

[Return](#)  **1**  [Next](#)

INDUSTRIAL EXTENSION/MODERNIZATION: ITS ROLE IN STATE ECONOMIC DEVELOPMENT POLICY

Terry Gandy, Governor's Office of Planning and Budget, State of Georgia

MAJOR ELEMENTS OF STATE ECONOMIC DEVELOPMENT POLICY

1. Recruitment of Industry

- **State Recruiting Organization(s)**
- **Preparation of Communities for Development**
- **Incentives for relocation**
- **Marketing**

2. Assistance to Existing Industry

- **Trade Assistance**
- **Training**
- **Industrial (Firm) Modernization and Improvement**
- **Problem-Solving Assistance**

3. Creation and Development of New Industry from within the State

- **Research & Development**
- **Business Assistance for R&D Entrepreneurs**
- **Incubation of New Enterprises**

4. Incentives and Infrastructure development in support of all these elements

- **Physical Infrastructure – roads, ports, water/sewer systems, telecommunications**
- **Workforce Development**
- **Financial & Tax Incentives and Assistance**

[Previous](#)   **2**  [Next](#)

INDUSTRIAL EXTENSION'S ROLE IN THE ELEMENTS OF GEORGIA'S ECONOMIC DEVELOPMENT POLICY

1. Recruitment

- **Expertise in Certain Technology Areas – Knowledge of the Industry**
- **Economic Development Research**
- **Incentive Package that includes Technology Assistance (Facilitech)**

2. Assistance to Existing Industry

- **Direct one-on-one assistance to Companies in new technologies, processes, etc.**
- **Assistance on technical and management issues through seminars, workshops, publications**
- **Problem Solving assistance and the transfer of solutions identified by Research & Development**
- **Referral of manufacturers to proper agencies and organizations for assistance that Industrial Extension cannot or does not provide**

3. Creation and Development of New Industry and Businesses

- **Assistance to Entrepreneurs and start-up companies especially in new technology areas**
- **Referral of entrepreneurs and start-ups to proper organizations for in depth assistance**
- **Research for the state on new manufacturing opportunities**

and critical industries for the future

4. Incentives and Infrastructure Development

- **Surveys on needs of manufacturers and various targeted manufacturing sectors**
- **Analysis of cost and impact of financial and tax incentives on state and communities**

[Previous](#)   **3**  [Next](#)

STRATEGIES & MEANS OF ACHIEVING ECONOMIC DEVELOPMENT & INDUSTRIAL EXTENSION'S ROLE

- 1. Systematic Targeting by Geography or Industry Cluster or Size**
- 2. Interagency Coordination**
- 3. Public-Private Partnerships**
- 4. Regional Cooperation**

[Previous](#)  **4**  [Return](#)

FACTORS INFLUENCING THE FUTURE OF INDUSTRIAL MODERNIZATION IN GEORGIA

- 1. Change in the nature of the clientele. Fewer existing companies not staying abreast of new technical and management changes, but more entrepreneurs and start-up companies needing assistance.**
- 2. As more agencies and universities devote more resources to assisting existing industry, new patterns of coordination and cooperation will develop.**
- 3. Telecommunications and the spread of the Internet will influence the way we deliver information and services to manufacturers.**
- 4. Impact of budget constraints on program priorities and service delivery systems.**
- 5. Importance of regionalism within the state in economic development policy and growth strategy.**