

HOUSTON REGION ECONOMIC DEVELOPMENT PROFILE

HOUSTON REGION OVERVIEW

The Houston - Baytown - Sugar Land Metropolitan Statistical Area (Houston MSA) consists of 10 counties: Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, San Jacinto and Waller. Additional facts about the Houston region:

- The Houston region Ranks sixth among U.S. metropolitan statistical areas with a population of 6.1 million.
- The Houston region has a gross area product of \$395.4 billion, according to The Perryman Group.
- The Houston Airport System (HAS) serves 188 domestic and international destinations.
- The Port of Houston is ranked first in the U.S. in foreign tonnage, equivalent to 10.7 percent of the nation's total seaborne import tonnage.



WORKFORCE & DEMOGRAPHICS

For companies seeking a young, diverse, highly skilled workforce, Houston abounds with prospects - as one of the youngest major metropolitan areas in the United States. Houston's median age is 32.9 years, while the U.S. median age is 36.8 years.

Engineers have a strong presence in Houston, which has been described as having "the world's leading pool of engineering talent." Houston employs more than 80,000 engineering and architecture professionals, many of which are involved in the energy industry.

Additionally, Houston has created a workforce development pipeline with a strategic focus on K-16 education - especially in the areas of science, technology, engineering and math to sustain our position as the world's energy hub. Proactive collaborative research development programs have been established with the area's more than 42 colleges, universities and other degree-granting institutions, Rice University and Texas Southern University.



INDUSTRY STRENGTHS

ENERGY & RENEWABLES

Houston is home to more than 3,700 energy-related businesses, the Institute for Energy Research, University of Houston Energy Research Park and Advanced Energy Consortium. The critical mass created by such a high concentration of firms and think tanks in one area yields opportunities for both the hydrocarbon sector and the renewable sector of the industry.

MANUFACTURING & ADVANCED TECHNOLOGY

For the sixth year in a row, Houston is ranked #1 Manufacturing City in the U.S. by Manufacturers News, Inc. and more than 9,000 manufacturing related certificates and degrees were awarded in the region in 2010. There are nearly 150,000 employed in high-tech jobs throughout the Houston area, according to the U.S. Bureau of Labor and Statistics.

BIOTECHNOLOGY / NANOTECHNOLOGY & LIFE SCIENCE

Houston is the birthplace of nanotechnology and is home to the largest medical complex in the world - the Texas medical Center (TMC). Houston has more than 190 life science and biotechnology companies as well as academic partnerships; more than 75 cutting edge hospitals and health clinics, and some of the country's top research facilities.

DISTRIBUTION & LOGISTICS

Houston is a gateway for trade to Mexico, Canada and the enormous expanding markets of Latin America. Houston's geographic advantages and proximity to major metropolitan centers throughout the U.S. Midwest makes it an ideal venue to set up manufacturing and logistics facilities with fewer supply chain costs.

AVIATION & AEROSPACE

Houston is home to Johnston Space Center, a \$1.5 billion complex housing one of NASA's largest R&D facilities and a source of the nation's best high-tech professionals in science and engineering. Houston's aviation community includes more than 150 companies involved in aircraft or space vehicle manufacturing, space research and technology.

HOUSTON REGION

YOUR GLOBAL BUSINESS GATEWAY

AN INTERNATIONAL CITY

Houston's status as an international center is reflected in the breadth and depth of the city's international representation. The region has:

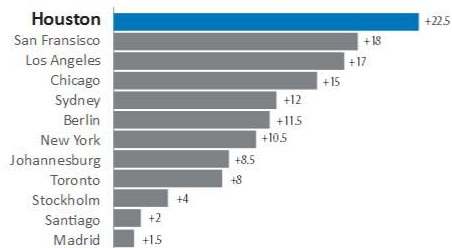
- More than 90 Foreign Consulates in Houston
- 30 Active Foreign Chamber of Commerce and Foreign Trade Associations
- 22 foreign banks, representing 12 nations
- More than 790 foreign-owned firms
- More than 400 companies with branches in 129 other nations
- More than 3,300 area firms, foreign government offices and nonprofit organizations involved in international business

COMPETITIVE ADVANTAGES

Houston offers an internationally competitive business environment at a favorable cost. In fact, PricewaterhouseCoopers' report - *Cities of Opportunity* - ranks Houston as the "Most Cost Competitive City in the World."

MOST COST COMPETITIVE CITY IN THE WORLD

Houston's Cost Competitive Advantage



Source: PricewaterhouseCoopers *Cities of Opportunity Report, 2011*

STATE & REGIONAL INCENTIVES*

The Houston region offers a variety of attractive state and local incentives to companies of various sizes and stages of the business life cycle, including:

- Texas Enterprise Fund
- Texas Emerging Technology Fund
- The Cancer Prevention and Research Institute of Texas (CPRIIT)
- Foreign Trade Zones
- Tax Phase-In Programs
- Pollution Control Property Tax Abatements
- Skills Development Fund
- Freeport Tax Exemption

*To view the full list of available incentives, visit www.houston.org/economic-development/business-resources



ABOUT GHP

The **Greater Houston Partnership (GHP)** is the primary advocate of Houston's business community and is dedicated to building regional economic prosperity. GHP works in conjunction with the City of Houston, Mayor's office and Houston's more than 35 regional economic development groups to:

- Assist in site selection analysis
- Assist in evaluating and applying for incentives
- Aid in the permitting process
- Identify potential business facilities
- Provide data on key business factors
- Provide introductions to industry and innovation leaders and regional economic development organizations



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