

GOV. KEMP LEADS GEORGIA DELEGATION TO ITALY TO STRENGTHEN ECONOMIC TIES AND EXPLORE NEW BUSINESS OPPORTUNITIES



Gov. Brian P. Kemp and First Lady Marty Kemp are set to spearhead a business delegation to Italy, an international mission geared to fortify economic partnerships and scout for new business opportunities that promise to benefit the industrious people of Georgia. As stated in an official press release, the aim is "to strengthen existing economic ties and develop new partnerships that will bring further opportunities to hardworking Georgians."

In his statement to the [press](#), Governor Kemp expressed the longstanding historical and commercial connections bridging Georgia and Italy. He said, "For decades, Georgia has enjoyed close economic and cultural ties to Italy." He then went on to underscore the intent "to building on that foundation of success" and to take "the Georgia Way to job creators looking to locate or potentially expand operations in the No. 1 state for business." This expedition marks an effort to deepen links with renowned Italian corporations that currently have a stake in Georgia's economy, such as La Regina di San Marzano, Bere a, and Pirelli.

The economic rapport between Georgia and Italy is notable, with the transatlantic trade volume hitting \$3.4 billion in 2023. This places Italy as a top 15 trade partner for Georgia. Italian investments in the state since 2010 amount to over \$411 million and support close to 5,000 jobs across various sectors, indicating a robust synergy that extends from manufacturing to fashion.

During the mission, the Governor's delegation will engage with several high-profile Italian companies. Stops include the pasta sauce manufacturer La Regina di San Marzano, which has to recently invest \$20 million in Georgia, and Pirelli, the high-end tire manufacturer that has been a presence in Georgia since 2002. The trip not only aims to reinforce existing relationships but also to potentially capture new investments and expansion projects that could further steer economic growth within the state's borders.

Italian presence among Georgia's industries is significant and diverse; ranging from Bere a's firearms, Elemaster's electronics, Luxo ica's eyewear, to MAPEI Group's chemical products for the building industry. These examples reflect the eclectic and mutually beneficial nature of the transatlantic partnership, a point the Kemps and the accompanying GDEcD representatives hope to amplify and cultivate through their hands-on efforts in Italy.

