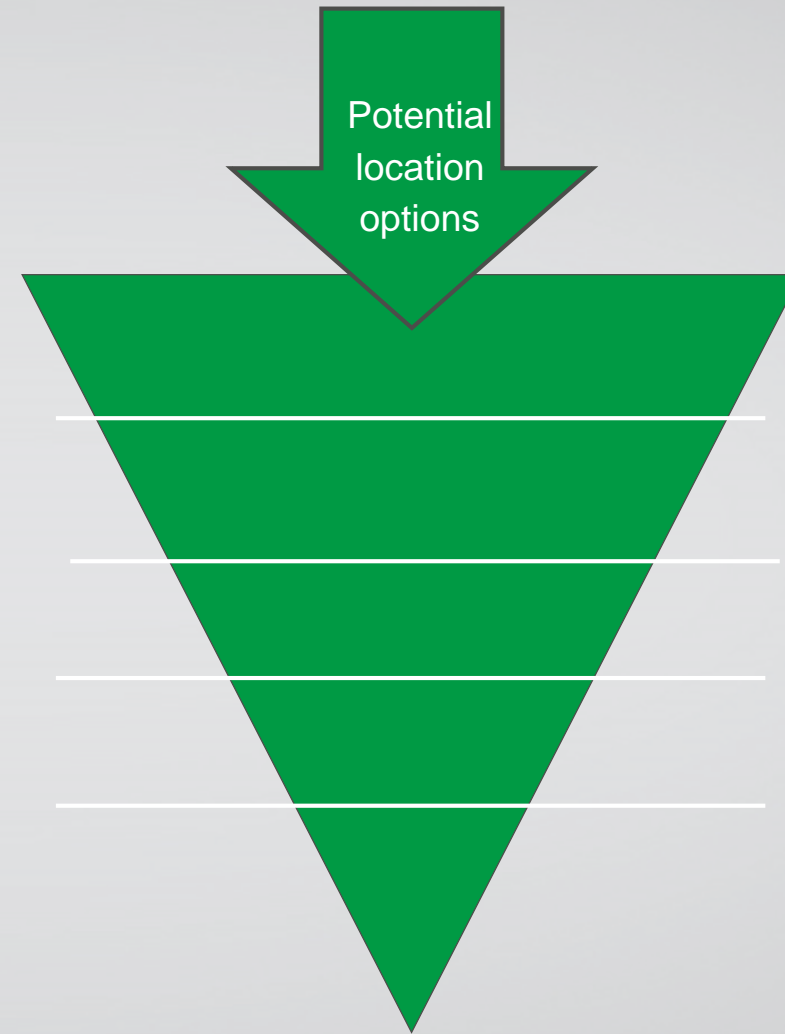
# FUNDAMENTALS

- Business recruitment is highly competitive
- Speed is critical
- Risk avoidance is the goal
- Complex – not just about real estate or incentives



# GOAL

The goal of the process is to get to the one or two locations that will work best for the project as quickly as possible



# What Matters Most in Site Selection Decisions

**Site Readiness**

**Logistics**

**Workforce:**  
Quality and Availability

**Financial Case**

# THANK YOU



Mark Williams

President

803-748-1207

[mwilliams@strategicdev.com](mailto:mwilliams@strategicdev.com)

[www.strategicdev.com](http://www.strategicdev.com)