



# UpstateAlliance

S O U T H C A R O L I N A

*The Right Climate For Global Business.*

## **For Immediate Release -- PRESS RELEASE**

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### **Upstate Alliance for the Second Consecutive Year to Host FORUM AMERIKA**

(UPSTATE, SC) -- The Upstate Alliance will be hosting a delegation from Germany that has ties to the automotive sector to learn more about this region and to explore future opportunities for business investment. The group is part of the *Wirtschaftsforderung Sachsen (Saxony Delegation)* and FORUM AMERIKA from Germany. They represent the home to five vehicle and engine production plants owned by Volkswagen, Porsche and BMW; Saxony is one of the leading automotive regions in Germany as far as the number of OEM factories is concerned. The individuals making the trip from Germany to tour the Upstate represent various companies from the European automotive supplier industry interested in the North American market including Mexico.

FORUM AMERIKA was founded as a sister of FORUM BRASILIEN in 1997 in Cologne, Germany. During the last years, FORUM AMERIKA has successfully located German, Austrian and Swiss companies of the auto supplier industry in the Southern United States.

This is the second consecutive year the FORUM AMERIKA and Saxony Delegation will have taken part in a tour of the Upstate region to gain a better perspective of the business climate in Upstate South Carolina. The group will be visiting the Upstate region to gain a better understanding of the 10 county region and to get a first-hand glimpse of what makes the Upstate region a perfect location for business investment.

The Upstate Alliance has many activities planned for the group as they visit the Upstate. They will have the opportunity to tour automotive related facilities, like Bosch, and get a snapshot of the wonderful quality of life in the Upstate. The group will also have the pleasure of joining in a reception being held by the German American Chamber of Commerce – South Carolina Chapter on Monday, October 29<sup>th</sup>.

Hal Johnson, *President and CEO* of the Upstate Alliance, states that “this is a testament to the growing presence of automotive related companies in our region. They could go anywhere in the United States and they have chosen to spend time in the Upstate because this area is becoming known as a automotive focused region throughout the world thanks to CU-ICAR, BMW, Michelin, Bosch and so many others that call the Upstate home. I find great pleasure in sharing the story of the Upstate region to these individuals because I truly feel that the Upstate is great place for new business investment because of the growing international base in this area and dynamic quality of life in our Upstate community.”

The Upstate Alliance is a public/private regional economic development organization designed to market the 10 counties in South Carolina's Upstate – Abbeville, Anderson, Cherokee, Greenville, Greenwood, Laurens, Oconee, Pickens, Spartanburg, and Union. The 10 counties represent the commerce-rich northwestern corner of South Carolina, including the I-85 corridor and the Greenville-Spartanburg-Anderson metropolitan area. Additional information is available through the Alliance's web site, [www.upstatealliance.com](http://www.upstatealliance.com).