

Mississippi Business Journal – Nissan Special Edition
Governor Ronnie Musgrove

Over two years ago I was delighted to announce to a standing room only crowd in the State Capitol that a new economic development project was about to create 4,000 new jobs for Mississippi. With “one vision, one future” in mind, Mississippi and Nissan formally joined forces and began an incredible relationship.

Since that announcement on November 9, 2000, Nissan has demonstrated its confidence in Mississippi with the news that the facility, located outside Canton, would expand and create 1,300 additional guaranteed jobs. This adds up to a total of 5,300 new jobs for the people of Mississippi. Nissan’s decision to invest an additional \$500 million before the first vehicle was even built is a further reminder of the growing prominence of Mississippi’s workforce.

The vision Mississippi set forth in 2000 has quickly become reality. This month, the first vehicle will roll off the assembly line of the Nissan plant, and Mississippi’s role as a leader in the global marketplace will be further strengthened.

The impact of this plant on our state is extraordinary. Nissan’s total investment stands at over \$1.4 billion. To date, employees have been hired at Nissan from 73 of Mississippi’s 82 counties. In addition to the 5,300 new jobs, another 26,000 indirect jobs are being created.

Newly employed people from around the state are training and preparing for the start of full production. There’s a sense of pride and excitement in the air at the plant. That pride and excitement will soon help to produce quality automobiles built by a quality workforce.

These are more than just assembly line jobs. These are jobs that require strong technical skills and attention to detail. It’s going to be Mississippians building the 400,000 cars a year that will eventually be rolling off the production line, and I’m proud of that fact. We should all be proud.

We were able to recruit Nissan to Mississippi because of bold and aggressive efforts made as part of my new Advantage Mississippi Initiative. We knew that if we wanted to compete with the best, we had to do our best. The results speak for themselves.

Companies are no longer asking, “why Mississippi?” They are asking “why not Mississippi?”

The world has seen what we’ve done with Nissan. Companies across the nation and across the globe know that *Site Selection* magazine recognized us as one of the top ten states for economic development projects. They know that *Expansion Management* magazine ranked four cities in Mississippi as among the 50 hottest cities in the nation for business expansions.

They know Mississippi has the infrastructure, the desire, and most importantly, the skilled workforce in place to offer them exactly what they need.

The story of Nissan and Mississippi is a great one, and we look forward to a long and healthy relationship.

Welcome, Nissan. We're glad you're here.