



• Come **Grow Globally** •

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### **Liberty County Development Authority invites companies to come grow globally**

HINESVILLE, GA - The Liberty County Development Authority (LCDA) formally announced their new brand today at a luncheon hosted for community and business leaders, as well as economic development partners. The LCDA's new brand invites companies to "Come Grow Globally" in Liberty County.

Over the past year, the LCDA engaged in an extensive rebranding process. The rebranding included conducting focus groups with existing industry and community leaders, interviewing regional and statewide economic developers and private developers, and evaluating Liberty County's key assets from a business location standpoint.

The overarching message that was revealed during the rebranding process illustrated companies have found Liberty County to offer the assets and tools they need to be successful in a global economy. Liberty County has proven to be a place where companies, both foreign and domestic, can grow globally.

One of the key factors that helps support the LCDA's new brand is that Liberty County is home to four companies that are headquartered overseas. In addition, Liberty County's existing industries are aggressive exporters, exporting to over 70 countries throughout the world.

Liberty County also boasts two sites designated as Georgia Ready for Accelerated Development (GRAD) by the Georgia Allies with foreign trade zone designation and is strategically located just 30 minutes from the Port of Savannah, which provides a gateway to the world for importing and exporting. The LCDA hopes to utilize the new brand and leverage initiatives like the city of Hinesville's sister city relationship with the city of Yichun in China to help increase awareness and encourage foreign investment in Liberty County.

As part of the rebranding process, the LCDA updated their logo to better reflect the new brand. The new logo includes a globe with two arrows going in opposite directions, which signifies international trade. The LCDA purposefully made the word "Development" green to emphasize the green development in Tradeport East like the state-of-the-art water reclamation facility, water re-use lines, and IDI's Silver LEED certified speculative building.

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