



## 19. WIRED

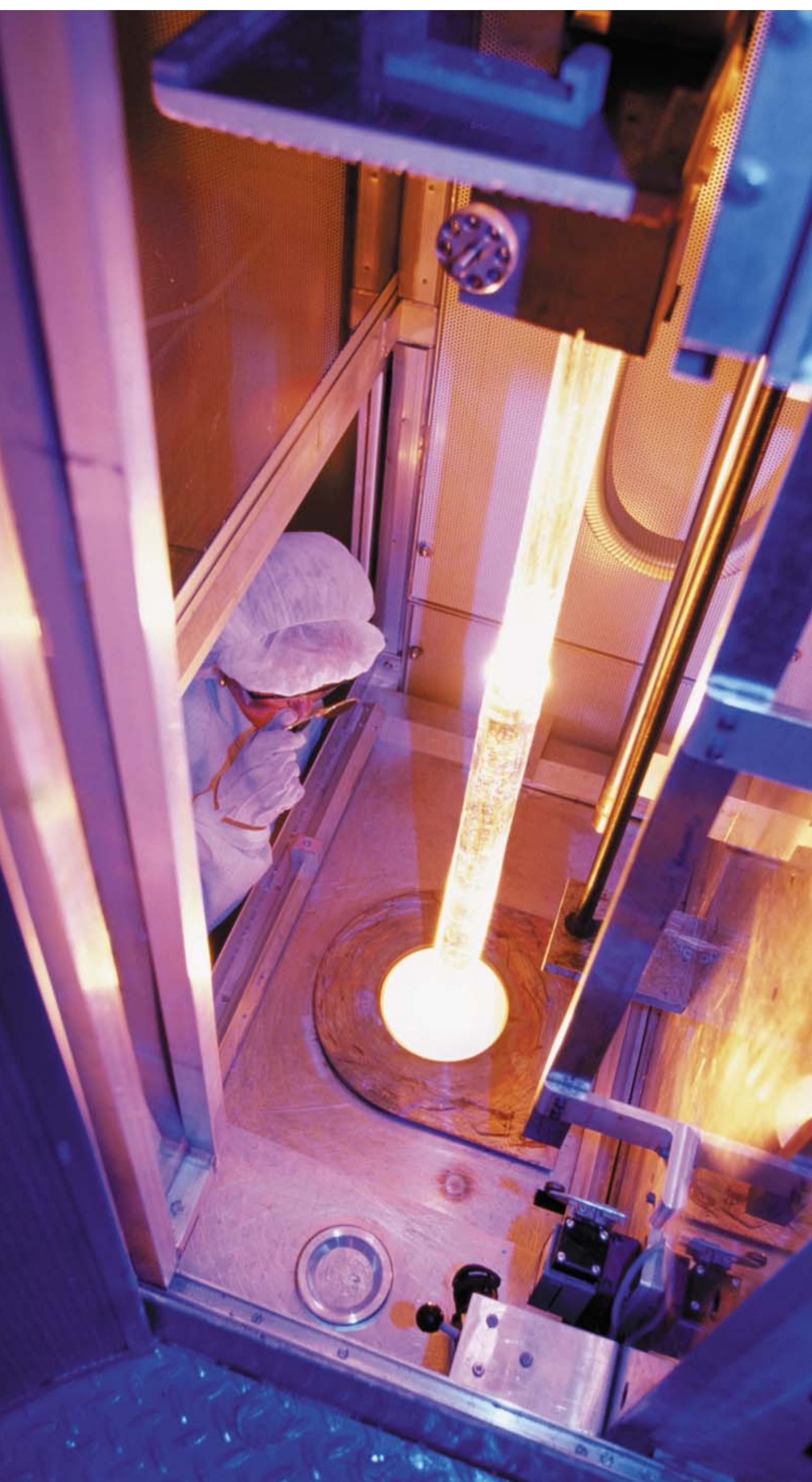
“Atlanta is a technology pioneer. The city’s infrastructure is among the most sophisticated in the world. We were driven to build a world-class metro technology backbone for the Centennial Olympic Games—and we have continued to extend the high-tech momentum since. Atlanta is one of the most competitive telecommunications markets in the country, a fact that translates into real benefits for millions of users.”

Ralph de la Vega, COO, Cingular Wireless

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**As a transmission hub** for the country’s two largest fiber trunks—which connects most major populations in North America—Atlanta is one of the most fiber connected cities on the continent. A dozen companies have a fiber presence in the city, which now has more than 10,000 miles (16,000 kilometers) of fiber optic cable connecting all major points. More than 200 Internet Service Providers and more

than 300 Points of Presence make Atlanta the fastest growing city for internet use in the U.S. More than 250 long distance companies 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 fourth most wired broadband city in the U.S.





## 20. SAFE

“Atlanta is among the safest cities in the world. Crime has been dropping for six straight years. The city’s police force has an unmatched level of experience. We’ve successfully managed security, law enforcement and emergency services for a staggering number of public, sporting and cultural events with global interest. It will be a pleasure for us to ensure the security of the FTAA Secretariat with the sensitivity and courtesy appropriate to international diplomats.”

Richard J. Pennington, Atlanta Chief of Police

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**MARTA, Atlanta's rapid transit service,** is considered by many to be one of the finest rapid rail systems in the United States. Safe, efficient and clean, MARTA accesses virtually every

major neighborhood in Atlanta. It is used by the entire city and its popularity reflects the sense of community and security that Atlantans enjoy.





## 21. SECURE

“As the world moves toward ever-greater electronic integration—as the Internet becomes even more central to the daily demands of trade and commerce—the security of data and electronic information becomes ever more critical. It may surprise you to learn that the world’s leading developer of Internet security software systems was founded in Atlanta and continues to expand its global business from this city’s power base. That company—ISS—is only one of a dozen leading corporations dedicated to partnering with the FTAA to help ensure the success—and security—of its operations.”

**Tom Noonan, Chairman, Internet Security Systems**

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**LAMBDA** is a remarkable initiative by key U.S. public and private research entities to create a national optical research network capable of meeting the most advanced research requirements over the next five to ten years. Designed to create a transcontinental advanced communications network, LAMBDA will provide new opportunities for research and information exchange in fields such as engineering, health

care and education, and will stimulate the development of new Internet technologies, protocols and services. As a member institution, Georgia Tech will facilitate network access for research groups across the Southeastern U.S. The network will deliver unparalleled computing power to the region and enable some of the most advanced computer-driven research in North America.





## 22. SPORT

“As an athlete, I love playing in Atlanta. Not only did Hank Aaron hit most of his 755 homeruns here, but there are few cities as committed to sports as ours. We’ve hosted almost all of the largest events in the world—from the Olympics to the Super Bowl to the World Series of Baseball—and our facilities are second to none. After growing up in Curaçao, I’ve been with the Atlanta Braves for more than seven years and I’ll stay—because there’s really no better place to be for sports—and few cities anywhere can match Atlanta’s quality of life.”

Andruw Jones, Professional Baseball Player, Atlanta Braves

**Atlanta's sporting spirit** is apparent from the number and variety of excellent sporting venues in the area, many of which are legacies of the 1996 Olympic Games, such as Turner Field and the Georgia Dome. Philips Arena, just one of a dozen sports facilities in the city, is home to the National Basketball Association’s

Atlanta Hawks and the National Hockey League's Atlanta Thrashers. Designed to create an intimate spectator experience, Philips seats 20,000 people—and is regularly transformed into a spectacular concert venue, hosting international artists such as Luis Miguel, Madonna and Ziggy Marley.





## 23. FLAVOR

“I have always ranked Atlanta’s culinary environment among the best in the U.S. The sheer diversity of cuisines will satisfy any restaurant patron, and the abundance of food from almost every corner of the earth will satisfy any gourmet. Atlanta is a great place to eat. It ranks among the world’s most cosmopolitan cities.”

**Beatriz “Ticha” Osegueda Krinsky**  
Co-Chef & Co-Owner, Tierra-Flavor of the Americas

**Atlanta is a restaurant town.** The city boasts one of the highest number of restaurants per capita—and ranks third in the U.S. in the frequency with which people dine out. Its culinary diversity is outstanding, drawing from its considerable Latin American, Caribbean,

European and Asian communities. Its neighborhoods offer an array of ethnic cuisines—from Mexican to Thai, Chinese to Peruvian—including the recent surge in popular Brazilian and Argentine churrascarias.





## 24. CULTURE

“Culture is a hallmark of Atlanta. We have a strong Southern tradition—built on graciousness and a respect for the rights of others. But Atlanta is also a city renowned for its openness. We welcome the infusion of vibrant cultures that are enriching the complexion of this city and creating a dynamic multi-cultural dialogue. A new day is dawning in the Southern U.S.”

**Susan V. Booth, Artistic Director, Alliance Theater Company**

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**The High Museum of Art** highlights the exceptional selection of arts and cultural institutions available in Atlanta. The High is the leading art museum in the Southeastern U.S. and features a diverse permanent collection of international works. Upcoming exhibits

include the “Glories of Ancient Egypt,” with pieces dating from the third millennium B.C. The museum also offers live music events and has an active film calendar, regularly screening movies from cultures around the world.





## 25. FLEXIBILITY

“Atlanta’s cargo capacity isn’t only about volume—but about logistical flexibility. With a high concentration of corporate headquarters, supply chain software firms, warehouse activity and a dynamic, robust airport, we truly have a state-of-the-art logistics infrastructure. And we are forward-thinking: We have recently pioneered a handling system that protects the integrity of incoming perishables and opens new markets for agricultural products grown around the world.”

**José Ignacio González, Founder, Perishables Group International, and Executive Director, Hemisphere, Inc.**

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**Atlanta and the state of Georgia** were recently ranked first in a survey of Top 20 North American States/Provinces in Logistics (Warehousing & Distribution) by *Business Facilities* magazine. The city was rated first again in Air Cargo Metro capabilities by

*Expansion Management* magazine. Atlanta employs more than 67,500 logistics workers in more than 2,000 companies, and is a national leader in air cargo traffic, ground freight movement, intermodal rail traffic, and logistics software.





## 26. COMPETITIVE

“I’m looking at the cover of *Expansion Management* magazine—the latest 2004 copy—and I see the headline: Atlanta Tops the List of America’s 50 Hottest Cities. I’m not surprised that we’ve been judged again as the top site for business expansion. Atlanta’s competitive strengths—for entrepreneurs and established businesses—continue to mount. Georgia Tech plays a key role by providing this market with a steady stream of the nation’s best graduates capable of technology innovation and engineering excellence. Atlanta’s competitive drive will serve the interests of the FTAA in multiple ways—and, I believe, help trigger innovation across the Americas.”

**Dr. G. Wayne Clough, President, Georgia Institute of Technology**

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**The Advanced Technology Development Center** (ATDC) at Georgia Tech—one of the leading business incubators in the U.S.—has helped launch nearly 100 start-up companies since its inception 20 years ago. It is a key feature of the new US\$180 million Technology Square at the heart of Georgia Tech in

Midtown Atlanta. Technology Square, which houses the DuPree College of Management, the Georgia Electronic Design Center, and Georgia Tech’s Economic Development Institute, is a crossroads of business development in Atlanta and the Southern U.S.





## 27. ENERGY

“I love Atlanta—it’s energetic. Our city is filled with the sights and sounds of a diverse population—and it’s this energy and magnetism that continues to draw people to it each year. There’s just no escaping the charm of a traditional Southern city that’s rapidly keeping pace with a technology driven economy, offering excitement and opportunities for all.”

**James H. Blanchard, Chairman & Chief Executive Officer, Synovus Corporation and Chairman of the Executive Committee and Director, TSYS**

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**Every year, more than 40,000 runners** take to the streets for the Peachtree Road Race—the largest annual 10k running event in the world. While the race is most often won by elite international distance runners, it is truly an event of the people, drawing runners of all ages and abilities to its 6.2 mile (10 kilometer) course through the center of Atlanta.

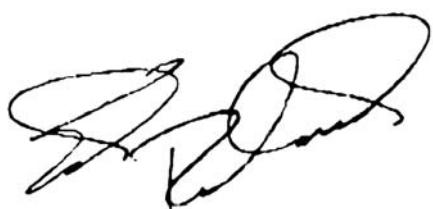




## 28. MUSIC

“We’re proud to be from Atlanta—it’s a great city for music and the whole state has an incredible musical heritage. James Brown, Johnny Mercer and the members of the Allman Brothers Band are all Georgia natives, not to mention R.E.M., and there are many others. We still live in Atlanta because our roots are here—and the roots of our music. This is where we’re most inspired. Atlanta offers everything we need. It’s home.”

**Ed Roland, Lead Singer, Collective Soul**



**Atlanta’s vibrant music scene** is proven in clubs all over the city every night—and at famous venues like the Fox Theater. Its unique Arabian-themed architecture features an indoor courtyard with a sky full of flickering stars and stage curtains depicting Moorish rulers in hand-sewn sequins and rhinestones. Chastain Park Amphitheater—an outdoor arena open to the stars and surrounded by

trees—is another Atlanta favorite. The Atlanta Jazz Festival, one of many music festivals held annually in the city, is renowned as the largest free jazz festival in the U.S. Now in its 27th year, the festival takes place over 3-4 weeks in May, and hosts the world’s greatest jazz legends in free performances, culminating in a weekend of outdoor shows in Piedmont Park.





## 29. NEIGHBORHOOD

“When I was transferred to Atlanta as Canadian Consul General for the Southeastern U.S., I was immediately charmed by the city. What I love about Atlanta are the intown neighborhoods—and all the trees. You can have a spacious house with a nice garden 10 minutes from downtown and when you’re there you feel like the city is far away. Canada’s official residence is in one of those beautiful neighborhoods—surrounded by enormous hundred-year-old oak trees, and I couldn’t stand the idea of leaving when it was time for me to retire—so I’ve decided to stay. The woods around Atlanta are full of magnolias, poplars, maples—and of course peach and pecan trees, and they are a presence in every area of the city. Look at Atlanta from the top floors of a skyscraper, and you see a sea of green—with buildings emerging through a canopy of trees.”

Astrid Pregel, Consul General of Canada, retired

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**Atlanta’s neighborhoods** afford a gracious lifestyle not possible in many urban areas. From its beautiful old intown neighborhoods—spread along winding roads—to its lush suburban parks, Atlanta’s housing market offers a diversity of architectural styles to match any

taste, and a range of prices to fit any budget. The city’s reputation for providing more home for the dollar than any other major U.S. city is reflected in the moderate cost of living here.





## 30. FAMILY

“Atlanta’s friendly business climate is talked about a lot—and it is a good place to do business—but only people who live here know that Atlanta is a great place to raise a family, too. Families here have homes in safe neighborhoods with enough space—indoors and out—to allow kids freedom to run around. There are plenty of outdoor opportunities, entertainment attractions, and cultural activities for the entire community.”

**Bernie Marcus, Co-Founder, The Home Depot, Philanthropist**

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**The quality of life in Atlanta** means a great environment for families. The city offers a diversity of educational opportunities, including award-winning elementary, middle and secondary schools. The mild climate is conducive to year-round outdoor sports and there is an abundance of children's sports leagues.

With a new world-class aquarium opening in 2005, a variety of cultural attractions such as the Center for Puppetry Arts and Imagine It!—the new children's museum—Atlanta provides families a wealth of educational and recreational activities.



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