# MAKE YOUR MAKE YOUR

Looking for top-tier talent, leading-edge innovation, a strategic location, and a low cost of doing business? The Greater Rochester, NY region has everything you need to make your mark and achieve success. Smart businesses like fairlife, Edwards, Toyota Material Handling North America, and Creation Technologies are growing here. Greater Rochester Enterprise can connect you to the right people and the right resources to expand your company in the Greater Rochester, NY region.



# <section-header>

Do you want to make a bigger impact in your business? Look no further than the Greater Rochester, NY region. With abundant brain power, unlimited water supply, and affordability, our region offers everything you need to succeed. We have a highly skilled workforce and fully integrated supply chain ready to support your future business success. We're at the forefront of innovation with augmented reality smart glasses, satellite systems, laser technologies, fuel cells, and more. The innovations created here are felt everywhere. Don't miss out on the opportunity to grow greater in the Greater Rochester, NY region. Make your mark today.

for Engineering, Engineering-Related Technologies, and Technicians

for Physical Sciences

Major Metro for Computing and Information Sciences, Mathematics, Biological and Biomedical Sciences

Source: National Center for Education Statistics (Fall 2022-Spring 2023). Per capita data among major metros with more than 1 million residents.

Greater Rochester, NY's skilled workforce and long history of being at the forefront of providing high-tech solutions and products were key reasons we chose to grow here.

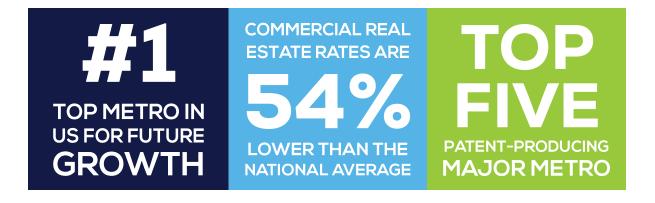
- Farid Anai, Vice President and General Manager, Creation Technologies

# Smart People. Smart Businesses.

# "Make profits of **\$1 million a year more** in Rochester than in Boston, DC or San Francisco."

The timeline to greater profitability for companies with 50+ employees is shorter here than in other major high-tech hubs.

Real innovation starts with a highly skilled and affordable workforce. It's that talent that fuels our world-class R&D labs and drives sustainable business growth across the region. Our creative innovators are developing everything from cancer-preventing vaccines and nextgen medical packaging to contact lenses and solutions, 3D printing, laser technologies and multi-directional backup cameras for our cars. It's brain power with a purpose.



We're excited about this area. There's a lot of top talent. The industry, the innovation, the technical experience, the work ethic is all attractive to us.

- Phil LaMothe, Vice President of Manufacturing, fairlife



### Driving Distances Based on: mapquest.com

# 9TH BEST PLACE TO LIVE IN THE US FOR QUALITY OF LIFE

Great schools, world-class attractions, year-round festivals and cultural events, and a low cost of living. If it's on your checklist of must-haves, you'll find it in the Greater Rochester, NY region. Source: U.S. News and World Report, 2023

# Several compelling factors led Edwards to choose the Greater Rochester area for its new facility:

# **Proximity to Customers:**

The region's strategic location places us near new semiconductor manufacturing sites, allowing us to better serve our customers.

# **Access to Renewable Energy:**

Our commitment to sustainability is supported by access to green electricity.

# **Collaboration with Local Colleges and Universities:**

The presence of excellent educational institutions in the area provides a valuable talent pool and opportunities for collaboration.

# Jeff Mickel, Project Manager - Genesee, Edwards, Part of the Atlas Copco Group



### Let's get down to business

When it comes to the resources you need to grow your business, the Greater Rochester, NY region has everything you need to make your mark.

GREGREATER

Get started at RochesterBiz.com or call (585) 530-6200