



THE
LOUISIANA
NOW
PERSPECTIVE

A LOOK BACK AT 2025:
LOUISIANA'S RECORD-BREAKING YEAR

- 2 A Note from Governor
Jeff Landry & Secretary
Susan B. Bourgeois**
- 4 Framework for
Louisiana's Future**
- 6 2025: A Record Year**
- 8 A New Era for Louisiana**
- 10 Driving Homegrown
Growth**
- 12 Small Business
by the Numbers**
- 13 Rooted in Louisiana,
Invested in What's Next**
- 14 The Next Era Starts Here**
- 16 A Legacy of Innovation**
- 18 Louisiana on the
Global Stage**
- 20 Louisiana Investing
in Louisiana**
- 22 This is Louisiana NOW**



A Note from Governor Jeff Landry & Secretary Susan B. Bourgeois

This past year, we proved that when Louisiana competes with purpose, we win, and we win big.

In 2025, Louisiana delivered the largest year of capital investment and job creation in our state's history, setting a new standard for how we grow, lead and succeed.

More than \$61 billion in new investment was announced in 2025, which totals nearly \$80 billion in the last two years. More than 9,500 direct new jobs were announced this year, and 114,000 new job opportunities were added statewide over the past two years. These commitments come from companies that see long-term opportunity in Louisiana's people and confidence in the direction our state is moving.

This momentum is rooted in intentional reforms that reshaped how Louisiana competes. Over the past two years, we modernized our economic development systems, removed barriers that slowed business decisions and improved

coordination across state agencies. These changes helped projects move with greater speed and certainty, allowing communities to see benefits sooner and ensuring that growth reaches every region of the state.

As this foundation took hold, Louisiana's economy expanded and transformed. Traditional strengths such as energy and manufacturing continued to grow, while new opportunities in critical minerals and technology emerged. This broader range of activity demonstrated that our strategy is working and that when government, industry and communities move together, progress quickly follows.

The impact extends to the businesses that have long been central to Louisiana's economy.

Deeper engagement with entrepreneurs in new platforms such as Louisiana Innovation (LA.IO) and Source Louisiana is expanding access to information and creating clearer pathways for companies to connect with opportunities across the state.

Louisiana is not waiting for the future. We are delivering it. The progress made this year is structural, and will continue shaping our economy for years to come. As we move forward, our focus remains on sustaining this momentum and positioning Louisiana to win.

The Louisiana opportunity is here, grounded in industry, powered by innovation and defined by the momentum carrying our state into a new era.

In 2025, Louisiana set a new standard as a state. In 2026, we are setting a new standard for the nation.



Jeff Landry
Susan Bourgeois

Framework for Louisiana's Future

Louisiana didn't just plan for the future—it got to work. By adopting its first strategic plan in nearly 20 years, the state is turning ambition into action and progress that's reaching every corner of Louisiana.



“Louisiana is an ideal partner that offers the talent, infrastructure and policy environment we need to ramp up quickly and operate with efficiency. We’re building more than drones — we’re building a resilient, future-focused U.S. supply chain and Louisiana gives us the foundation to do exactly that.”

— DAVID WANG, CO-FOUNDER & CEO,
DMR TECHNOLOGIES

9x90 Plan

With its 90th year in sight, Louisiana Economic Development (LED) launched the 9x90 Plan to keep momentum going, zeroing in on nine priorities that strengthen competitiveness and help Louisiana lead in innovation and energy.

Louisiana Lightning Speed

Louisiana is picking up the pace. Following Governor Landry's Executive Order, LED is uniting state agencies to move quickly, reduce risk and help businesses get projects off the ground faster, at the speed of business.



FOR COST OF DOING
BUSINESS BY STATE,
LOUISIANA MAKES THE

TOP 10

2025: A Record Year

In one year, LED turned a bold vision into measurable results, marking the strongest period of growth and investment in state history. Guided by Governor Landry's vision for growth and opportunity, LED partnered with business and communities to accelerate projects, attract new investments and expand the state's capacity for long-term success.

The impact of this record year is clear across every region—new jobs, stronger industries and renewed momentum for future growth. It reflects collaboration among government, business and community to build confidence in the state's direction and economy.

**This is more than a milestone:
it is the new standard for how
Louisiana competes and wins.**

\$61B+

IN MAJOR CAPITAL INVESTMENT

9,500+

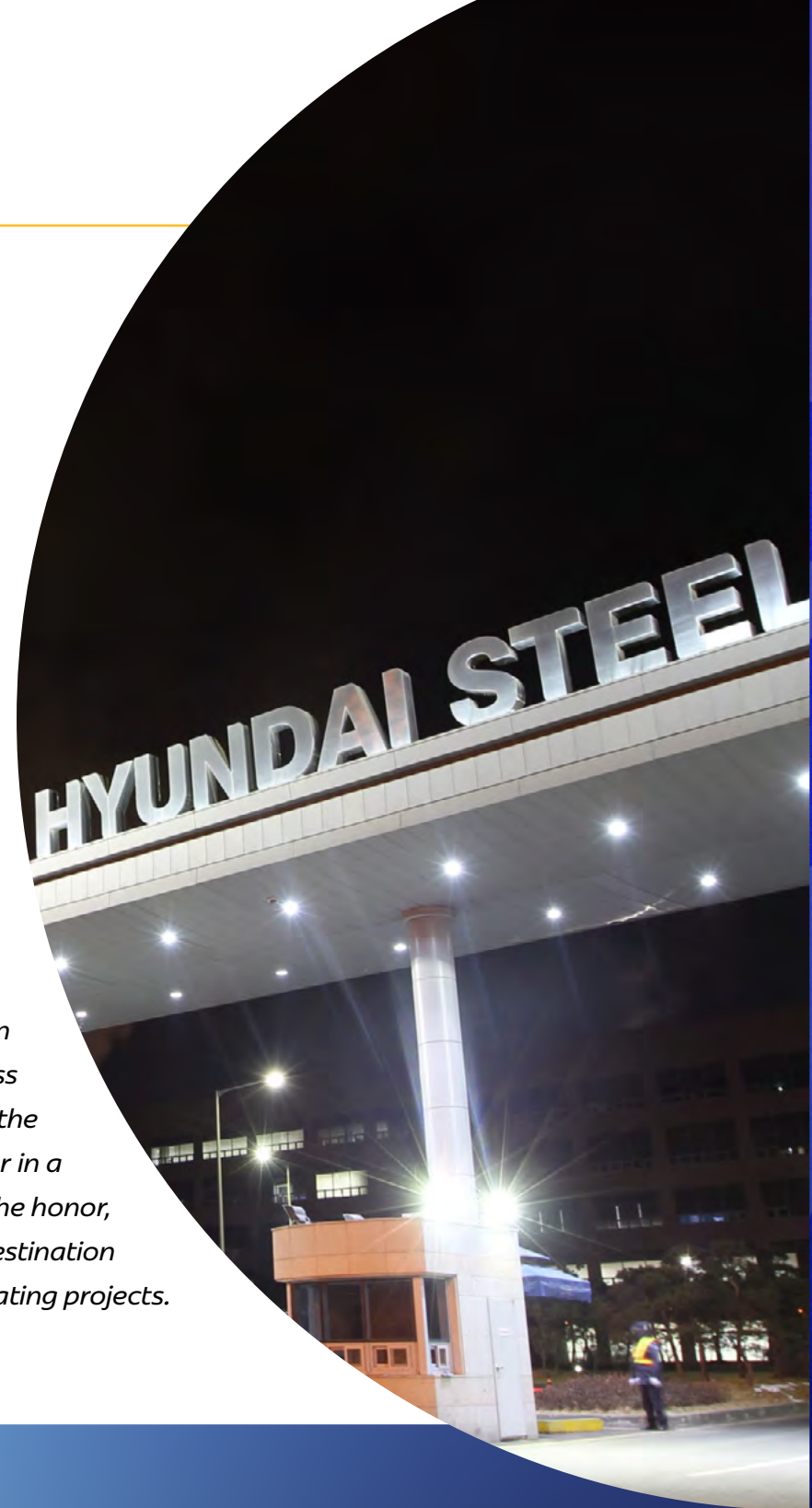
DIRECT NEW JOBS

\$91K

AVERAGE ANNUAL SALARIES



Hyundai Steel's \$5.8B green steel facility earned Business Facilities' Platinum Deal of the Year. This is the second year in a row Louisiana has earned the honor, reinforcing the state as a destination for transformative, job-creating projects.



“Capital flows where it is treated best. Nothing could be truer in Louisiana.”

— DANIEL KALMS, WOODSIDE ENERGY
EXECUTIVE VP & COO

A NEW ERA FOR LOUISIANA

● major projects
new & existing

● 120+
certified sites
ready for projects

More Than **\$76 Billion** In New Investment
Is Driving Historic, Statewide Economic Growth

OPPORTUNITY IN EVERY CORNER OF LOUISIANA:

1. Scaling Shreveport for data growth
SLB

2. AI-integrated lumber manufacturer with 320 million board feet produced annually
Bienville Lumber

3. Microchip facility strengthening national defense
Radiance Technologies

4. #1 producer of hunting decoys in the world
MOJO Outdoors

5. Kellogg's Rice Krispies Treats exclusive supplier
Family- and woman-owned, Kennedy Rice Mill

6. 2024 Platinum Deal of the Year
\$10 billion Meta AI data center

7. National leader in sweet potato production

8. Forestland makes up over half the state

9. #2 Best public high school teachers in America
Louisiana School for Math, Science and the Arts

10. Largest plywood plant in North America
RoyOMartin

11. Converting imported raw materials into EV battery components
Syrah Resources

12. \$26 million+ in defense contracts supporting 25,000 jobs
Fort Johnson

13. Leading producer of Tide Pods
Procter & Gamble

14. Louisiana sugar cane and timber supply global biofuel

15. \$11 billion timber industry

16. Combating erosion
Industrial Fabrics

17. Petrochem manufacturer with materials in everyday products: stadium cups, shampoo, flooring, insulation and Ziploc products
Dow

18. Major supplier to U.S. beverage brands and retailers
Niagara Bottling

19. \$17.5 billion+ in LNG investment
Woodside Energy

20. 1 billion+ pounds of rice annually
Supreme Rice

21. Advancing drone innovation
Drone Institute

22. State-of-the-art solar manufacturing facility is 11 times the size of Caesars Superdome
First Solar

23. Official bats of Major League Baseball
Marucci Sports

24. Louisiana has one of the highest concentrations of industrial construction companies in the U.S.

25. One of world's largest BASF manufacturing sites

26. World's most recognizable hot sauce
TABASCO® Brand

27. Defense tech innovator
Saronic Technologies

28. 2025 Platinum Deal of the Year
\$5.8 billion Hyundai Steel facility

29. #1 U.S. port for coffee imports and exports
Port of New Orleans

30. Largest sugar refinery in the Western Hemisphere
Domino Sugar

31. One of the leading U.S. defense contractors
Bollinger Shipyards

32. \$18 billion+ in LNG investment
Venture Global

33. First and only deepwater oil port
Louisiana Offshore Oil Port (LOOP)

Driving Homegrown Growth

Driving Louisiana Opportunity Tour

LED Secretary Susan B. Bourgeois and her leadership team conducted a multi-week, multi-stop tour to meet directly with driver companies across Louisiana. As part of LED's record-setting 800+ business retention and expansion (BRE) visits, the tour highlighted the businesses powering the state's economy while gathering firsthand insight into their needs and opportunities.



Scott Walker, President & CEO of Southwest LED Alliance; Laura Ferrell, Cheniere Energy; Secretary Susan B. Bourgeois on the Driving Louisiana Opportunity Tour

Historic BRE Efforts

- ▶ 825 BRE visits in 2025
- ▶ 51 BRE project wins
- ▶ \$21.9 billion+ capital investment in BRE projects

Source Louisiana

Source Louisiana is a statewide online directory that connects Louisiana businesses with major projects and partners, helping them compete locally, nationally and globally.

All Louisiana businesses are eligible and encouraged to sign up at SourceLouisiana.com.

“My team and I were truly grateful for the chance to discuss our business model and strategies. Louisiana has the craftsmen; we are the best in the world in the industrial labor market. I want to utilize this great strength and grow our business right here at home, and *help build the world in our backyard.*”

— KYLIE SPARKS, PIPE AND STEEL INDUSTRIAL FABRICATORS PRESIDENT

LED, P&G Alexandria & Louisiana Central leadership on the Driving Louisiana Opportunity Tour

800+
BUSINESS RETENTION
& EXPANSION VISITS



Small Business by the Numbers

Designed to support small businesses, the Louisiana Growth Network is a growing suite of resources that build capacity and expand opportunity statewide.

26,439

small businesses served by
Louisiana Growth Network

5,699

businesses supported
via 1-on-1 counseling

6,002

businesses supported
via cohort-based training

\$1.45B

value of contracts for
businesses assisted

\$49.84M

capital infusion to businesses

Rooted in Louisiana, Invested in What's Next

When Boudreaux's Jewelers set out to expand its Mandeville flagship, the fourth-generation company was not just renovating—it was investing in growth and in the future of its business in Louisiana.

COO Brandon Boudreaux participated in LED's CEO Roundtables to refine strategy and prepare for expansion. With support from LED and local partners, the company advanced a \$4 million renovation that will more than double its footprint and strengthen in-house jewelry design and manufacturing. Through LED's High Impact Jobs Program, the project also secured support for new high-wage positions tied to the expansion.



“Louisiana has always been home for our family and business, and it has a rich history of jewelry manufacturing that we hope to be a shining example of in a world of overseas jewelry manufacturing.”

— BRANDON BOUDREAUX,
BOUDREAUX'S JEWELERS COO

The Next Era Starts Here

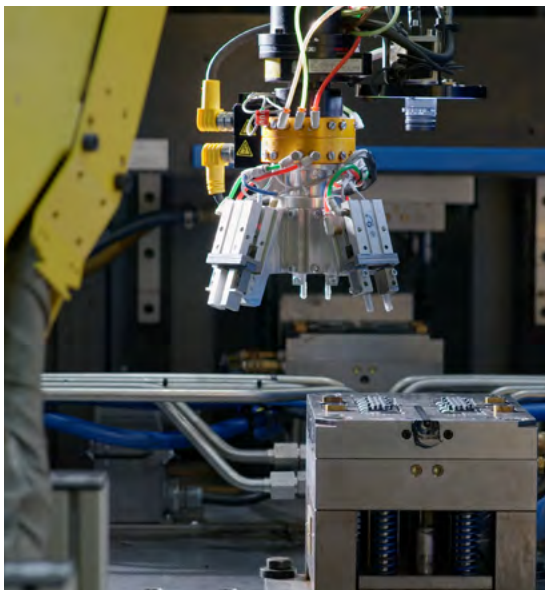
Louisiana is positioning itself as a leader in innovation by accelerating technology, empowering entrepreneurs and converting ideas into measurable growth.



LED unveiled its newest brand and division, Louisiana Innovation (LA.IO), marking the largest direct investment in entrepreneurship in state history.

LA.IO will turn Louisiana’s talent, research and creativity into scalable companies that compete nationally, deploying increased early-stage capital through the new LA.IO Growth Fund and a statewide network of seed-stage partners.

The new LA.IO also establishes a statewide network that links local startup events and incubators into a unified ecosystem that amplifies visibility and opportunity.



“We’re bringing Newlab to regions like Louisiana that have a competitive advantage for speeding up commercialization of critical technologies. Louisiana’s legacy in commercial-scale energy projects, industrial infrastructure and technical workforce create the *perfect foundation to build a startup ecosystem* that will future-proof the state’s economy.”

— DAVID BELT, NEWLAB CO-FOUNDER & CEO

Newlab

Global venture platform Newlab announced its expansion into Louisiana with the launch of Newlab New Orleans, fostering collaboration among startups, industry leaders and policymakers to advance reindustrialization, energy innovation and technology leadership.

Louisiana Opportunity Capital Program

The Louisiana Opportunity Capital Program expands access to capital for startups and growing businesses through public-private partnerships, helping attract private investment and support innovation statewide, **with 55 investments totaling \$49.9 million to date.**



A Legacy of Innovation

In Louisiana, innovation doesn't replace industry; it strengthens it. From world-class energy and manufacturing to groundbreaking defense advancements, companies across the state are harnessing technology to expand, streamline operations and create new opportunities for a stronger, more skilled workforce.

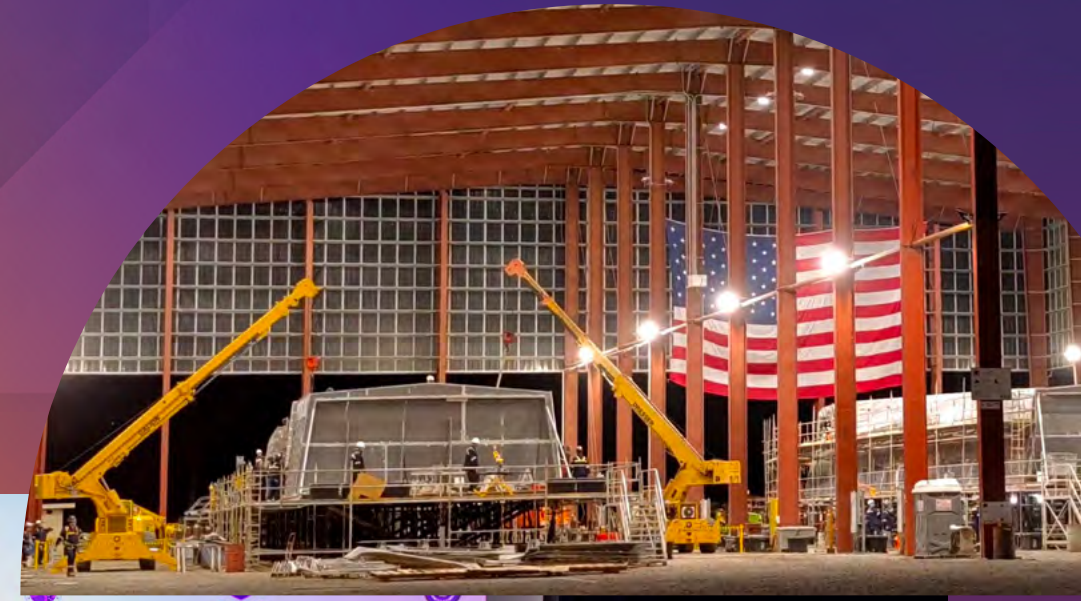
Advancing Core Industries Through Technology and Talent

Louisiana has the comprehensive energy ecosystem needed to support its legacy producers while leading industry innovation.

The state is one of the world's largest liquefied natural gas (LNG) exporters, responsible for 61% of all U.S. LNG exports. With an all-of-the-above energy strategy, Louisiana continues to attract forward-looking companies such as Saronic, Hyundai and DMR Technologies.

“A key driver of Louisiana's progress is a willingness to repurpose the old and bolt on the new. That philosophy extends beyond brick and mortar industry to marketing pitches and business mission statements.”

— **REUTERS, APRIL 2025**



Louisiana on the Global Stage

Louisiana's progress is driven by partnership. By working with business leaders, governments and global partners, LED is elevating the state on the world stage and turning major moments into measurable results. These collaborations are attracting billion-dollar investments, earning international recognition and creating thousands of jobs. Together, these partnerships are strengthening Louisiana's economy and proving that when Louisiana shows up globally, we win together.



“Super Bowl LIX was a tremendous success for New Orleans and all of Louisiana. Hosting is so much more than a football game. It’s an *opportunity to drive an economic impact* that is both immediate and long-term. We seized the opportunity to showcase Louisiana, and we scored huge!”

— JEFF LANDRY, LOUISIANA GOVERNOR

Super Bowl LIX

During Super Bowl LIX, Louisiana used the global spotlight to showcase the state as a top business destination. The Louisiana NOW Pavilion **hosted more than 4,000 local, national and international business leaders and stakeholders** throughout the week.

The success of the effort reflected unprecedented coordination among state and local agencies, economic development organizations, civic leaders and private partners. From infrastructure upgrades to international outreach, Super Bowl LIX set a new standard for what a host state can achieve when it works together.

CERAWeek

In Houston at CERAWeek, Louisiana leaders joined global energy innovators to position the state as a hub for next-generation energy, LNG and carbon capture, showcasing how collaboration is driving investment and shaping global sustainability conversations.

ADIPEC

In partnership with the Louisiana District Export Council, Louisiana Economic Development co-exhibited at ADIPEC in Abu Dhabi in November, connecting with more than 2,250 exhibitors and over 205,000 attendees from 172 countries. Louisiana's exhibit earned **Best in Show**, underscoring the state's growing global reputation in energy and export-ready industries.

LIV Golf

Louisiana secured a landmark agreement with LIV Golf to host the 2026 tournament and support upgrades to the South Course at Bayou Oaks in New Orleans City Park, expecting to generate more than **\$40 million in economic impact** and support over 1,150 jobs while elevating the state's global visibility.



Louisiana Investing in Louisiana

Louisiana's progress starts with investing in itself. Guided by Governor Landry and informed by the business community, LED is putting smart programs and partnerships in place that strengthen competitiveness and keep opportunity close to home. From development-ready sites to modern incentives, small business support and workforce investment, these efforts are helping Louisiana compete faster and smarter statewide.

Louisiana FastSites

Louisiana FastSites is a **first-of-its-kind, \$150 million initiative** supporting partners in converting underdeveloped land into project-ready sites. The program prioritizes speed and readiness by leveraging private investment, requiring local matching funds and mandating construction starts within nine months.

By accelerating site development timelines and expanding the inventory of competitive locations, Louisiana FastSites strengthens the state's ability to attract major projects, compete nationally and drive long-term economic growth across all regions of Louisiana.

High Impact Jobs Program

Louisiana's High Impact Jobs Program provides qualifying companies with reimbursable, wage-based grants of up to 22% for creating new jobs that pay above the parish average wage. By replacing legacy tax credits with direct grants, **the program rewards employers who raise local wage standards** and support sustainable community growth.



“Working alongside LED and the business community, we have enacted the necessary legislation and provided investments that are now delivering real jobs, real capital and real momentum in every region of our state. From infrastructure and site development to innovation and opportunity for homegrown companies, we are charting a path that secures long-term prosperity for Louisiana families. The results we’re seeing today are only the beginning of what Louisiana can achieve when we *move forward united by a single vision and goal.*”

— PHILLIP R. DEVILLIER, SPEAKER OF THE LOUISIANA HOUSE OF REPRESENTATIVES

“Louisiana’s recent momentum is only the foundation for what comes next. The Legislature is working with LED to build an economy that not only delivers wins today, but *creates opportunities that endure for decades.* What we’ve accomplished over the past year is just the starting point, a preview of the Louisiana we’re building together.

— J. CAMERON HENRY, JR.,
PRESIDENT OF THE LOUISIANA SENATE

THIS IS LOUISIANA NOW

Be a Part of Telling Louisiana's Story

\$76B+

MAJOR CAPITAL
INVESTMENT
coming to Louisiana

9K+

DIRECT NEW JOBS
2025

#1

year for investment
& job creation
2025

\$91K

AVERAGE ANNUAL
SALARIES

TOP 2

foreign direct
investment per capita
since 2008

TOP 10

corporate tax climate
5.5% corporate income
tax rate

#1

Largest LNG exporter
in the U.S.

\$50M

startup fund
& statewide AI
research institute

\$17B

defense-related
activity statewide

\$1.25B

Super Bowl LIX
impact

TOP 10

state for doing
business

#4

Nationally
in export value

**50,000
MILES**

of pipeline
Enough to wrap the
globe twice

#2

Nationally

#11

Globally

For crude oil
refining capacity

#2

State Workforce
Training Program
LED FastStart

2nd

LOWEST
flat income tax
in the U.S.

#3

Tech Talent
Pipeline
in the U.S.

+10,000

POPULATION GROWTH
first increase in 5 years

**HIGHEST
EDUCATION
RANKING**

in state history

2nd

LOWEST industrial
electricity prices
in the U.S.

**Lead the nation
in reading &
math growth**

11%

lower cost of living
than national average

12K+

STEM
graduates
in 2024

3rd

LOWEST
housing prices
in the U.S.

550K

jobs supported
by Louisiana's
port system

**SAFEST
CRIME
RATINGS**

in recent history



Louisiana is entering a new era of economic growth—defined by investment, higher-quality jobs and long-term competitiveness. 2025 marked meaningful progress across industries and regions, driven by collaboration between the public and private sectors and a shared commitment to building a stronger, more resilient economy.

The work does not stop here. New projects are underway, new partnerships are forming and the momentum continues. To follow Louisiana's progress and see what's next, visit **OpportunityLouisiana.com**.





LOUISIANA

ECONOMIC DEVELOPMENT

OPPORTUNITYLOUISIANA.COM

100 North Street, 7th Floor | Baton Rouge, LA 70802