

# FOR IMMEDIATE RELEASE

*Chamber of Eco Commerce*



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## **“All Roads Lead to Georgia”**

"All roads lead to Georgia" in fact, in Eco Commerce they do. Atlanta, has become a gateway to regional and global Eco Commerce activities.

The Chamber of Eco Commerce (CEC) has established a global Hub in Atlanta, to better serve the fast growing commercialization needs of Investors and Eco Innovators. This global Hub in Atlanta enables and accelerates knowledge and technology transfer across a fast growing international network of regional Eco Commerce Hubs.

The Hub in Atlanta is a significant enabler of global commerce. Although the Hub was originally built to facilitate Eco Commerce across the Americas, today the global hub is used for many business and finance purposes by companies and financial institutions, and economic development purposes by government agencies and chambers of commerce.

Foreign Direct Investment (FDI), via Eco Commerce investment and cross-border mergers and acquisitions, is an increasingly important driver of globalization.

FDI flows are a crucial element for Eco Commerce Hubs, while investments to and from the regional Hubs, ensure that each regional hub is well positioned in world markets and well integrated in worldwide technology flows.

Furthermore, rapid technological progress, particularly in Eco Innovation, increasingly allows firms to separate and reorganize their production processes, locating different parts of their activities at sites around the world according to the advantages they offer. Therefore, FDI is at core of the international fragmentation of production activities, which is changing the location of economic activities across the world.

Currently, the inward FDI offer good market access, scope for linkages to strong industrial bases, and well-educated labor forces across CEC's fast growing international network of Eco Commerce Hubs.

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Atlanta continues to strengthen its position as a gateway to the Global Commerce and Foreign Direct Investment (FDI), as evidenced by the gathering of top business, finance, government, and academic leaders for numerous business forums.

“The eyes of the world are on Atlanta” as business, finance, and policy leaders converge here to discuss powerful ideas how to finance Eco Commerce and how to work together to become a stronger force in the global economy.

“CEC Atlanta continues to strengthen its position as a gateway to the global Eco Commerce. We will host events in Atlanta because of the strength of relationships we have built across southeastern USA”, said Denise Simone, VP Corporate Communications, Chamber of Eco Commerce. CEC’s hands-on-advisory team and a group of local Preferred Service Providers (PSP) in Atlanta metro area provide soft-landing services and business support to international investors, business leaders, and organizations. Atlanta is conveniently positioned with direct air and sea routes to destinations worldwide. Many consulates, government agencies, and international offices represent their companies, countries, and memberships in Atlanta, providing their support to CEC’s international community of investors, private-sector and government leaders.

The CEC works closely with partners at the Georgia Department of Economic Development and local Chambers to bring investors and companies to the global Hub in Atlanta, and regional hubs across Georgia. The CEC in Atlanta also sets up site visits for international investors and business leaders and hosts events for companies and organizations in Georgia, as well as other Hubs worldwide.

The global Eco Commerce Hub in Atlanta is a direct result of Governor Deal’s initiative to take action to improve Georgia’s competitiveness, to form strong public-private partnerships to foster business innovation and drive competitiveness.

Improved productivity growth of the industry, and a thorough impact assessment and competitiveness proofing, are essential to ensure that we are not burdening our industry excessively and putting it at disadvantage. Eco innovation can provide essential solutions for many of the challenges facing companies and communities.

**‘Doing more with Less’ is a way to reduce costs, and an act to improve the image in the eyes of investors and the general public.** CEC’s growth strategy is based on improving efficiency flows to increase resource productivity. Our success depends on being able to “do more with less”. We devote our knowledge, technology, and entrepreneurship to finding ways to do this. While increased resource efficiency can bring economic benefits, new business opportunities and jobs, these measures require an investment. It is therefore important to ensure that we mitigate risks and create incentives for companies to invest in Eco Innovation. Several promising areas for further action include increasing access to capital and financing options, valorizing waste, and dissemination of good practices.

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## **Links**

### **Regional Eco Commerce Hub**

<http://www.chamberofecocommerce.com/ecocommercehub/cechub.html>

### **Foreign Direct Investment (FDI)**

<http://www.chamberofecocommerce.com/images/FDI.pdf>

### **Global Eco Commerce**

[http://www.chamberofecocommerce.com/images/Global\\_Eco\\_Commerce.pdf](http://www.chamberofecocommerce.com/images/Global_Eco_Commerce.pdf)

### **CEC News and Events**

<http://www.chamberofecocommerce.com/newsandevents.html>

### **Atlanta Connecting the World**

<http://www.metroatlantachamber.com/files/file/global/Atlanta%20Connecting%20the%20World%20brochure.pdf>

### **A Directory for International Investors**

[http://www.metroatlantachamber.com/files/file/about\\_atlanta/international\\_directory.pdf](http://www.metroatlantachamber.com/files/file/about_atlanta/international_directory.pdf)