



MAKE YOUR MARK

In Greater Rochester, NY

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.

GRE GREATER
ROCHESTER
ENTERPRISE
RochesterBiz.com



Innovations Created Here. Felt Everywhere.

TOP FIVE
MAJOR METRO FOR
STEM DEGREES

18
EXCEPTIONAL
COLLEGES AND
UNIVERSITIES

71,000
STUDENTS
17,000
GRADUATES PER YEAR

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.



#1 for Engineering, Engineering-Related Technologies, and Technicians

#1 for Physical Sciences

TOP 10 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.

Photo by RIT's Katherine Larson, College of Engineering

"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 next-gen 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.

#1

TOP METRO IN
US FOR FUTURE
GROWTH

COMMERCIAL REAL
ESTATE RATES ARE

54%

LOWER THAN THE
NATIONAL AVERAGE

**TOP
FIVE**

PATENT-PRODUCING
MAJOR METRO

“

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

Source: MIT Economics, 2019

Source: Cushman Wakefield / Pyramid Brokerage Company Q4 2024

Source: US Patent and Trade Office 2022, Major Metro Per 1,000 Workers

Big Enough to Matter. Easy Enough to Connect.

DISTANCE TO MAJOR NORTHEAST MARKETS

Boston	390 miles
Cleveland	250 miles
New York	330 miles
Philadelphia	340 miles
Toronto	150 miles
Washington, DC	330 miles

We're located within 500 miles of one-third of the US and Canadian populations. That means you get easy access to major markets without the major-market costs. And our average real-time commute is 21.2 minutes. That's five minutes less than the national average.



Commute Times Based on: 2022 American Community Survey 5-Year Estimates
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.

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

