

ORLANDO: "Top Ten Major Market of the Decade"

There is a reason that Metro Orlando is consistently named among the top major markets in the nation for business and job growth ... a number of strong and established industry sectors thrive here. While we are best known for our tourism industry, this region is also the center of the nation's simulation industry; a world leader in the science of photonics and the field of financial software; an emerging hub for digital media and bioscience research; and home to headquarters of some of the most recognized "brands" in the world.



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*Serving Orange, Seminole, Lake
and Osceola Counties and the City of Orlando*

METRO ORLANDO'S INDUSTRY STRENGTHS



DIGITAL MEDIA

Orlando ... one of the 12 largest clusters in nation.

Built on **CONVERGENCE** between the region's entertainment and military sectors.

Home to **ELECTRONIC ARTS'** Tiburon Studio—creators of EA Sports' Madden NFL®, one of the world's top selling video game series.

Home to **UCF'S FLORIDA INTERACTIVE ENTERTAINMENT ACADEMY**, a graduate-level game development degree program rated #2 in the nation

Home to **FULL SAIL UNIVERSITY** – 8,000+ entertainment technology students enrolled and more than 33,000 current graduates.

MODELING, SIMULATION & TRAINING

Orlando ... recognized as National Center For Simulation.

LARGEST MS&T CLUSTER in the nation; 150 companies employ 32,000 people.

Orlando-based military commands manage more than **\$3 BILLION** in annual contracts for modeling, simulation and training systems.

Pioneers in **EXPANDING APPLICATIONS** into medical education and "serious games" to enhance training.



LIFE SCIENCES & BIOTECHNOLOGY

Orlando ... the "next big thing" in biotech.

COLLEGE OF MEDICINE
at the University of Central Florida.

University of Florida and Florida State University medical **RESEARCH** and **RESIDENCY** programs.

East Coast campus of the **SANFORD-BURNHAM MEDICAL RESEARCH INSTITUTE.**

Home to two of the nation's **LARGEST HOSPITAL SYSTEMS** and the emerging "**MEDICAL CITY**" at Lake Nona.

OPTICS & PHOTONICS

Orlando ... established optics & photonics center.

95 COMPANIES, 15,000+ WORKERS
and over **\$2 BILLION IN GROSS REGIONAL PRODUCT.**

Home to the renowned **CENTER FOR RESEARCH AND EDUCATION IN OPTICS AND LASERS (CREOL)**, **FLORIDA PHOTONICS CENTER OF EXCELLENCE (FPCE)**, and the **TOWNES LASER INSTITUTE** at UCF's College of Optics & Photonics.

Home to the **LASER INSTITUTE OF AMERICA.**

Medical, telecom, guidance system, and measuring instrument applications **PIONEERED** in Orlando.



FINANCIAL TECHNOLOGY

Orlando ... global hub for financial software.

SOFTWARE COMPANIES including FIS, Fiserv, Harland Financial Solutions and Oracle operate here.

Characterized by **TECHNOLOGICALLY INTENSE OPERATIONS** in banking; mutual fund accounting; back office transaction processing; insurance case management; and information technology operations.

Major **NON-RETAIL OPERATIONS** located here include Bank of New York, Pershing, Bank One, Travelers, and Liberty Mutual.

CORPORATE AND DIVISION HEADQUARTERS

Orlando ... home to major corporate headquarters.

HEADQUARTERS located in Orlando include: Darden Restaurants, Tupperware Brands Corporation, AirTran Airways, Signature Flight Support and Regal Marine.

DIVISION HEADQUARTERS include: HD Supply, Lockheed Martin, Siemens Energy, Mitsubishi Power Generation, Marriott International, Harcourt, and JetBlue.