

BENEFITS

ATLANTA:
GATEWAY TO THE FUTURE

VOLUME II

BENEFITS

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● This symbol indicates information directly requested by the FTAA.

**ATLANTA:
GATEWAY TO THE FUTURE**



STATE OF GEORGIA
OFFICE OF THE GOVERNOR
ATLANTA 30334-0900

Sonny Perdue
GOVERNOR

The vision and mission of the Free Trade Area of the Americas and the work of the FTAA Secretariat are critical to the future of our hemisphere, our countries, our people—and in the broadest sense—our world.

It is my belief, and that of my fellow Georgians, that our capital city of Atlanta—also recognized as the commercial capital of the Southeastern United States—is the place where we can transform your vision into reality. We stand ready to be your partners in locating the Secretariat here, in realizing your vision and in establishing the FTAA.

I am writing you today from Georgia's capitol building in the heart of downtown Atlanta. I emphasize this point because it indicates that the influence of my office, the General Assembly of the State Legislature, and the agencies of state government that I direct, will be focused on ensuring the success of the FTAA mission and helping the Secretariat implement its programs and reach its goals.

The two volumes you hold in your hands present two unique facets of Atlanta's overwhelming appeal—as both a capital of global trade, and also as a place of friendship and enduring values.

It would be an honor for us to become your partners in shaping the future of our hemisphere, and the future of global trade. The great state of Georgia and Atlanta look forward to helping you open the doors to the future from your new home.

With warmest personal regards,

The Honorable Sonny Perdue
Governor
State of Georgia



CITY OF ATLANTA

55 TRINITY AVENUE, S.W.
ATLANTA, GEORGIA 30335-0300
TEL (404) 330-6100

SHIRLEY FRANKLIN
MAYOR

Distinguished Members of the Secretariat,

All great cities strike an ideal balance between business and lifestyle, commerce and culture. Atlanta has that balance.

Atlanta's civic resume is remarkably diverse. A home of the Civil Rights Movement, the city has transformed itself into a thriving business destination with a state-of-the-art transportation network. We have hosted the world's greatest sports and cultural event, the Centennial Olympic Games, and have developed a rich and vibrant arts community. From any perspective, Atlanta is a rare combination of culture, commerce and civic vision.

We are a city built on commerce and the potential of economic opportunity to create equality for all. We know that managing the agreements that guide free trade demand a modern communications infrastructure and a hospitality environment built for business, and that free trade requires a flexible transportation network capable of addressing the needs of modern industry. In both respects, few cities facilitate the business of commerce better than Atlanta.

We have strong connections to the Latin and Caribbean world. We have Sister Cities on every continent, including cities in Jamaica, Trinidad, the Dominican Republic and Brazil. Our Latin community is thriving and we look to it to help generate the business growth that will lift the city to even greater visibility on the global stage.

We believe in the mission of the FTAA—it aligns with the guiding principles of our community. I believe these bid books paint a clear and compelling picture of our city's commercial strength, cultural diversity and human warmth, all of which are outward expressions of Atlanta's unique spirit. We hope that your selection process will guide you to Georgia. If it does, we will welcome you with open arms.

Nothing would please us more than to be chosen as the home of the FTAA Secretariat.

Sincerely,

Shirley Franklin
Mayor
City of Atlanta

The only U.S. city ever destroyed by the fires of war, Atlanta rose from its ashes at the end of the Civil War to reinvent itself as a crossroads of transportation and Southern hospitality.

ATLANTA: GATEWAY TO THE FUTURE.

For almost a century, Atlanta grew at a modest but prosperous rate and entered the 1960s as the informal capital of the New South—a region of the U.S. that stretched from the Atlantic Coast west to Texas and from the Gulf of Mexico north to Virginia. That region—with Atlanta serving as its economic engine—was destined to change the direction of the U.S. economy and emerge as the powerhouse driving the future of economic growth in the U.S. through the 1980s and 1990s.

In the 1990s, Atlanta led the nation's major cities in population growth and in new job creation. Atlanta's appeal is rooted in its diversity—and the signal it sends to the world as the cradle of the Civil Rights Movement that everyone is welcome here. Now with nearly five million people and ranked as the 9th largest metro area in the U.S., Atlanta's diverse array of industries, job opportunities, educational and cultural amenities—combined with a lower cost of living—continue to attract the largest in-migration of new residents and businesses in the nation. Atlanta is predicted to continue to play a leadership role in the decades ahead—and strengthen its position as one of the world's most formidable centers of trade. As the FTAA looks to assert its presence throughout the Americas and across the international scene, it will discover in Atlanta an ideal partner—and a powerful platform—for its ambitions.

Two Nobel Peace Prize Laureates and an Olympic Gold Medal

Spurred by its dynamically expanding role in international trade—and the continuing glow of the global spotlight cast by the 1996 Atlanta Centennial Olympic Games—the city's economic momentum shows no signs of slowing down. Today, there is approximately US\$14 billion in new infrastructure, airport, commercial and residential construction underway—more than any other city in the U.S. The city's international stature as a source of dreams continues to grow because of the legacy of the two Nobel Peace Prize Laureates who are native Georgians—Dr. Martin Luther King Jr. and President Jimmy Carter. The King Center for Non-Violent Social Change and The Carter Center—both located within a two-kilometer triangle of the State Capitol and City Hall—provide a beacon of hope and a wealth of support for those struggling for equal rights and democracy all over the world.



Right: The phoenix resides at the heart of the Atlanta story. Like the mythical bird, Atlanta has a gift for self-creation, reinventing itself over the course of its colorful history to meet the changing demands of its community, country and the world.





In Atlanta, the FTAA Secretariat will find a gateway to the future of trade in the Americas and the world beyond—a city driven by a public/private partnership that shares the values inherent in the FTAA's vision of a civil society. Despite the rapid pace of its metropolitan growth and global expansion, Atlanta has managed to maintain the lifestyle that has made it one of the most desirable cities in the Americas to live, work and grow. Year after year, the lists of the top cities for business, economic opportunity and quality of life consistently present Atlanta as a top choice and preferred location—as the list below attests. In its most recent accolade, Atlanta was ranked first by *Expansion Management* magazine as the most attractive city for business relocations and expansion in their January 2004 issue.

A Magnet for Businesses, A Destination for Meetings

Atlanta's quality of life, its embracing diversity, its hospitality and open doors—and the power with which its business and political leadership marshal the resources of the city and state to serve the interests of business and its employees—have proven to be an irresistible magnet for some of the world's foremost companies, respected brands and charitable organizations. In the 1970s and 80s, companies such as Georgia-Pacific and the American Cancer Society moved their headquarters to Atlanta—and the trend has intensified with UPS, the world's largest shipper, ING Americas, Holiday Inn and InterContinental Hotels, CARE International, Philips Consumer Electronics, GE Energy, Porsche Cars North America and Newell Rubbermaid—all moving their headquarters to Atlanta in the last 10 years.

They joined a business community that includes world-class brand names such as The Coca-Cola Company, BellSouth, CNN, Turner Broadcasting, The Home Depot, Equifax, Delta Air Lines, Georgia-Pacific, to name but a few. More than 75 percent of the Fortune 500 Companies have operations in Atlanta, 25 of the top 1,000 have their headquarters here. More than 1,200 foreign companies from nearly 200 countries have developed a presence in Atlanta. During the past 10 years nearly 40,000 companies have expanded, relocated or started new operations in Atlanta. Between 1998 and 2002, more than 200 foreign companies opened operations in Atlanta—an index to the city's economic power and international draw—and an indication of the reach the FTAA would enjoy through the gateway to the future.

Atlanta's hospitality industry—which now counts 91,000 hotel rooms in its inventory—and the city's more than three million square feet (300,000 square meters) of meeting space—attract major meetings, trade shows and exhibitions every year. With 17 million visitors annually, including nearly a million from international departure points, Atlanta is a major destination for business and tourism.

An Economy Built on Trade and Transportation

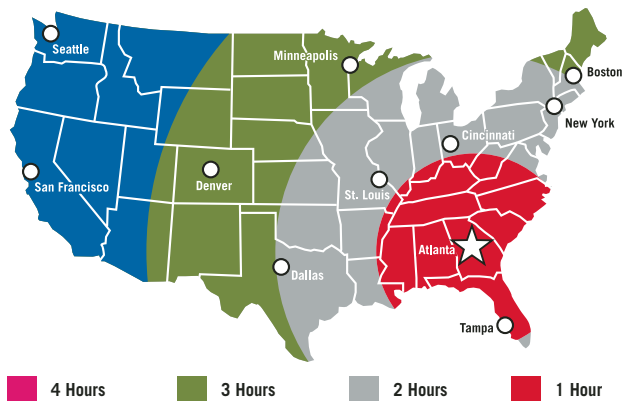
If Metro Atlanta were a country, its economy would rank 31st in the world, generating more than US\$175 billion a year in commerce. Georgia now has the 6th largest economy of any state in the U.S. and it is growing at 3

ATLANTA'S RECENT RANKINGS

- 1st** "Picture Perfect Metro" 2nd consecutive year for growing and expanding a business... ranked on diverse economy, solid transportation infra-structure, talented work force and a pro-business attitude
Plants Sites and Parks / March 2003
- 1st** "Top Cities for Corporate Headquarters"
Business Facilities Magazine / April 2003
- 1st** "Top 20 North American States/Province Logistics (Warehousing & Distribution)" Georgia & Atlanta
Business Facilities Magazine / October 2003
- 1st** "America's 50 Hottest Cities for Business Expansions and Relocations"
Expansion Management Magazine / January 2004
- 3rd** "5-Star Logistics Metro," Most Logistic-Friendly Cities
Expansion Management Magazine / September 2003
- 1st** "Air Cargo Metro"
Expansion Management Magazine / September 2003
- 3rd** "Best Cities for Small Business"
Entrepreneur Magazine / October 2003
- 4th** "Top 25 Broadband Cities in the U.S."
Expansion Management Magazine / February 2003
- 4th** "Best Places for Business and Careers"
Forbes Magazine / May 2003
- 5th** "Best Places to Live and Work"
Employment Review Magazine / June 2003
- 5th** "Top Locations for High-Tech Companies"
Business Facilities Magazine / May 2003

percent a year. While Atlanta has a diverse industrial base and a strong service economy, it is first and foremost a transportation center. In 2003, Hartsfield-Jackson Atlanta International Airport accommodated more than 79 million passengers—more than any other airport in the world. With almost 9,000 weekly departures to more than 200 destinations in 34 countries, the airport's central location puts 80 percent of the U.S. population within a two-hour flight of Atlanta. The airport is currently undergoing a US\$5.4 billion expansion that will extend its capacity by 33 percent and provide opportunities for new routes such as the Atlanta/Buenos Aires and St. Lucia flights just announced by Delta.

Nonstop Air Service from Atlanta to Selected Cities



Several years ago in preparation for the Olympic Games, Atlanta was designated as the first U.S. Customs Inland Port—a general purpose Foreign Trade Zone that allows containers to travel inbound duty free from coastal ports. This distinction helped Atlanta's cargo business boom. In 2002, more than 734,000 metric tons of total cargo shipped through Atlanta. With three major interstate highways intersecting in Atlanta and an extraordinary concentration of rail systems, trucking companies, warehouses and distribution centers, Atlanta's transportation infrastructure is unrivaled in this country.

Georgia's two deepwater seaports—in Savannah and Brunswick—are perennially ranked among the best on the Atlantic Coast. Savannah is the fastest growing container port and Brunswick, which is a major automobile entry point, is non-union and ranked as the most efficient.

A Center of Global Communications & Technology

Atlanta has truly emerged as the telecommunications capital of the U.S. There are more people working in the telecom sector here than in any other U.S. city. With two major backbone fiber optic trunks intersecting in Atlanta, the city is wired with a state-of-the-art telecommunications infrastructure. Although there are more than 200 telecom companies in Atlanta—wireless and wireline—BellSouth, which is the largest telecommunications company in the U.S., has been the dominant player historically. The company has installed more than 10,700 miles (17,120 kilometers) of fiber optic cable across the city, which ensures that virtually everyone can get high-speed Internet access today.

Ebenezer Baptist Church is more than an Atlanta landmark. It is in many ways the spiritual center of the city, the place where one of Atlanta's greatest sons, Martin Luther King Jr., served as pastor, and the cradle of a fledgling human rights movement that would one day ensure the civil equality of all U.S. citizens and change irrevocably the character of modern society.

Atlanta's Leading Corporations and Employers

Public Companies	Private Companies
1. The Home Depot*	1. Cox Enterprises
2. United Parcel Service*	2. WorldTravel BTI
3. Georgia-Pacific Corp.*	3. Racetrac Petroleum
4. BellSouth Corp.*	4. Gold Kist*
5. The Coca-Cola Company*	5. National Distributing
6. Coca-Cola Enterprises*	6. Southwire Co.
7. Delta Air Lines*	7. Chick-fil-A
8. Southern Company*	8. Oglethorpe Power Corp.*
9. Genuine Parts*	9. Watkins Associated Industries
10. SunTrust Banks*	10. Printpack
11. Mirant Corp.*	11. Trammell Crow Residential
12. Cox Communications*	12. Worldspan L.P. *
13. AGCO Corp.*	13. RTM Restaurant Group
14. Beazer Homes USA*	14. Hooters of America
15. Acuity Brands *	15. Simmons Co.
16. Mariner Health Care*	16. Colonial Pipeline
17. Scientific-Atlanta*	17. Avondale Mills
18. Rock-Tenn Co*	18. Euramax International Inc.
19. Earthlink*	19. Waffle House
20. Georgia Gulf Corp.*	20. Hardin Construction Co.

Atlanta Business Chronicle lists: Public Companies (6-03), Private companies (7-03). * Fortune 1000 headquarters, (4-03)

With the launch of CNN in 1980, Atlanta became a nexus of international news and a focal point for media investment. Today, the city plays host to nearly 30 broadcast and cable television networks—including CNN en Español—which are supported by an extensive community of creative production companies. There are a dozen foreign language newspapers in the city and radio stations and major bureaus for most of the major wire services, leading newspapers and news magazines. The FTAA Secretariat will have a ready audience for a global message.

Atlanta's leading-edge technology community grew out of the excellent engineering leadership of the Georgia Institute of Technology and a variety of other high-tech institutions. Today, the school's Advanced Technology Development Center incubates approximately 200 new companies and ideas per year. Georgia ranks 7th in the U.S. for venture capital investments. And with the U.S. Centers for Disease Control and Prevention anchoring a broad community of medical researchers, it is not surprising to learn that Atlanta has one of the best collections of preeminent scholars in biotechnology and telecommunications technology in the U.S.

A City with an Envious Quality of Life

What distinguishes Atlanta above all else is its quality of life. A city with four distinct seasons, Atlanta combines a lush green year-round environment with an optimistic outlook fueled by its dream-driven growth. From one million residents in 1970, Atlanta is nearing five million today. According to the most recently available U.S. Census data, 183,000 new residents came to the metro area in 2001, bringing with them the dreams of a better life based on Atlanta's natural beauty and the promise of a city with ever-expanding economic opportunities.





The cradle of the Civil Rights Movement—and a continuing worldwide beacon of human rights through the King and Carter Centers—Atlanta is today a thriving model of diversity at work, an open community that successfully integrates newcomers from everywhere. Atlanta's Latin American population is now its fastest growing community, having expanded nearly 500 percent in the last decade, and there is also a growing Caribbean population.

The promise of a better life here is rooted in Georgia's commitment to innovation in education. In Georgia, every student who graduates high school with above average marks has the chance to gain a HOPE scholarship to the state's colleges and universities. As so many have discovered, the cost of living in Atlanta—ranked among the lowest in the nation for a major metro area—translates into lower stress and a better quality of life. Considered by millions as an ideal place to buy a home and raise a family, Atlanta's housing market delivers great value for the dollars invested. And the diversity of neighborhoods, from the urban loft movement to winding historic oak-canopied streets intown to the newer suburban home parks, caters to a wide diversity of tastes—and a wide range of budgets.

For residents and for visitors, community life is marked by the gracious style of living known as Southern hospitality. People experience it on a personal and professional level. Social interaction is imbued with a courtesy here, a tradition of friendliness expressed in smiles between strangers, in pleasantries among passers-by, in an open hand that offers a warm welcome.

Atlanta is an outgoing, social city where there's always something new to try. With seven professional sports teams—including Atlanta Braves baseball, Atlanta Falcons football, Atlanta Hawks basketball, and Atlanta Silverbacks soccer—and more than 8,000 restaurants, bars and night clubs, Atlanta offers a vibrant social scene. Thousands of arts and cultural venues and theaters—including world-class institutions such as the Woodruff Arts Center, the High Museum, the Atlanta Symphony Orchestra, the Alliance Theatre and the Atlanta Ballet—give Atlanta a mix of attractions and a schedule of events that quickly fills the calendar. Outdoor recreation in

the city's broad parks and 160 golf courses—which are open all year—are a stepping stone to the mountains and rivers of North Georgia—and Atlanta's own Chattahoochee Recreation Area, famous for its river floats and water sports. Aside from the natural attractions of Atlanta, the coastal beaches are undoubtedly among the most popular vacation destination for Atlanta's residents.

A Vision for a Shared Future

Yes, life in Atlanta is good. This city has developed an unrivaled ability to cultivate equal economic opportunity for all and to build and sustain its momentum for the future. The public/private partnership that drives the city forward believes the vision of FTAA Secretariat is an ideal match for the values Atlanta embodies and the key role the city increasingly fills in international trade and global communications. Within the Americas, there are few cities that can offer the FTAA the platform for success or the full scope of benefits and advantages that coalesce in Atlanta. The city's bid is rooted in a desire to strengthen the complex web of relationships that links the countries and peoples of our hemisphere into a shared vision for the future—to serve the vital role of the FTAA Secretariat in reshaping the economic network of the Americas, and in creating a global trading block of immense power that ultimately creates a better life for all the citizens of our 34 nations. For the FTAA, we believe, Atlanta can serve as the gateway to that future.

TRANSPORTATION



As the capital of the fastest growing region of the United States, Atlanta is one of the most dynamic transportation hubs in the Americas. With the world's busiest airport, among the most modern road and rail networks in the U.S., and intermodal access to two major deepwater ports, Atlanta provides an exceptional logistics infrastructure for every kind of transport and trade.



Atlanta is the capital of global transportation in the Southeastern United States. As a crossroads of major air and ground transport, Atlanta represents a global gateway—providing point-to-point access to countless worldwide business destinations.

More passengers pass through Hartsfield-Jackson Atlanta International Airport than any airport in the world. This year approximately 81 million people will pass through the facility.

THE CAPITAL OF COMMERCE.

Atlanta's ambitious US\$5.4 billion expansion of Hartsfield-Jackson Atlanta International Airport will increase capacity by a third, adding a new runway and a new international terminal. It is the largest public works project in the history of the state of Georgia. Economic impact studies suggest the financial effect of the airport's business revenue—already US\$17 billion a year—will reach US\$32 billion annually by 2015.

Hartsfield-Jackson Atlanta International Airport is one of the most efficient airports in the world and is the central hub of Delta Air Lines' World Port. Atlanta ranks in the top 10 in U.S. air cargo traffic—airlift tonnage to Asia and Europe leads the Southeastern U.S.—and is a growing destination for cargo traffic to and from Latin America.

Among the 50 U.S. states, Georgia has one of the world's most modernized road and rail networks. The state ranks sixth in the U.S. in ground freight movement and inter-modal rail traffic.

Its extensive surface transport network swiftly connects Atlanta to the largest single-terminal facility on the East Coast of the United States in Savannah, and to a remarkable state-of-the-art bulk cargo and vehicle processing facility at the Port of Brunswick, which is the leading automobile entry point on the Atlantic Coast. These ports consistently rank in the top 10 in international ocean freight from U.S. ports, and Savannah is one of the fastest growing ports in the U.S.

Atlanta has become a global logistic center. Forty of the top 100 U.S. third-party logistics providers are located in Atlanta. And the Logistics Institute at Georgia Tech provides worldwide expertise for logistic solutions. To support the volume of trade it facilitates, Atlanta ranks in the top five in the U.S. in the size of its warehouse inventory and in its concentration of logistics software firms. There is no doubt that for the FTAA Secretariat, Atlanta's integrated transportation infrastructure should translate into expanded trade opportunities for all the countries in the Americas.





Three major interstate highways intersect in Atlanta, streamlining access to destinations around the United States and to major port facilities for international transport.

In addition to the convergence of three major interstate highways, a perimeter highway circles Atlanta in a 63-mile (100 km) loop while Georgia Highway 400 provides six-lane access between north Metro Atlanta and the central business district.

BIG, BUSY, GROWING.

Air Transportation

When the Airport's expansion program is complete, Hartsfield-Jackson Atlanta International Airport will be one of few airports in the world designed to accommodate more than 100 million passengers annually. A transportation hub at the center of global commerce, Atlanta is within two hours air travel of 80 percent of the U.S. population. It offers more than 1,200 departures a day to over 200 destinations, including 400 weekly international flights to 47 cities in 34 countries. Of these weekly departures, 313 are direct to Latin American, Canadian and Caribbean destinations.

Hartsfield-Jackson is home to Delta Air Lines, a leading global carrier. All told, 50 domestic and foreign flag carriers bring passengers and cargo through Hartsfield-Jackson a year, making it the only major U.S. airport to increase passenger travel in the past year. Hartsfield-Jackson also expanded its cargo service, adding new service to Latin America and Europe this year. Cargo service to Asia has expanded to more than 20 wide body, all-cargo aircraft per week. To facilitate even greater ease of movement for cargo, Hartsfield-Jackson has launched a new system that will allow airport business partners to conduct business with Hartsfield-Jackson over the Internet.

Atlanta's geographic location makes it the most convenient and central hub for travel and freight between North America, Latin America and the Caribbean. Atlanta connects the Americas to over 100 cities in the U.S. and Canada, and offers more than 2,300 daily connections to/from Latin America and the Caribbean. Delta alone provides one-stop connections to Latin America and the Caribbean from over 30 U.S. markets.

Hartsfield-Jackson is just 15 minutes driving distance from Atlanta's central business district. Atlanta's three major interstate expressways converge downtown, creating easy access to the airport from all points of Metro Atlanta.

Atlanta's Access to the Hemisphere's Capital Cities

Country	Capital	Non-Stops Day/Week	One-Stops Day/Week	Minimum Block Time
Antigua	St. John's	-	1.4 /10	6h 35m
Argentina	Buenos Aires	-	4.3 /30	11h 50m
Bahamas	Nassau	1.7 /12	11.1 /78	2h
Barbados	Bridgetown	-	5.4 /38	6h 20m
Belize	Belmopan	-	5.1 /36	5h 30m
Bolivia	La Paz/Sucre	-	1/7	9h 20m
Brazil	Brasilia	-	1/7	11h 40m
Canada	Ottawa	2/14	29.6 /207	2h 25m
Chile	Santiago	1/7	6.3/44	9h 20m
Colombia	Bogota	1/7	5.3/37	4h 35m
Costa Rica	San Jose	1/7	8.4/59	4h
Dominican Republic	Santo Domingo	-	4.7/33	5h 5m
Ecuador	Quito	-	4.7/33	7h
El Salvador	San Salvador	1/7	7.9/55	3h 40m
Grenada	St. George's	-	1.6/11	7h 30m
Guatemala	Guatemala City	1/7	11.1/78	3h 40m
Haiti	Port-au-Prince	-	1/7	5h 20m
Honduras	Tegucigalpa	-	2.9/20	5h 45m
Jamaica	Kingston	-	6.3 /44	3h 45m
Mexico	Mexico City	3.7/26	33.4 /234	3h 35m
Nicaragua	Managua	-	4 /28	5h 40m
Panama	Panama City	1/7	4.3/30	4h 5m
Paraguay	Asuncion	-	1/7	15h 25m
Peru	Lima	1/7	6.3/44	6h 45m
St. Kitts and Nevis	Basseterre	-	0.3/2	6h 35m
St. Lucia	Castries	-	2.4/17	6h 25m
Trinidad and Tobago	Port-of-Spain	-	2.6/18	6h 10m
United States	Washington, DC	18.6/130	44.7/313	1h 30m
Uruguay	Montevideo	-	2/14	14h 40m
Venezuela	Caracas	1/7	5.4/38	4h 20m
Weekly Totals		239	1,579	

Source: Delta Air Lines

ALL ROADS LEAD TO ATLANTA.

Lowest Unrestricted Economy Airfares to Atlanta

Country	Capital	Carrier	Fare
Antigua/Barbuda	St. John's	Delta	\$1,880
Argentina	Buenos Aires	Delta	\$2,118
Bahamas	Nassau	Delta	\$964
Barbados	Bridgetown	Delta	\$1,304
Belize	Belmopan	American Airlines	\$1,924
Bolivia	La Paz/Sucre	American Airlines	\$2,552
Brazil	Brasilia	Delta	\$2,330
Canada	Ottawa	Delta	\$1,496
Chile	Santiago	Delta	\$2,166
Colombia	Bogota	Delta	\$1,478
Costa Rica	San Jose	Delta	\$2,346
Dominica	Roseau	American Airlines	\$1,864
Dominican Republic	Santo Domingo	American Airlines	\$826
Ecuador	Quito	Avianca	\$1,538
El Salvador	San Salvador	Delta	\$1,840
Grenada	St. George's	Delta	\$1,324
Guatemala	Guatemala City	Delta	\$1,456
Guyana	Georgetown	American Airlines	\$1,410
Haiti	Port au Prince	American Airlines	\$730
Honduras	Tegucigalpa	American Airlines	\$2,126
Jamaica	Kingston	Delta	\$836
Mexico	Mexico City	Delta	\$982
Nicaragua	Managua	American Airlines	\$2,298
Panama	Panama City	Delta	\$1,184
Paraguay	Asuncion	American Airlines	\$2,156
Peru	Lima	Delta	\$1,656
St. Kitts and Nevis	Basseterre	Delta	\$1,794
St. Lucia	Castries	Delta	\$1,266
St. Vincent/Grenadines	Kingstown	Delta	\$1,444
Suriname	Paramaribo	British West Indies	\$1,450
Trinidad and Tobago	Port-of-Spain	American Airlines	\$1,086
United States	Washington, DC	Delta	\$1,268
Uruguay	Montevideo	American Airlines	\$2,154
Venezuela	Caracas	Delta	\$1,014

Lowest economy fares are based on fares with no advance purchase and no penalties for cancellation or changes (unrestricted). Source: Delta Air Lines

Refer to Financial Section for FTAA air travel discounts.

It is just as easy to get into the city by rapid transit. Atlanta's rapid transit system, MARTA, has a station inside the airport terminal, conveniently adjacent to baggage claim. Downtown business destinations and hotels are just 25 minutes away on MARTA trains.

Ground Transportation

It cannot be overstated: The economy of the Southeastern United States depends heavily on Atlanta's ground transportation infrastructure. Atlanta is one of only five cities in the United States served by three interstate highways.

Roads

Georgia's roads and bridges consistently rank among the best in the United States. Nearly 100 percent of Georgia's population is within 20 miles (32 kilometers) of a multilane highway. Monitoring systems alert Metro Atlanta motorists traveling on the interstate to road conditions, and High Occupancy Vehicle (HOV) lanes filter traffic efficiently.

Ground Freight

Georgia has more than 75 Class-A scheduled motor carriers and more than 2,000 intrastate route carriers, contract haulers and commodity carriers. The Interstate Commerce Commission provides oversight of the ground freight transportation system. The Georgia Motor Trucking Association represents more than 400 of the state's for-hire carriers and 400 private carriers.

Rail Freight

Atlanta is an intermodal hub for container and bulk distribution, with capacity more than doubling in recent years. Georgia's leading carriers—Norfolk Southern and

CSX Transportation—take more than 100 freight trains out of Atlanta every day. Atlanta is the first U.S. Customs Inland Port in the United States. And as a General Purpose Foreign Trade Zone, containers can travel directly from coastal points of entry into the Port of Atlanta.

Atlanta's CSX rail terminal is the company's second busiest location in terms of freight volume. With three additional Georgia facilities, CSX offers freight service to more than 20 states, the District of Columbia and Canada.

Norfolk Southern Railway's Atlanta terminal is the company's largest intermodal yard. Norfolk Southern also has the world's largest Road Railer hub at its East Point Yard, which is four miles south of Atlanta's central business district. With four additional Georgia locations, Norfolk Southern delivers to 20 states, with at least two stack trains departing Atlanta daily for the West Coast.

Freight Forwarders

Atlanta has the infrastructure in place to move international shipments. Its international freight forwarder and customs house broker network makes in- and outbound international shipments a seamless process. The city is home to 179 freight forwarders that assure their clients' products are shipped to their final destination in a timely, cost-efficient manner. The city is also home to 46 customs house brokers who clear and deliver goods imported to the U.S. via Atlanta. Collectively this network serves the needs of companies throughout the Southeastern United States.

Bus Service

MARTA, Atlanta's rapid transit and bus service, operates a citywide bus system and transports more than a million people a day across the city on 156 bus routes. Service for disabled riders is available on more than 100 of these routes.

Rapid Transit

MARTA has a rapid transit station inside the airport terminal. MARTA takes passengers from the airport to downtown in 25 minutes. Trains leave the airport every eight minutes. MARTA rail services cover 46 miles (74 kilometers) of rail with 36 stations. On-site parking is available at two-thirds of MARTA's stations, helping to provide all citizens with a convenient, economical mode of transport across the city.





The ports of Savannah and Brunswick combine to provide ocean carriers and shippers from around the globe with logistically advanced, cost-efficient deepwater terminal operations. Thanks to the strength of its ports, Georgia has attracted recognition as “The U.S. South Atlantic Gateway” for global trade and investment.

Georgia's ports serve as magnets for international trade. Together with private sector port-related operations, the Georgia Ports Authority accounts for more than 80,000 jobs across Georgia, billions of dollars in revenue and income exceeding US \$1.8 billion annually.

EASY ACCESS TO THE PORT OF ATLANTA.

Ocean Transport

Geographically positioned as the single most important inland hub in the Southeastern United States, Atlanta is accessible via 15 major deepwater ports along the U.S. East and Gulf Coasts, as well as by Class I rail service and through an intricate interstate highway system connecting Atlanta to every U.S. state. Georgia has two ultra-modern, deepwater ports, as well as two inland barge terminals, at its disposal.

During Fiscal Year 2003, Georgia's ports combined to move 13.9 million metric tons of cargo. This record-setting performance reflected a 15.1 percent increase over the previous fiscal year and the Georgia Ports Authority's 16th year of consecutive growth.

The Port of Savannah

The Port of Savannah is the fastest growing port on the U.S. East Coast in the volume of its loaded container traffic. It is the fifth largest container port in the entire

United States and is home to the largest single-terminal container operation of its kind on the U.S. East and Gulf Coasts. The Garden City Terminal Container Port Facility, covering 1,200 acres (485 hectares), provides access to more than 40 ocean carriers engaged in container shipping.

With construction projected to begin in 2004 on Garden City Terminal's eighth container berth, the Georgia Ports Authority will add an additional 2,100 feet (640 meters) of berthing and up to 83 acres (33 hectares) of additional paved storage.

In addition to Savannah's Garden City Terminal, the Georgia Ports Authority owns and operates a second deepwater operation—Ocean Terminal. As a dedicated breakbulk facility, Ocean Terminal specializes in the rapid and efficient handling of a vast array of forest and solid wood products, steel, project shipments and heavy-lift cargoes. In addition to breakbulk, the terminal is home to Savannah's RoRo operations (Roll-on/Roll-off cargo). Heavy machinery, farm equipment and autos compose much of Savannah's RoRo activity.

More than 12 import retail distribution centers are in close proximity to the Port of Savannah. Together, these facilities move approximately 300,000 containers annually via the Garden City Terminal. Much of Savannah's distribution-related cargo is sourced in Latin America and Asia.

The Port of Brunswick

Composed of three deepwater terminals, Colonel's Island Terminal, Mayor's Point Terminal and Marine Port Terminals, the Port of Brunswick is strategically positioned to handle a variety of cargoes. From shipments of agri-products and U.S. forest products to South America to shipments of automobiles, the Port of Brunswick ranks among the most diverse and versatile deepwater ports in the United States.

The Colonel's Island Terminal AutoPort Facility is among the most dynamic, environmentally clean and fastest growing auto and heavy machinery facilities in the United States. The terminal's world-class facilities, equipped with three modern RoRo berths, have resulted in a growing diversity of customers, including more than 12 automotive manufacturers and a host of industrial and farm equipment manufacturers. In addition to auto movement, the terminal is well-versed in the movement of agricultural products to and from markets such as Latin America, Africa, Asia and Europe.

Atlanta Airport to City Center

Mode	Distance	Time	Frequency	Cost
Metro	10 miles/16 km	25 minutes	Every 8 minutes	\$1.75
Taxi	10 miles/16 km	20 minutes	24 hours per day	\$25.00
Bus	10 miles/16 km	30 minutes	Varied	\$1.75

Regular Atlanta Taxi Fares

- Atlanta cabs charge a minimum of \$1.50 for the meter pull and first 1/6 mile.
- \$0.20 for each additional 1/6 mile for the first passenger.
- Flat rate of \$1.00 for each additional passenger, adult or child.
- Waiting time fee is \$15 per hour.
- Hartsfield-Jackson Atlanta International Airport is ten miles south of Downtown Atlanta.
- Cabs are always waiting outside airport, major hotels and most MARTA stations.

Source: Atlanta Convention & Visitors Bureau

SPOTLIGHT : CARGO

Atlanta consistently ranks in the top 10 in U.S. air cargo traffic. Hartsfield-Jackson has recently expanded its cargo service, adding additional service to Latin America and Europe this year. Cargo service to Asia has expanded to more than 20 wide body all-cargo aircraft per week, representing more than 4,000 metric tons of cargo traffic. More than 50 U.S. and global airlines bring passengers and cargo to and from Atlanta through Hartsfield-Jackson—with capacity set to increase with the city's US\$5.4 billion airport expansion.

Martinair is one of more than a dozen cargo carriers that serve clients across the Americas through Hartsfield-Jackson Atlanta International Airport. In 2002, more than 734,000 metric tons of cargo shipped through the Atlanta airport.





Delta has designated Hartsfield-Jackson as its World Port, a term that signifies the pivotal role Atlanta plays in the company's transportation efforts, both from a passenger and cargo standpoint. With the airport's coming expansion, Delta and other carriers will facilitate even greater access to and from Latin and Caribbean markets through its Atlanta gateway.

Hartsfield-Jackson Atlanta International Airport is among the world leaders in nearly every statistical category—from direct flights and non-stop connections to passengers moved, efficiency measures and cargo traffic. It is truly a global pathway for all variety of business and leisure travel, and the shipping, infrastructure and logistics needs of global trade.

GATEWAY TO THE WORLD.

With Atlanta's popularity as a tourist and business destination and as a thoroughfare for cargo and freight, few cities offer a more flexible infrastructure. The city accommodates elite corporate gatherings as easily as a conference of 100,000. Capable of facilitating massive cargo transport to global destinations and receiving import traffic into the Port of Atlanta directly from numerous coastal entry points, Atlanta satisfies the needs of every kind of business—from boardroom to warehouse. As the headquarters of the FTA, the Secretariat would truly sit at the nexus of commerce—between the Americas and beyond.

An expanding gateway to Latin America and the Caribbean, Hartsfield-Jackson Atlanta International Airport recently announced the addition of a daily service to Buenos Aires and St. Lucia. With dozens of daily flights, Atlanta connects more than 30 U.S. cities to leading Latin American and Caribbean destinations.





HOSPITALITY



Atlanta has accommodated a remarkable range of events, conferences and gatherings over the years and has an exceptional business travel infrastructure. Atlanta receives more than 17 million visitors a year, including 800,000 international travelers. To handle this volume of visitors, Metro Atlanta offers 743 hotels with more than 90,000 hotel rooms, providing an unrivaled selection of amenities for business travelers.



More than 13,000 Atlanta hotel guest rooms are within five kilometers of the city center. Sixty hotels populate the downtown and midtown area, including eight five-star, 22 three-star and 30 economy hotels.

In addition to a wealth of hotels and conference facilities, Atlanta offers more than 8,000 restaurants in the metro area, providing countless hospitality options for the business community. More than 3,000 meetings are held here annually.

WHERE BIG BUSINESS MEETS.

For the FTAA, Atlanta's superb collection of meeting facilities and accommodations will greatly facilitate the business of trade. Atlanta is one of the top five cities in the United States for conventions and trade shows, and hosts more than 3,000 business meetings each year. There are more than three million square feet (300,000 square meters) of exhibit facilities within 10 miles (16 kilometers) of downtown Atlanta. The Georgia World Congress Center (GWCC)—set at the center of the downtown business district—offers more than 1.5 million square feet (150,000 square meters) of meeting space. It is the most heavily booked convention center in the United States. The GWCC regularly hosts meetings, trade shows and major exhibitions, often with 50,000 to 75,000 attendees. (The facility is capable of holding 120,000 attendees.) The city recently hosted the ALACAT convention (Latin American/Caribbean federation of cargo agents), as well as a recent round of negotiations for the free trade agreement between Chile and the United States.

In addition to Atlanta's conference facilities, Georgia offers a wide range of luxury retreats—ideal for low-profile meetings—including Callaway Gardens, Chateau Élan, Evergreen Conference Center and Lake Lanier Islands Resort. The Savannah International Trade and Convention Center provides an additional world-class conferencing destination outside of Atlanta. In fact, Georgia will host the G8 Summit in the summer of 2004, a gathering of the leaders of the world's eight most economically developed nations. The Summit will take place on Georgia's Sea Island, while the international media will be accommodated at the Savannah International Trade and Convention Center.



Hospitality is more than a catch-phrase; in the Southeastern United States, it is a way of life.

Atlanta became the center of global hospitality for 17 days in the summer of 1996—hosting two million visitors for the Centennial Olympic Games. The city built two new downtown parks to accommodate the Olympic crowds, creating a colorful, exceptionally walkable downtown core.

A TRADITION OF OPENNESS.

Atlanta is a city that loves to play host, delivering a degree of warmth that makes every visitor feel welcome. Given the city's willingness to embrace newcomers, it is no surprise that during the 1990s, Atlanta added more than 30,000 hotel rooms to the citywide inventory, which now includes eight five-star properties. The Atlanta Convention and Visitors Bureau, the marketing arm of the City of Atlanta, is directly involved in economic development of more than US\$9 billion annually resulting from tourism. Atlanta ranks 11th in overseas visitor market share among all the major U.S. cities, a reflection of the city's growing reputation as a leading destination for international business and tourism.

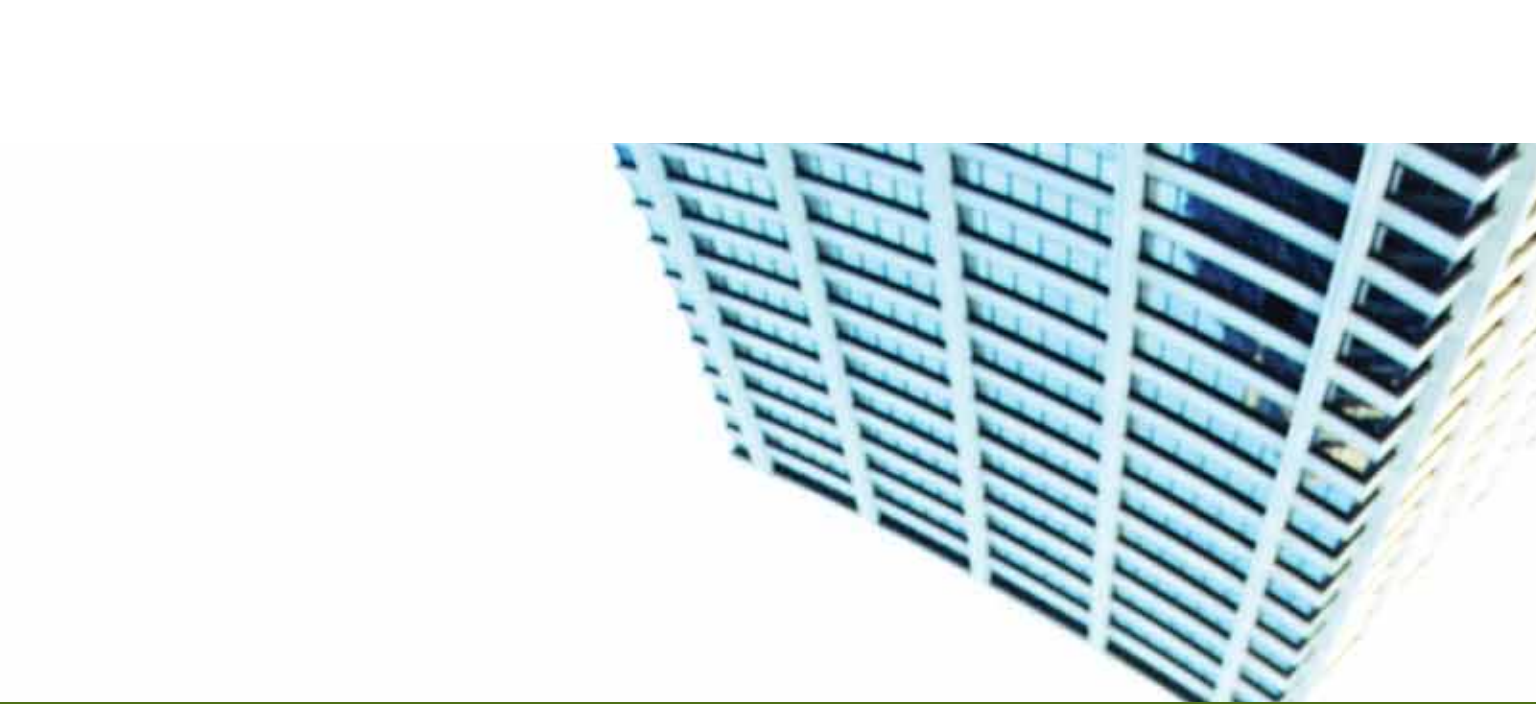
Metro Atlanta Hotel Information

	<i>Rooms</i>
Total Rooms in Metro Atlanta	90,000
Rooms Within 5 Kilometers of City Center	13,000
Hotels in Downtown/Midtown	60
5 Star Hotels in Atlanta	8
3 Star Hotels in Atlanta	22
5 Star Rates	\$109-\$355
3 Star Rates	\$89-\$175

All rates listed above are in U.S. dollars. Source: Atlanta Convention & Visitors Bureau

SPOTLIGHT: HOTEL PACKAGE

Many Atlanta hotels have agreed to offer an FTAA travel discount equal to the prevailing U.S. government rate and one free room for every 10 rooms booked in a single block. Upgrades to the Executive Level or one-bedroom suites are available for trade ministers and VIP guests.



TELECOMMUNICATIONS



The FTAA will find state-of-the-art technology in Atlanta. In fact, all data traffic entering the United States from Latin America runs through Atlanta. Within the U.S., seven cities control 80 percent of the transmission of information—Atlanta is one of them. And with a wealth of telecommunications companies headquartered here, Atlanta employs more telecom workers than any other city in the U.S.



Atlanta actively pioneers new communications breakthroughs. The first fiber-optic cable was manufactured in Georgia, and the Georgia Center for Advanced Telecommunications Technology (GCATT) is an advocate for new product development and supports the launch of technology start-ups. GCATT harnesses the resources of industry, government and universities to push high-tech economic development in Georgia.

As the backbone of telecommunications for the Southeastern United States, Atlanta is wired for business, providing a corporate communications environment in which technology advances every business objective.

TECHNOLOGY GATEWAY OF THE AMERICAS.

Atlanta's telecommunications business is very competitive. A dozen companies have a fiber presence in the city. More than 200 Internet Service Providers (ISPs) and more than 300 points of presence (POPs) make Atlanta the fastest growing city for Internet use in the U.S. Atlanta is home to Earthlink, Inc., the second largest ISP in the United States. More than 250 long distance companies also operate in Georgia. As a result, 90 percent of Metro Atlanta homes have access to high-speed data via DSL, cable or satellite broadband connections—making it the 5th most wired broadband city in the U.S.

From a wireless standpoint, cellular networks connect the vast majority of the state of Georgia. A recent survey found that 85 percent of Metro Atlantans have cell phones. They are served by a number of companies including Cingular, AT&T Wireless, T-Mobile, Nextel, Sprint PCS, Verizon and Southern LINC. Wireless Internet access is a reality in the city, with multiple carriers offering an ever-expanding variety of wireless Web access points.

Few city centers provide a more reliable business communications environment. Throughout Metro Atlanta, BellSouth has developed a 100 percent survivable interoffice fiber optic network, giving customers perpetual communications access. With more than 950 telecommunications companies and 50,000 telecom employees, Atlanta is a thriving destination for the business of modern communications.



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Atlanta's Telecommunications Availability & Cost

	Residential	Business	Availability
Internet - Dial Up	\$18	\$18	100+ companies
Internet - DSL	\$40-50	\$65	50+ companies
Internet - T-1	\$800-\$900	\$800-\$900	50+ companies
Cell Phone Service	\$50/500 min	\$50/500 min	100+ companies
Telephone Service	\$22	\$40-\$75	

Source: February 2004 online prices

Fastest Growing Cities for Internet Use

Metro Area	% Growth
Atlanta	19%
Los Angeles	14%
Washington, D.C.	14%
Chicago	8%
Seattle	5%
Dallas	5%
New York	4%
Boston	4%
Philadelphia	2%
San Francisco	1%

Source: Nielsen/NetRatings, June 2003

The new \$180 million Technology Square at the heart of Georgia Tech in Midtown Atlanta is a symbol of Atlanta's dynamic telecommunications community. Equipped with LAMBDA, a national optic network enabling the most advanced computer-driven research, Technology Square houses the DuPree College of Management, the Georgia Electronic Design Center, the Georgia Tech Hotel and Conference Center, Georgia Tech's Economic Development Institute, and an incubator of the Advanced Technology Development Center (ATDC), which has helped launch nearly 100 start-up companies since its inception 20 years ago.

Atlanta's High-Speed Telecommunications



Source: Georgia Tech Center for Geographic Information Systems

SPOTLIGHT : DATA

Virtually every piece of data traffic—from e-mail to spreadsheets—that enters the United States from Latin America comes through Atlanta. Atlanta is home to the busiest fiber trunk in the United States. All incoming data is switched here and transmitted along the Eastern Seaboard and routed through New Jersey to European international-bound trunks. Data is also transmitted toward the West Coast and trunk connections to Asia, the Pacific and Australia.



MEDIA

As the FTAA seeks to communicate its mission to the world, Atlanta's concentration of international media networks will ensure the message is heard. Atlanta represents the intersection of major regional, national and international media interests of every kind—from telecommunications providers to print, Web and broadcast news and entertainment.



From telecommunications providers to print, Web, broadcast news and entertainment, Atlanta is a leader of global media, creating, packaging and delivering news and entertainment to major markets around the world.

Turner Broadcasting has exceptional global reach, airing more than 30 language-and region-specific versions of its entertainment networks. Its Cartoon Network reached 153 million households around the world in 2002, and in the U.S. reached more kids ages 2-11 during prime time than any other network, broadcast or cable, for the third year in a row. Cartoon Network's Boomerang network, featuring commercial-free programming of classic animation, reached eight million subscribers in 2002.

FROM ATLANTA TO THE AMERICAS.

Atlanta's stunning lineup of television networks—all headquartered here—include regional and international leaders CNN, CNN en Español, TBS, TNT, Headline News, The Weather Channel, The Cartoon Network and The Cartoon Network Latin America, plus 10 local stations and 50 licensed radio stations.

Ten daily newspapers and 50 weekly papers are published in Atlanta, including the nationally recognized *Atlanta Journal-Constitution*.

Atlanta has a tradition as the Southeastern U.S. headquarters for major media enterprises, and international media have a significant presence in the city. More than 30 national and international broadcast and print news groups have regional outlets in Atlanta, including The Associated Press, *The Wall Street Journal*, *Financial Times* and *The New York Times*. Atlanta is also home to Earthlink, Inc., the second-largest Internet Service Provider (ISP) in the United States.



Atlanta's Spanish Language Media

Publications

La Vision
La Voz Del Pueblo
Nuestro Semanario
Mundo Hispanico
Mexico Lindo
Enterate
El Tiempo
El Informador
El Estadio
Atlanta Latino
Que Pasa Hispanic
Latina Style
Tiempo Libre
Paisano Latino News
Caliente
La Voz Hispana
Comercio Magazine
Muevelo Magazine
El Rebusque Magazine

Television

Pura Vida!
Que Buena Tele 33
Univision

Radio

Radiomex
WAZX La Que Buena!
Planeta X
La Favorita
WATB AM 1420 Radio Fiesta Mexicana
Radio Exitos
WAOS

Web

Nuevo Impacto
Latin CEO
El Heraldo Hispanico

Source: Georgia Hispanic Chamber of Commerce, 2004

Sampling of Atlanta's International Media

Publications

Atlanta Viet Bao (Vietnamese/English)
India Tribune (Indian Suncontinent News)
Khabar, Inc. (Indo-Pak-Bangla)
Korean Journal, The Atlanta Edition (Korean)
The Russia House Newspaper (Russian)
World Journal (Chinese)

Source: Metro Atlanta Chamber of Commerce and Georgia Power, 2003

SPOTLIGHT : REACH

More Latin Americans watch CNN en Español than any other pan-regional cable news network in Latin America. The Atlanta network's viewer demographic represents an enormous consumer market. CNN en Español viewers earned more than US\$46 billion in 2002, and expense nearly US\$4 billion to their credit cards. With Turner Latin America and the Cartoon Network Latin America also headquartered in Atlanta, the city produces a vast amount of content for almost every Latin destination—from business news to a variety of entertainment content. Few cities are more central to the coverage of Latin American and Caribbean commercial and cultural interests than Atlanta.

CNN is the original 24-hour cable television news service. Broadcast to more than 200 countries and territories, CNN reached more than 86 million U.S. homes at the close of 2002, and was considered by viewers to be the most credible source of news—broadcast, newspaper or magazine—according to a study by Pew Research Center.