

World Business Chicago

2008 Annual Report



WORLD
BUSINESS
CHICAGO





From the Chairman



Dear Friends,

Chicago's corporate community is the City's backbone, providing jobs for our citizens and improving the quality of life for all Chicagoans.

In 2008, World Business Chicago (WBC) worked closely to link the public and private sectors and ensure that Chicago can weather the global economic downturn. The importance of attracting and retaining companies is greater than ever, and despite the nation's difficult economic circumstances, Chicago remained strong in 2008. WBC was fundamental in drawing a long list of local, national and international companies to Chicago, by highlighting the city's access to the world, diverse economy and incomparable quality of life.

When World Business Chicago was created nearly 10 years ago, we knew that in order to draw new companies and industries to Chicago, it was important for them to hear from their peers and have a liaison to help them navigate the relocation process. WBC's 2008 successes validate the strength of this approach in bringing direct investment to our city.

We look forward to creating more new engaged corporate citizens in Chicago in 2009. Thank you for your continued support.

Sincerely,

A handwritten signature in black ink that reads "Richard M. Daley". The signature is written in a cursive, slightly stylized font.

Richard M. Daley, Mayor, City of Chicago
Chairman, World Business Chicago



Executive Summary



Year after year, Chicago is a national leader in business investment and expansion. In 2008, the city had another strong year, with more than 120 companies choosing to locate or expand in the metropolitan area, accounting for more than 10 million square feet in office, industrial and R&D space. Working behind-the-scenes, World Business Chicago (WBC), the city's public/private partnership dedicated to fostering direct investment, proactively encouraged world-wide companies to choose Chicago, bringing jobs and investment to the Chicago area.

WBC began 2008 by strategically identifying areas of focus that reflect WBC's mission and recommendations from the Chicago Council on Global Affairs' Global Edge Report. These goals included increased international outreach, building on the strength of the city's strong business and civic leadership, and raising awareness of World Business Chicago and its services.



Toward that end, we have enhanced international awareness of Chicago as a top-tier global business location, by capitalizing on international connections in our city and abroad. WBC utilized Chicago's tremendous international presence to promote Chicago as a global powerhouse for business. WBC also leveraged the city's notable business and civic leadership, building valuable relationships to extend our reach, including engaging WBC's Board of Directors to actively promote the city as the ultimate business destination. Furthermore, WBC collaborated with local, regional and state organizations to maximize combined expertise.


And, by targeting specific industries, including science and technology, we've bolstered recruitment, retention and expansion efforts in those areas.

Additionally, we have extended WBC's brand recognition through innovative marketing campaigns and programs. These efforts have raised awareness of Chicago's business advantages and WBC on local, national and international levels among target audiences, including business executives and recent college graduates.

Under the proficient leadership of its chairman, Mayor Richard M. Daley, and a dedicated Board of Directors, WBC helped bring a diverse array of companies from Veolia Environment, to MillerCoors, to Tempel Steel to Chicago in 2008. We look forward to continuing to shape the future of Chicago's business community and strengthening the city's position as a global leader.



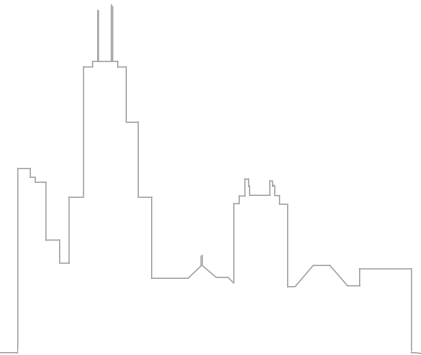
Michael O'Halloran
Co-Chair, World Business Chicago Board of Directors
SEVP & Director, AON Corporation



Rita Athas
Executive Director, World Business Chicago

Bringing Business to Chicago

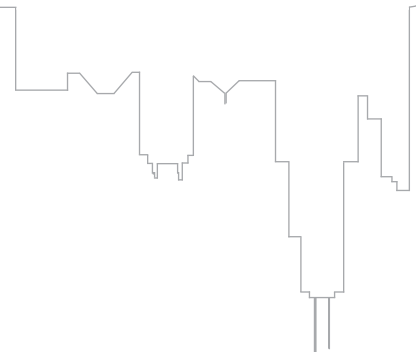
New in 2008



Air One Italian airline established in Chicago as it took over the Chicago-Milan non-stop route *Antler Luggage* UK-based quality luggage maker planned first U.S. representative office in Chicago *Aviva* world's 5th largest insurance company, headquartered in London, selected 300 N. LaSalle for its new, expanded North American executive offices *CareerBuilder* nation's largest online recruitment and career advancement resource kept and expanded its headquarters in Chicago

Chinese Metal Company major Chinese company interested in partnering with or acquiring a metals company visited Chicago and placed permanent representative in the city *Comfort Audio* Swedish company moved its U.S. office from California *E.ON* German-based energy company considering Chicago for expanding its Climate & Renewables headquarters *Ernst and Young* professional services company retained its Midwest headquarters in Chicago, with specific location still being decided *First Conferences* British conference planning company opened an office on Chicago's north side *Google* through its recent acquisition of DoubleClick, substantially expanded its Midwest headquarters in Chicago *Horizon Energy New Initiatives* Portuguese-owned wind energy company opened

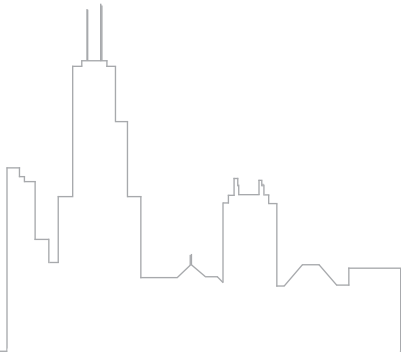
its New Initiatives office in Chicago *IDEO* Evanston design and consulting firm explored relocating its offices in Chicago *Inxextrama* Spanish graphic arts software company opened its North American headquarters and first office outside Spain on N. Michigan Ave. *Kognitio* UK software company opened its U.S. headquarters in Chicago's suburbs *LinkedIn* Mountain View, California-based web services provider opened Chicago office at 30 S. Wacker Dr. *Miller Coors* merged beer giant chose Chicago for its corporate headquarters, which will be located at 250 S. Wacker Dr. *Nordex* large German wind energy company established its new North American headquarters at 300 S. Wacker Dr. *North Rhine-Westphalia* German Federal State, including Dusseldorf, established its U.S. representative office, NRW INVEST at 150 N. Michigan Ave. *Shenyang, China* municipality, a Sister City of Chicago, established representatives in the Chicago area *Tempel Steel* electrical steel products producer consolidated its operation in Chicago, adding 300 new manufacturing jobs, for a total of 700 employees at its north side plant *Ventas* \$10 billion NYSE-listed healthcare real estate investment trust moved its headquarters to Chicago *Veolia Environmental Services* world's largest environmental services company opened its North American Headquarters in the AON Center *Vestas* leading Danish wind power company established its U.S. procurement office in Chicago near O'Hare *Xinhua* Chinese news agency established two representatives in Chicago, with plans to expand





Hotel 71

A Global Powerhouse

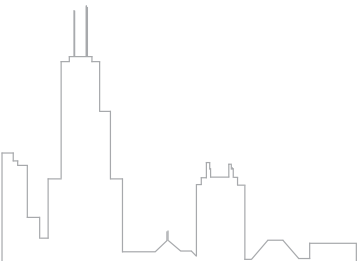


When the world's largest environmental services company, Veolia Environment, selected Chicago for its North American headquarters in 2008, it underscored the city's position as a global business leader, while showcasing World Business Chicago's aptitude for promoting the city's business advantages to prospective companies.

The French company signed a 34,500-square-foot lease in the Aon Center, where approximately 60 of Veolia's executives now occupy an entire floor, overlooking Lake Michigan, downtown, the Gold Coast and Millennium Park.

A.T. Kearney's Global Cities Index, a comprehensive international ranking, named Chicago one of the top ten global cities this year, ranking it 8th out of the 60 cities studied. The city received especially high marks for human capital and was recognized as a top global destination for higher education.

Veolia's decision to locate in Chicago came after its extensive "Observatory of Urban Lifestyles" survey, examining how more than 8,600 people in the world's largest cities feel about city living. Chicago, one of only three U.S. cities included in the survey, ranked highest for residents' overall satisfaction with their city.



Chicago was rated the 5th Worldwide Center of Commerce in MasterCard's annual evaluation of the 75 most influential cities driving the global economy. The study noted that Chicago has the most balanced economy in the U.S. due to its high level of diversification.

Michel Gourvennec, Veolia's North American Chief Executive, also accepted an invitation to serve on WBC's Board of Directors, becoming the first member to represent the North American headquarters of an international company.

Due in part to its position as an international "green" leader, Chicago, with WBC's assistance, has recently become home to a number of foreign-owned wind power companies. These new arrivals have also noted the city's easy access to the country and the world as motives for opening Chicago offices.

International wind power companies in the Chicago area include:

- Acciona North America, Spain
- Suzlon Wind Energy Corporation, Denmark
- E.ON Climate & Renewables, Germany
- Nordex USA Inc., Germany
- Horizon Wind Energy, Portugal
- Vestas Nacelles America, Denmark

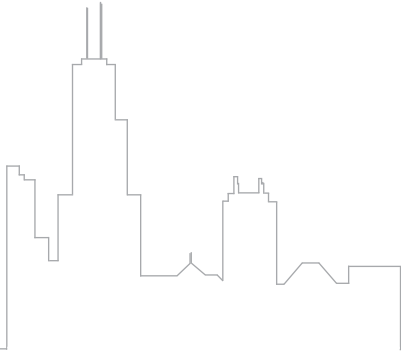
To uphold and further solidify the city's position as a global environmental leader, WBC, in conjunction with the City of Chicago and Bain & Company, studied the potential for developing local "green technology and services" sectors. According to the study, the 240+ green technology and services companies currently located in the Chicago metropolitan area generated approximately \$3 billion in revenue in 2008. The study's many insights will serve as a platform for WBC's business recruitment efforts in 2009 and beyond.

Chicago is one of the most economically and culturally diverse cities in the world. Through close collaborations with public and private partners, foreign travel and resourcefulness, WBC showcased Chicago's business assets to the world and assisted more than 15 international companies in finding homes in Chicago in 2008.





Extending Chicago's Voice as a Tech Leader



Google is not typically associated with Chicago, but its Midwest headquarters in Chicago has become a critical hub. By the end of 2008, what had started as a two-person office run out of a Lincoln Park apartment had grown into a 500-person operation, functioning out of a state-of-the-art facility at 20 W. Kinzie Street. All the while, WBC has partnered with Google to help cultivate its growth in the city. The company's Chicago success parallels WBC's success in extending Chicago's voice as a world-class science, technology and digital community.

“Since Google’s acquisition of DoubleClick and Chicago-based FeedBurner, our Chicago office has seen significant growth. Chicago’s support for its creative and tech communities have fostered an unmatched talent pool, enabling us to grow our operations here. Furthermore, World Business Chicago has been integral in facilitating ideas and opportunities that have helped us become actively engaged in the city, its programs and its tight-knit tech and creative communities.”

- Jeff Levick, Vice President, Marketing for the Americas, Google

Google’s Chicago office houses sales, advertising and engineering functions. The company has supported the City of Chicago and other public agencies on numerous initiatives, including Google Transit’s real-time CTA mapping and the creation of Mayor Daley’s YouTube channel. And, WBC has continually served as a link between the City and Google, as

well as a liaison for the company throughout the course of its multiple expansions.

With WBC's assistance, other technology companies also thrived in Chicago in 2008. Microsoft significantly increased its presence with the expansion of the Microsoft Technology Center located in the AON Center. WBC also assisted in the retention of CareerBuilder, the nation's largest online recruitment and career advancement site. And, Chicago saw the launch of the innovative Flashpoint Academy of Media Arts and Sciences, an institution committed to the advancement of higher learning in digital arts and entertainment technologies.

WBC is dedicated to fostering Chicago's growth as a creative hub. For example, in 2008, WBC actively participated in the Chicago Innovation Awards, honoring area businesses for innovative products and services. WBC was also instrumental in developing creative talent in future leaders through FIRST Robotics, a competition that pairs corporate partners including Boeing, Baxter, Motorola, Google and NASA with student teams from Chicago's public schools.

Chicago's unique cooperation extends beyond the city boundaries. In 2008, WBC partnered with the American Electronics Association (AeA) and State of Illinois to launch the nation's first statewide public technology index (symbol: ILTI), which tracks the performance of leading technology companies headquartered in Illinois.

In 2008, WBC also assisted WIRED magazine in bringing its annual NextFest to Chicago's Millennium Park. This showcase for next-generation innovations brought national and international attention to the city. Similarly, WBC worked with Fast Company magazine in announcing Chicago as its "U.S. City of the Year," an honor granted for being a worldwide center of creativity that embodies economic innovation.

WBC assisted well over 100 technology-based companies and organizations in 2008, advancing Chicago's prominent position as a highly influential tech community.



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BRACKETT HILL

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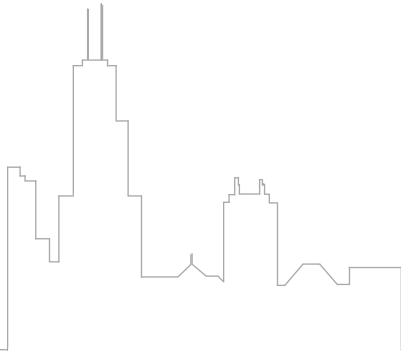
ONLY



Strategic Partnerships for Growth

In 2008, MillerCoors decided to make Chicago home to its corporate headquarters, highlighting WBC's ability to join forces with the City and State to showcase Chicago's position as a premier global business destination. After an extensive search, the joint venture between SABMiller PLC and Molson Coors made the decision to bring nearly 400 executive and management jobs to a 130-square-foot space at 250 S. Wacker Drive.

Upon learning that the company was considering Chicago for its headquarters, the city's business leaders - WBC's Board of Directors first among them - demonstrated their support for the potential new company, underscoring the city's strong relationship between business and government. Additionally, the City of Chicago, State of Illinois and World Business Chicago worked cohesively to showcase Chicago's business advantages from every perspective.



"The decision to select Chicago as the location for our corporate headquarters was made to achieve our goal of becoming the best beer company in America by having access to an attractive base of talent, transportation and business resources. We are grateful to the State of Illinois and City of Chicago for their support."

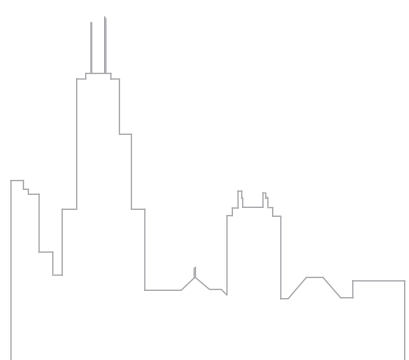
- Tom Long President MillerCoors

MillerCoors chose Chicago because of its talented workforce, dynamic environment, abundant green space, rich amenities and access to public transportation. The company was eligible for Tax Increment Financing (TIF), EDGE tax credits,

employer training grants and a business development grant, all of which WBC helped coordinate.

Similarly, WBC helped Tempel Steel pursue several City, County and State incentive programs geared toward supporting manufacturing job growth (including one of the newer opportunities available, New Markets Tax Credits), when the company decided to renovate its current manufacturing plant in Chicago.

Tempel Steel, one of the north side's largest companies, manufactures steel laminations used in electric motors and transformers. The company closed its suburban location, and brought 350 jobs to an expanded Chicago facility, rather than an existing plant in Monterrey, Mexico. In total, the renovated plant will house more than 700 jobs.



“Although we have an investment in manufacturing in Monterrey, Mexico, our decision to keep important manufacturing operations in Chicago reflects on the City’s ability to provide Tempel with the talent to fill nearly 800 premium manufacturing jobs in an expanded, advanced, centrally located facility, so we can best meet the needs of our customers around the world,”

- Vincent Buonanno, Chairman and CEO of Tempel Steel.

In 2008, WBC also bolstered relationships with civic and commercial organizations, including the Chicago Convention and Tourism Bureau, the Merchandise Mart and the Executives Club of Chicago, in order to pool valuable resources and enhance Chicago’s position as a global business destination. WBC has also partnered with five professional and business service organizations, which provided nearly \$500,000 in pro-bono support.

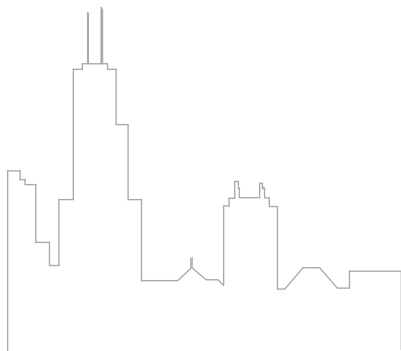
These strong partnerships have provided the resources and talent that kept companies including MillerCoors, Tempel Steel and many more choosing Chicago for business in 2008.



Showcasing Chicago's Advantages

To increase WBC's brand awareness among senior-level business executives in or traveling to Chicago, WBC completed the successful We = Business marketing campaign in 2008. The campaign, created by Downtown Partners, included taxi-top signs, billboards, city information panels and ads in publications including CME Group Magazine and United Airlines' Hemispheres. The campaign resulted in increased Web traffic and stronger awareness for WBC, while also winning the Gold MarCom award from the Association of Marketing & Communication Professionals.

WBC also highlighted Chicago's thriving business community and quality of life to recent college graduates through its digital campaign, Cooler by the Lake. The free CD serves as a recruiting tool for local companies and was distributed at university career fairs throughout the country to attract top talent to the city.



In 2008 Site Selection magazine named WBC Top Economic Development Group, and Chicago the Top Metro for business investment.

WBC connected to the economic development community via Site Selection magazine when this "industry scoreboard," named Chicago the Top Metro for business investment for the 6th time in seven years, based in large part on extensive data provided by WBC. Separately, the magazine named WBC the Top Economic Development Group for the third time.

Additionally, in 2008 WBC's staff promoted the organization at key local, national and international meetings and conferences including the 2008 International Biotechnology Convention, Mayor Daley's U.S.-Arab Cities Forum and the International Engineering Consortium's Broadband World Forum in Brussels, Belgium. Our public relations efforts resulted in more than 150 WBC mentions in local, national and international publications.

WBC's research arm provided the foundation for dozens of proposals and customized information requests, sent to companies to entice them to call Chicago home. The group connected with key influencers by studying and disseminating a variety of information about Chicago and monitoring global trends, economic indicators and studies involving the Chicago region. It served as a valuable resource for businesses, government entities, partner organizations and media outlets.



Metro Square Footage Added in 2008

WBC has identified 123 new & expanded office, distribution/warehouse, R&D, call center & manufacturing facilities* that were announced, under development or completed in the 14-county, tri-state metropolitan area in 2008. These medium to large-sized projects (at least 20,000 square feet each) totaled more than 10 million square feet of economic development activity and included projects by:

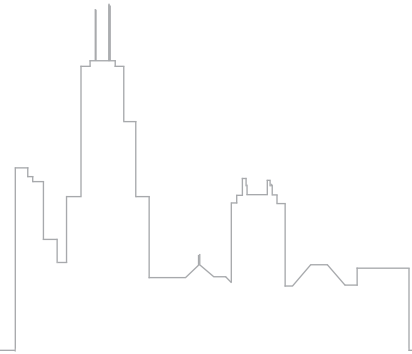
- 17 foreign-based companies (800,000+ square feet)
- 73 metro-based companies (more than 5.2 million square feet)
- 33 other U.S.-based companies (more than 4.2 million square feet)

These projects represented a wide range of industries, including the examples on the opposite page.



Sector	No. of Projects	Approx. Square Feet Added*
Energy/Utilities	2	81,000
Manufacturing	48	4.7 million
Wholesale & Retail Trade	28	2.5 million
Transportation & Warehousing	13	1.3 million
Financial Activities	6	390,800
Professional & Business Services/Information	10	598,300
Administrative/Support & Waste Management/Remediation Services	7	341,700
Health Care & Social Assistance	4	169,300
Arts, Entertainment & Recreation	1	21,300
Other Services	4	40,000

Board of Directors



Chairman

Honorable Richard M. Daley

Mayor, City of Chicago

Co-Chair

Mr. Michael D. O'Halleran

*Executive Chairman of Aon Benfield,
Aon Corporation*

Board of Directors

Mr. Joseph Ahern

Former President & General Manager, WBBM-TV

Mr. Michael H. Moskow

*Vice Chairman, Senior Fellow,
Chicago Council on Global Affairs*

Mr. James Bell

*Executive Vice President & CFO
The Boeing Company*

Mr. J. Christopher Reyes

Chairman, Reyes Holdings, LLC

Mr. Gregory Q. Brown

*co-CEO, Motorola; CEO, Broadband
Mobility Solutions, Motorola Inc.*

Mr. John E. Rooney

President & CEO, U.S. Cellular Corp.

Mr. William Daley

*Chairman, Midwest Region
J.P. Morgan Chase*

Mr. John W. Rowe

Chairman, Exelon Corp.

Mr. Craig J. Duchossois

CEO, Duchossois Industries Inc

Mr. Patrick G. Ryan, Jr.

CEO, INCISENT Technologies

Mr. Terrence Duffy

Chairman, CME Group

Mr. Michel Gourvennec

President & CEO, Veolia Environnement

Mr. James Skogsbergh

President & CEO, Advocate Health Care

Mr. Edward A. Snyder

*Dean and George Pratt Shultz Professor
of Economics, University of Chicago
Booth School of Business*

Ms. Mellody Hobson

*President, Ariel Capital Management, LLC,
Ariel Mutual Funds*

Mr. Glenn Tilton

Chairman, President & CEO, United Airlines

Mr. Stephen W. Lilienthal

Chairman & CEO, CNA

Mr. William Wrigley, Jr.

*Executive Chairman & Chairman of the Board, Wm.
Wrigley, Jr. Company*

Thanks

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Cesar Russ

RealViews Photography

www.RealViewsPhoto.com

We would also like to thank the
following for their generous in-kind
donations to WBC throughout 2008:

City of Chicago

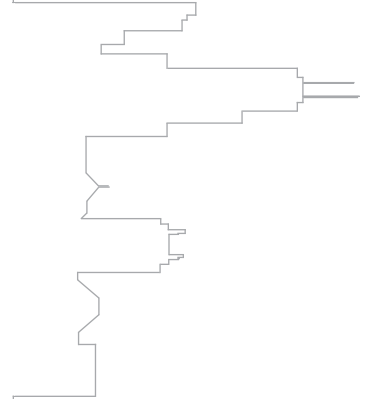
Clear Channel Outdoor

Downtown Partners Chicago

Edelman

Prophet

United Airlines





About World Business Chicago

World Business Chicago (WBC) is Chicago's not-for-profit economic development corporation, chaired by Mayor Richard M. Daley and directed by Rita R. Athas; the office fosters the Chicago region's global position as a thriving business location.

WBC enhances Chicago's economy through the growth of the private sector, building the best city in the world in which to live, work, and play. WBC is a public-private partnership funded jointly by the City of Chicago and the private sector; its Board of Directors, co-chaired by Aon Corporation President and COO Michael D. O'Halleran, is made up of some of the region's leading business executives.

WBC coordinates the city's business retention and attraction efforts, raises Chicago's profile as a prime business location and serves as a resource for companies. The staff navigates the site selection process for businesses by providing economic and industry data, site location assistance, state and local incentive information, and bringing together key parties in the public and private sectors to spur and accelerate economic growth.

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