

INTERNATIONAL BUSINESS

The Nashville region is one of America's most dynamic locations for business growth offering a strategic and welcoming place for international companies to expand and grow their operations. Centrally located in the southeastern United States, 75% of the U.S. market is within a 2-hour flight and 12 million people live within a 2.5-hour drive. Nashville is home to a diverse mix of global brands making the region their U.S. base of operations for manufacturing, corporate operations, sales, distribution and R&D. Some of the corporations calling Nashville home include Nissan North America, Bridgestone Americas, Mitsubishi Motors North America, Hankook Tire Co., Schneider Electric, UBS, Magna, HCA Healthcare and Amazon. It is easy to see the diversity present in every aspect of Music City. No city of similar size offers an environment with as much potential for international trade and investment.

ON AVERAGE,
20%
OF NEW JOB
ANNOUNCEMENTS
ARE CREATED
THROUGH
FOREIGN DIRECT
INVESTMENT.

346
FOREIGN-OWNED
COMPANY LOCATIONS
REPRESENTING 33 COUNTRIES
EMPLOY MORE THAN
52,000 PEOPLE
IN OUR REGION.

NISSAN, BRIDGESTONE,
DENSO PLUS 70 OTHER
JAPANESE-OWNED
COMPANIES HAVE
OPERATIONS IN THE
NASHVILLE REGION, MAKING
JAPAN OUR LARGEST
FDI NATION.

STATEWIDE FDI
TOTALS
\$37.3 BILLION
AND SUSTAINS OVER
147,000 JOBS.
(CERT, 2020)

NISSAN NORTH AMERICA

In 1980, Nissan North America chose the Nashville region for its first North American automotive assembly facility - the largest facility ever built by a foreign manufacturer in the U.S. at that time.

In 2005 Nissan announced it would move its North American headquarters from California to the Nashville region.

Today Nissan employs 12,000 people in the Nashville region.

**24% OF ALL
INBOUND MIGRATION
BETWEEN 2018 AND 2019
CAME FROM
INTERNATIONAL
LOCATIONS.**

(ESTIMATES OF THE
RESIDENT POPULATION
CHANGE: 2018
POPULATION)

NASHVILLE'S SISTER CITIES

- ★ Belfast, Northern Ireland
- ★ Caen, France
- ★ Chengdu, China
- ★ Edmonton, Canada
- ★ Kamakura, Japan
- ★ Magdeburg, Germany
- ★ Mendoza, Argentina
- ★ Taiyuan, China
- ★ Tamworth, Australia

FOREIGN DIRECT INVESTMENT IN THE NASHVILLE REGION

LOCATIONS

EMPLOYEES

Japan	75	19,493
France	33	5,815
United Kingdom	40	3,735
Germany	25	3,630
Canada	23	3,070

NASHVILLE MSA EXPORT PRODUCTS (2018)

EXPORTS

Transportation Equipment Manufacturing	\$3,537,041,949
Computer and Electronic Product Manufacturing	\$1,474,263,464
Electrical Equipment, Appliance and Component Manufacturing	\$ 637,378,179
Chemical Manufacturing	\$ 428,296,821
Plastics and Rubber Products Manufacturing	\$ 382,012,868
All Others	\$ 2,264,673,780
Total	\$ 8,723,667,061

TENNESSEE RANKS SECOND AMONG STATES FOR TOTAL JAPANESE FOREIGN DIRECT INVESTMENT.

TENNESSEE HAS RANKED IN THE TOP 10 NATIONALLY FOR NEW FDI JOB COMMITMENTS SINCE 2013 RISING TO #1 IN 2013 AND 2015 AND RANKING #2 IN 2018.

(IBM GLOBAL LOCATION TRENDS REPORT, 2019).

SME'S ACCOUNT FOR ROUGHLY 81% OF NASHVILLE GOODS EXPORTERS.
(ITA)

TRADING PARTNERS (2018)

EXPORTS

Canada	\$2.9 billion
Mexico	\$1.6 billion
Japan	\$520 million
China	\$502 million
Hong Kong	\$349 million

Sources: International Trade Administration and US Department of Commerce; Estimates of the Resident Population Change: 2018 Population Estimates



"Nashville is a vibrant city that attracts tourists and corporate groups into our hotels and corporations into our high rise buildings. The diversity of industry, high quality of life, and lower cost of living make it a place people want to live and where businesses want to invest."

-Elizabeth Randall Winkle, Chief Strategy Officer, STR