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Michigan has always kept the world moving. Today, Michigan's manufacturing and design heritage, paired with its innovation expertise and talented workforce, are creating unmatched opportunities for businesses of all sizes to grow and thrive in the state.



In Michigan, we dream bigger.

Dug Song, Co-founder and General Manager, Duo Security at Cisco

Watch: For growth minded companies looking for the right business environment for expansion or

relocation, Pure Michigan means Pure Opportunity.

g**er.** r and General Michigan keeps the world moving. Today our manufacturing and design heritage, paired with our innovation expertise and talented workforce, are creating unmatched opportunities for businesses of all sizes to grow and thrive in our state.

Here in Michigan, we are pleased to offer personalized assistance for businesses in strategic industries including advanced manufacturing, logistics, automotive, mobility, and electrification to help them start, relocate, or grow their operations in the state. We offer critical support through every step of the process—from site selection and lending support, to supply chain access and recruiting talent. Michigan also stands among the top states for doing business in Tax Foundations' 2020 State Business Tax Climate Index, and we offer a robust toolkit for economic development opportunities statewide.

Additionally, there is no state that can match Michigan when it comes to our workforce. Michigan has a broad range of high-tech talent with an affordable cost of doing business, ranking in the top ten nationally for STEM degree completions at our higher education institutions and ranking first in the country for our concentration of engineering talent. Further, as home to more than 21 percent of the nation's manufacturing workforce—and skilled trades experience that is helping lead the way in Industry 4.0 readiness—Michigan

has a density and diversity of nationally incomparable talent. We are also working hard to retrain and upskill workers for in-demand jobs through our Michigan Reconnect and Futures for Frontliners programs to meet the demands of businesses growing in our state.

We take great pride in our Michigan work ethic, which is second-to-none, and when the day is over, we have the playground of Pure Michigan in our backyard offering us the chance to escape, to explore our vibrant city centers, and to play and enjoy the outdoors—from epic sand dunes on freshwater coasts to trout streams and bike trails winding through immense forests. We put a premium on our natural resources, because they are intrinsic to our way of life and we know the critical role quality of life plays in ensuring businesses can attract and retain the talent they need to be successful.

From a comprehensive economic development toolkit, highly skilled talent pool, business-friendly climate and high quality of life, Michigan stands out as the smart choice for doing business. I invite you to learn more about Michigan and the opportunities it can offer by visiting www.michiganbusiness.org/pure-opportunity.

Sincerely,

Gretchen Whitmer Governor of Michigan







Get on a plane, get in your car, come here and see it because you have to see it to believe it.

> Greg Schwartz, Co-founder & COO, StockX

We've Got Connections

Michigan is one of the most globally connected regions in the nation. The state is within 500 miles (800 kilometers) of nearly half the U.S. and Canadian populations and commerce centers, providing unparalleled access to the market while expediting transport and reducing costs. Michigan's expansive transportation infrastructure includes convenient, multi-modal access to locations around the globe.



Waterways and Ports

Michigan is home to more than 33 active deep-water commercial cargo ports. The Great Lakes St. Lawrence Seaway is the world's longest deep draft commercial waterway and includes the St. Lawrence River and the five Great Lakes, stretching over 2,300 miles (3,700 km) from the Gulf of St. Lawrence to Lake Superior.² The entire system flows to the Atlantic Ocean via the St. Lawrence River.³ Each year more than 160 million tons of waterborne cargo is transported within the region or to overseas destinations.4





Ground Transportation

Connected Vehicle Roadways

As a global leader in mobility research and

innovation, Michigan is home to the largest

testing.10 The Michigan Connected Corridor is a

across southeast Michigan and continuing

future mobility.

More than 25 percent of the \$500+ billion in annual trade between the U.S. and Canada crosses the Ambassador Bridge,⁵ the most active border crossing in North America.⁶ Michigan has more than 122,000 miles of public roads with toll-free highways across the state.⁷ Sixty-five percent of all freight tonnage is moved by truck and 17 percent is moved by rail across the state.8 More than 101 tons of freight is moved by 29 railroads on approximately 3,600 miles (5,793 km) of track annually.9



Air Travel

deployment of vehicle-to-infrastructure technology in the U.S., including nearly 600 miles of roadway equipped for connected autonomous vehicle (CAV) first-of-its-kind CAV corridor building the road of the future with a goal of improving transportation Michigan's leadership in smart infrastructure and

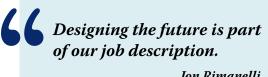
Michigan is well connected to global destinations and the rest of the U.S. Michigan has 19 commercial airports, 11 many of which have everyday direct flights to Europe and Asia. Included on this list is Detroit Metropolitan (DTW), one of the largest U.S. air hubs in North America.¹² Some of the locations that DTW offers everyday direct flights to include Amsterdam, Paris, Beijing, Shanghai, Tokyo, Nagoya and Seoul.¹³

Corp. The Great Lakes St. Lawrence Seaway System brochure. https://issuu.com/slsdc/docs/slsdc_marketing_brochure_2014 3. American Great Lakes Ports Association. The Great Lakes seaway Navigation System. https://www.greatlakesports.org/industry-overview/the-great-lakes-seaway-navigation-system/ 4. lbid 5. U.S. Census Bureau. Foreign Trade. https://www. nsus.gov/foreign-trade/balance/c1220.html 6. U.S. Department of Transportation Federal Highway Administration. Freight Management and Operations. https://ops.fhw eight/freight_analysis/ambass_brdg/ambass_brdge_ovrvw.htm 7. Michigan Department of Transportation. Fast Facts 2021. https://www.michigan.gov/Documents/MDOT/MDOT fastfacts02-2011_345554_7.pdf 8. lbid 9. lbid 10. Detroit Regional Chamber, "Michigan is Automobility 2020". 11. Michigan Department of Transportation. Fast Facts 2021. https://www.michigan.gov/Documents/MDOT/MDOT_fastfacts02-2011_345554_7.pdf 12. Wright Realtors. Michigan International and Major Airports. https://www.wrightrealtors.com/links/ airports/michigan.htm 13. Detroit Region Aerotropolis. https://www.detroitaero.org/the-region/airports/; Flight Connections. https://www.flightco

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^{1.} Michigan Department of Transportation. Fast Facts 2021. https://www.michigan.gov/Documents/MDOT/MDOT_fastfacts02-2011_345554_7.pdf 2. St. Lawrence Seaway Develo





Jon Rimanelli, Founder & CEO, ASX

In Michigan, Revolution is in the Air.

Businesses are choosing Michigan for its diverse and abundant workforce, low cost of living, access to a global supply chain and a business-friendly environment that ranks among the best in the nation. Explore the state's core industries and discover why companies are finding Michigan is the right choice for their business.

Advanced Manufacturing

The automotive industry laid the groundwork for Michigan's manufacturing prowess, and now other sectors are leveraging this expertise. From the state's strong defense and aerospace sectors to its growth in advanced materials like plastics, lightweight carbons and machinery manufacturing for automation and robotics, Michigan's continued innovation is changing the way things are made in the 21st century.

National leader for employment in industries related to Industry 4.0 and automation.¹⁴

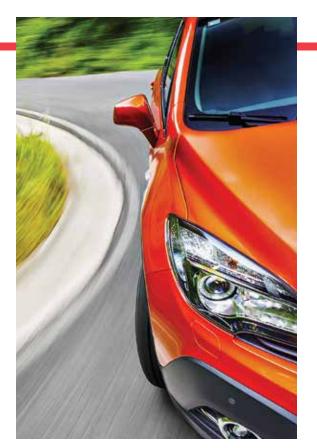
Highest military vehicle production in the U.S. with 37% of total contracts in the country.¹⁵

Third largest advanced materials workforce in the nation and ranks 5th for the number of materials engineers.¹⁶

LIFT, operated by the American Lightweight Materials
Manufacturing Innovation Institute and Institute for Advanced
Composites Manufacturing Innovations research facilities in
Michigan are unlocking the next phase of demand for technology,
materials and plastics.



Michigan has the most industrial robots in use out of any U.S. state, making up a 12% share of the U.S. total.¹⁷





Watch: Michigan's mobility and electrification ecosystem is driving innovation.

Mobility and Automotive Manufacturing[□]

Michigan is proud to be the home for mobility, electrification and the future of the automotive frontier as it continues to attract a host of battery and electrification investments from companies around the globe, ensuring the future will be developed, tested and deployed here in the state.

No. 1 in mobility and automotive R&D, with 62% total U.S. spending taking place in Michigan.¹⁸

Highest concentration of engineering talent and commercial and industrial designers in the nation.¹⁹

One of the top three states pushing for connected and autonomous vehicles, with over 50% of the state's OEMs and suppliers investing in autonomy, connectivity and electrification.²⁰

Home to more U.S. auto production than any other state in the nation.²¹

14. Emsi, 2020.4 (QCEW, Non-QCEW, and Self-Employed). 15. U.S. Department of Defense. (2018). 16. Emsi, 2020.4 (QCEW, Non-QCEW, and Self-Employed). 17. Muro, M. (August 14, 2017). "Where the robots are." Brookings Institution. https://www.brookings.edu/blog/the-avenue/2017/08/14/where-the-robots-are 18. Center for Automotive Research. Technology Indicators, 3rd Quarter, 2020. 19. Emsi 2019.2 (QCEW, Non-QCEW, and Self-Employed). (NAICS 541330). 20. MEDC 2019 Mobility Prospectus. 21. Center for Automotive Research. Michigan Automotive Dashboard 1st Quarter 2021.

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Engineering, Design and Development □

Michigan is harnessing its rich manufacturing heritage, wealth of top talent and nationally ranked universities to become a world-leading design hub. Focused on engineering, testing, research and specialized design services, Michigan is paving the way for the next generation of industry innovation, from discoveries in robotics and automation to medical device technology.

Fourth largest engineering, design and development (EDD) workforce in the nation, with employment in these industries almost twice as concentrating in Michigan as the national average.²²

Leader in the employment and concentration of commercial and industrial designers, industrial engineers, and mechanical engineers.²³

Michigan's University Research Corridor conducts 92% of academic R&D and 94% of federally funded R&D in the state.²⁴

Michigan businesses spent \$22.4 billion on R&D in 2018, ranking 4th in the nation.²⁵



Employment in Michigan's EDD industries is dominated by engineering services, testing laboratories, and R&D in physical sciences and engineering.²⁶



Michigan's University Research Corridor is the No. 1 cluster for undergraduate and advanced degrees in medicine and biological science, and the only cluster of its peers to offer a doctorate in osteopathic (DO) program.³²

Medical Device Technology⁵

Michigan's manufacturing prowess and core of world-class medical device companies make the state a top-tier location for medical device development and manufacturing. As home to household industry names like Pfizer and Stryker, Michigan is increasingly competitive throughout the nation for developing, testing and deploying new medical device technologies.

Top 10 medical device manufacturing workforce²⁷ and ranks 7th in the U.S. for adding the most medical device manufacturing jobs over the past decade.²⁸

Ranks 7th in the U.S. for number of medical device technology business locations.²⁹

Nearly 40% of venture capital invested in Michigan in 2019 was in the life sciences and health care sectors, making up the largest sector share of investment.³⁰

University of Michigan ranks third among research institutions for National Institutes of Health (NIH) funded medical research.³¹

22. Emsi, 2020.4 (QCEW, Non-QCEW, and Self-Employed). 23. Ibid 24. Anderson Economic Group. (May 2020). 13th Annual Benchmark Report of Michigan University Research Corridor. https://urcmich.org/wp-content/uploads/2020/06/2019-urc-benchmarking-report-final.pdf 25. National Science Foundation. November 2020. Science and Engineering State Profiles. 26. Emsi, 2020.4 (QCEW, Non-QCEW, and Self-Employed). 27. Emsi Inc. 2020.1; Medical Device Technology MEDC cluster, 2020 industry employment. 28. EMSI, 2019.4 (QCEW, Non-QCEW, and Self-Employed). 29. Emsi Inc. 2020.1; Medical Device Technology MEDC cluster, 2020 industry employment. 30. Michigan Venture Capital Association. 2020 Annual Research Report. 31. National Institutes of Health. Awards List 2020. 32. Anderson Economic Group. (August 14, 2019). Opening Doors to the Future: 2019 Benchmarking Report of Michigan's University Research Corridor.



Technology

Michigan is a technology hotbed, where the convergence of manufacturing and software development is creating an environment for the technology sector to thrive. The world's largest tech companies including Amazon, Microsoft and Google are investing in Michigan not only because of its availability of topnotch talent, but also because of the state's leadership in R&D.

Top 12 state for net tech employment, net tech jobs added and share of workers in tech industries.³³

More than 85,000 workers are employed in software-focused technology industries, with most of the talent coming from computer systems design and semiconductor manufacturing.³⁴

Michigan is home to business incubators and tech innovation hubs that facilitate the commercialization of tech and tech-enabled ideas, including 21 SmartZones and five innovation hubs.

Ranks No. 4 in the nation for most innovative states by the amount of R&D per 100,000 people.³⁵

\$771 million in venture capital was invested in mobility technology in 2019, up 53% from 2015.36

Professional and Corporate Services

Companies continue to choose Michigan as the location for their headquarters and businesses, tapping into the state's concentration of talent available for professional and corporate service industries. By using the purchasing power of companies in the state, Michigan is attracting a growing number of corporate and professional service providers to locate and do business here.

Home to 17 of the Fortune 500 companies and tied for 10th most Fortune 500 headquarters in the nation.³⁷

Michigan employment in headquarters grew twice as fast as the rest of the U.S., increasing 16% between 2016 and 2020.³⁸

More than 185,000 workers are employed in professional and corporate services industries, ranking Michigan 12th in the nation.³⁹

Michigan's professional and corporate services talent costs approximately one-third less than coastal markets like Connecticut, New Jersey, D.C., and Massachusetts.⁴⁰





Watch: Michigan is attracting world-class insurance, corporate and professional service providers at a growing rate.

33. CompTIA. (April 2021). Cyberstates 2019. CompTIA_Cyberstates_2019.pdf. 34. Emsi, 2019.4 (QCEW, Non-QCEW, and Self-Employed). 35. Business.org 36. Detroit Regional Chamber, "Michigan is Automobility 2020". 37. "Fortune 500." Fortune. https://fortune.com/fortune500/2020/search 38. Emsi, 2020.4 (QCEW, Non-QCEW, and Self-Employed employees). 39. Emsi, 2019.4 (QCEW, Non-QCEW, and Self-Employed). 40. Ibid

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Abundance of World-Class Talent

Employers find that Michigan has one of the most talented, diverse and abundant workforces in the U.S.

From a statewide Industry 4.0 preparedness initiative, to education and retraining opportunities through the Michigan Reconnect Program, Michigan is working around-the-clock to ensure new talent is always being developed.

Michigan ranks among the top manufacturing states both for manufacturing output (No. 3) and total employment (No. 4) in *Business Facilities* magazine's 2020 state rankings.⁴¹

Leader in the U.S. for its concentration of engineering talent.⁴²

Skilled trades workforce is nearly 250,000-strong, the 8th largest in the nation.⁴³

Ranks in the top 10 in the nation for total STEM degree completions at its higher education institutions.⁴⁴

Home for Opportunity

Governor Whitmer's goal to increase the number of Michiganders with a post-secondary credential to <u>60 percent by 2030</u> will help define Michigan as a preeminent home for opportunity.

- Going Pro Talent Fund makes awards to employers to assist in training, developing and retaining current and newly hired employees.
- Michigan Reconnect is a scholarship program that pays the costs of tuition or training for eligible adults who want to pursue an associate degree or skills certificate. To-date, the program has already put 70,000 Michiganders on a path to fill the state's most in-demand, high-wage careers.





Watch: KimArie Yowell, Chief Learning Officer at Rock Central, speaks to Michigan's high-tech workforce.

- Futures for Frontliners program is the first-of-itskind in the country and offers essential workers an opportunity to complete high school or community college tuition-free.
- MISTEM Network unites education, business and community partners across the state to create pathways for all students to consider and pursue highwage, high-demand careers.
- MiSTEM Forward is a statewide program matches students attending Michigan colleges and universities with internship opportunities at the state's leading innovative companies.

Through these and other initiatives, Michigan is working to both anticipate and fill the skills gaps that exist in the state's talent pipeline.

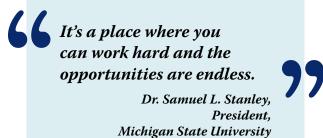
Commute-Free Lifestyle

With the growth of remote workforces allowing people to work and live anywhere in the U.S., Michigan is making the case as a home for opportunity. With a commute-free lifestyle of remote work, people have more time and money to do what they want in the state. That, coupled with Michigan's affordable cost of living, frees up remote workers to enjoy more of what makes them happy in Pure Michigan.

41. Business Facilities' 16th Annual Rankings: State Rankings Report." (July 29, 2020). Business Facilities. https://businessfacilities.com/2020/07/business-facilities-16th-annual-rankings-state-rankings-report 42. Emsi 2021.1 (QCEW, Non-QCEW, and Self-Employed). (NAICS 541330). 43. Emsi, 2021.1 (QCEW, Non-QCEW, and Self-Employed). 44. Emsi, 2021.1 (IPEDS)

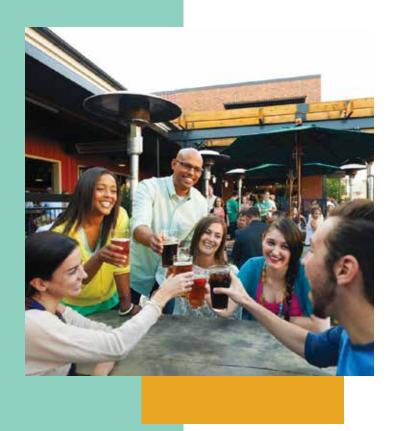
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Michigan's work ethic is second to none, and when the day is over, Michiganders have the playground of <u>Pure Michigan</u> in their backyard offering the chance to escape, to explore the state's vibrant urban centers and to play and enjoy the outdoors—from epic sand dunes on freshwater coasts to trout streams and bike trails winding through immense forests.

Surrounded by 20 percent of the world's freshwater and home to more than 11,000 inland lakes, over 100 public beaches and more than 650 public golf courses—the most in the country—Michigan offers plenty of opportunity for finding the next adventure.



U.S. News & World Report ranked Michigan as the 4th most affordable state in the country in 2021.⁴⁵

Thrillist ranked Michigan as the best state in the U.S. in its "Definitive and Final Ranking of All 50 States." The food and travel website has also ranked Michigan as No. 4 best beer state and No. 10 most beautiful state in the U.S.⁴⁶

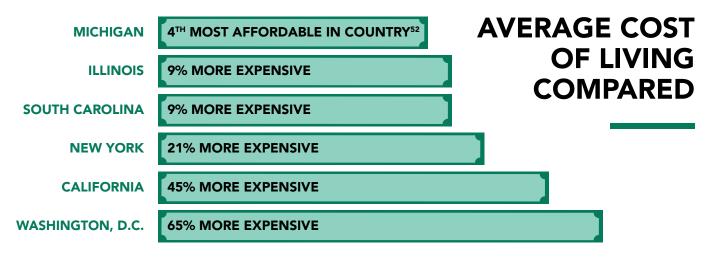
WalletHub ranked Ann Arbor the most educated city in America for 2020, based on the metro area's key metrics in educational attainment, quality of public schools, and education attainment gap.⁴⁷

Condé Nast Traveller named Traverse City as one of the Prettiest Towns in the USA.⁴⁸

Grand Rapids, ranked by Livability as the No. 2 Remote-Ready City in the U.S., is noted for its "tons of resources and programs to help you develop leadership skills, learn a new skill set or simply take the next step in your career."⁴⁹

Quality and Affordable Lifestyle

With a cost of living in Michigan that is 10 percent below the national average⁵⁰ and as the fourth most affordable state in the country,⁵¹ paychecks go further, making Michigan an all-around attractive place for talent to live, work and play.



45. Best States Rankings: Michigan. March 2021. U.S. News & World Report. https://www.usnews.com/news/best-states/michigan 46. Lynch, M. (July 14, 2017). "The Definitive and Final Ranking of All 50 States." Thrillist.com; Kryza, A. and Lynch, M. (December 13, 2018). "All 50 States, Ranked by Their Beauty." https://www.thrillist.com/travel/nation/ranking-the-united-states-of-america-from-best-to-worst; https://www.thrillist.com/drink/nation/every-state-in-the-usa-ranked-by-its-beer; https://www.thrillist.com/travel/nation/most-beautiful-states-in-america 47. McCann, A. (December 8, 2020). "Best College Towns & Cities in America." Wallethub.com. https://www.thrillist.com/edu/e/best-worst-college-cities-and-towns-in-america/8974 48. Vogel, L. and Morton, C. (February 23, 2020). "The Prettiest Towns in the USA." Condé Nast Traveller. https://www.cntraveller.com/gallery/most-beautiful-towns-us 49. Kuta, S. (January 26, 2021). "2021 Top 10 Remote-Ready-Cities in the US." Liveability. https://livability.com/topics/education-careers-opportunity/2021-top-10-remote-ready-cities-in-the-us 50. Emsi, 2021.1 (C2ER Cost of Living Index). 51. Best States Rankings: Michigan. March 2021. U.S. News & World Report. https://www.usnews.com/news/best-states/michigan 52. Emsi, 2021.2.

14 ■ LIVING IN MICHIGAN ■ 15





Whether you are that dreamer, innovator or entrepreneur, Michigan is a great state to be in.

Dani Brown, Senior Vice President and Chief Information Officer, Whirlpool Corporation

Investing in Innovation

Investing in Michigan means investing in **Pure** Opportunity, where businesses can thrive in a globally connected location and access the talent and supply chain needed to grow and expand.

Over the past decade, Michigan's business-friendly environment has created sustained economic growth, which the state continues to maintain despite the unprecedented pandemic the world has faced over this past year.

Top Employers in Michigan

(ranked by total employment)53

Whirlpool Corp.*	Consumer products and services
Joyson Safety Systems	Automobiles
Ford Motor Co.*	Automobiles
Stryker Corp.*	Health care
Stellantis NV (formerly FCA US	S LLC) Automobiles
Dow Inc.*	Manufacturing
General Motors Co.*	Automobiles
Kellogg Co.*	Food and beverage
BorgWarner Inc.	Manufacturing
Masco Corp.	Manufacturing

^{*}Companies with global headquarters located in Michigan









Michigan is home to five unicorn companies⁵⁵









Foreign Direct Investment in Michigan

Michigan is a top global destination for <u>foreign direct investment</u> with more than 1,485 foreign companies comprised of 5,503 locations across the state totaling h billion in investments between 2016 and 2020. 56

Michigan's strengths as an FDI destination continue to receive national recognition, with Michigan ranking No. 1 for the fastest FDI job growth over the past five years by Global Business Alliance,⁵⁷ and with Detroit ranking as the No. 1 metropolitan area for FDI projects by Site Selection magazine.⁵⁸

By matching established and diverse industries with foreign companies that have similar goals, Michigan is the premier gateway for businesses from around the world to expand.

Top Five Investing Industries (2016-2020)60

1. Automotive OEM	\$3.9 billion
2. Automotive components	\$2.7 billion
3. Energy	\$1.7 billion
4. Industrial equipment	\$523 million
5. Software & IT services	\$376 million

Top 10 Countries Investing in Michigan (2016-2020)59

1. U.K.	\$4.9 billion
2. Germany	\$1.6 billion
3. South Korea	\$1.2 billion
4. Japan	\$824 million
5. China	\$713 million
6. Canada	\$707 million
7. France	\$304 million
8. India	\$291 million
9. Spain	\$231 million
10. Italy	\$155 million

53. Crain's Detroit Business. Crain's Data Center. https://www.crainsdetroit.com/data-lists 54. "Global 500." Fortune. https://fortune.com/global500/2020/search/?hqstate=Michigan 55. Bamboodetroit.com. 56. D&B Hoovers. 57. Global Business Alliance. https://www.globalbusiness.org/state/michigan 58. "Where FDI Drives the Bus." November 2020. Site Selection magazine. https://siteselection.com/issues/2020/nov/fdi-in-america-where-fdi-drives-the-bus.cfm#gsc.tab=0 59. fDi Markets. (February 2021). 60. Ibid

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Gina Thorsen, President, Stormy Kromer

Business-Friendly Environment

Investing in Michigan is a wise choice because of its business-friendly climate and favorable tax structure. MEDC offers companies the support they need to grow and succeed in the state through resources, incentives and loans.

Through a variety of state and local economic development resources, Michigan offers personalized assistance for companies investing and expanding their operations and workforces in Michigan communities. These <u>tools</u> help offset construction, infrastructure, labor, recruitment and training costs to make expansion or relocation in Michigan the optimal business decision.



Michigan's Suite of Services

Michigan Economic Development Corporation (MEDC) helps companies build relationships through its wide network of partnerships around the world. The organization can work with its partners to provide local, regional, state and global support to businesses in all stages. Further, in collaboration with these partners, MEDC's suite of services are designed to help:

- <u>Develop an idea into a business</u> and provide access to Michigan's vast entrepreneurial ecosystem
- Support capital for debt and equity funding needs
- <u>Develop talent</u> and offer training for the in-demand skills businesses need
- Share <u>policy and infrastructure updates</u> and regulations for mobility testing and deployment at one of Michigan's three world-class partner facilities, among others
- <u>Provide funding to communities</u> to develop housing, upgrade infrastructure and expand economic opportunities for all Michiganders
- Assist with buyer and supplier introductions, leading to increased sales

For companies without a U.S. location, MEDC can connect them to accounting, legal and banking professionals for assistance with questions regarding how to form and operate a U.S. business. MEDC can also refer them to U.S. Citizenship and Immigration Services for help with visas, and provide assistance on identifying and securing temporary work offices, providing a low-cost, low-risk solution for establishing a U.S. business presence.

Michigan Tax Information

Michigan continues to find ways to reduce and/or maintain low taxes so businesses can operate efficiently, and thereby expand and create jobs.

6%

Corporate Income Tax

4.25%

Personal (flat) Income Tax 6%

Sales Tax (+no local sales tax)

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Discover More

www.michiganbusiness.org
www.miplace.org
www.michigan.org

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