



Engine Components (Kept from Offshoring)



GE Aviation

- Asheville, NC
- Reasons:
 - Skilled and creative workforce
 - Innovation
 - Training program
 - Technology
- First time advanced ceramic-matrix composite materials being mass-produced anywhere in the world
- “Competency always trumps cost”

Source: Mark Crawford, Area Development. “Manufacturing in America: Bigger, Better, and Bolder.” Q1 2014.



- High-tech batteries exported to emerging markets
- Manufactured in Schenectady, NY
- 370 employees
- Technological advancement has decreased number of factory employees BUT has led to development of GE Global Research Center (San Ramon, CA)
- 400 employees current
- Expected to hire additional 200
- “...probably the most competitive on a global basis that we’ve been in the past 30 years.” – GE CEO Jeff Immelt

Water Heaters, Refrigerators, Washing Machines, Dryers



- China to unionized facility in Louisville, KY
- 1300 jobs
- \$800 million invested to renovate facilities in Appliance Park
- Reasons:
 - Tax incentives
 - High-tech new model: IP risk
 - Ease of design collaboration with workers: retail price -20%
 - 2 tier contract
 - Chinese cost: -30% becomes +6% considering inventory and delivery problems
- Will move a “significant piece” of appliance production back



- Mexico to Louisville, KY
- 300 jobs
- \$194 million investment
- Reasons:
 - Labor concessions
 - Government incentives
 - Total cost
 - Inventory
 - Customer responsiveness
 - Lean improvements
 - Tribal knowledge loss



Energy-Efficient Soft White Light Bulbs



- Bucyrus and Circleville, OH, and Mattoon, IL
- 150 jobs
- \$30 million investment
- Reasons:
 - Walmart's U.S. Manufacturing initiative
 - Higher productivity
 - “Competitive advantage”

Sources: “GE Adds Jobs after Agreement with Walmart for Domestically Produced Light Bulbs.” Industry Week. August 23, 2013.

<http://www.industryweek.com/workforce/ge-adds-jobs-after-agreement-walmart-domestically-produced-light-bulbs>.

“Wal-Mart, suppliers to revive U.S. manufacturing.” Consumer Goods Technology. August 27, 2013.

<http://consumergoods.edql.com/trends/Walmart,-Suppliers-to-Revive-U-S--Manufacturing88026>.