

THE LONE-STAR STATE

# TEXAS

Located in the country’s South Central region, Texas is the largest state by area in the conterminous United States and the second largest by area and population in the country. It is bordered by Louisiana and Arkansas to the east, Oklahoma to the north and New Mexico to the west, and shares an international border with Mexico to the southwest, while on the southeast, it has 591 km (367 miles) of open shoreline along the Gulf of Mexico. Nicknamed the “Lone Star State,” Texas is known for its longhorn cattle and cowboy culture, country music, and BBQ and Tex-Mex cuisine, as well as for its great agricultural wealth, major oil and natural gas production, and NASA’s Johnson Space Center in Houston.

**MAJOR INDUSTRIES**

**ADVANCED MANUFACTURING**

**BIOTECHNOLOGY AND LIFE SCIENCES**

**ENERGY AND CHEMICALS**

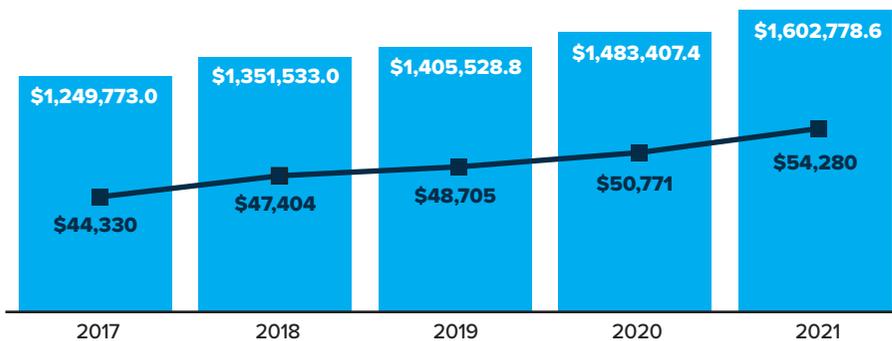
**AEROSPACE, AVIATION AND DEFENSE**

**CORPORATE SERVICES  
CREATIVE INDUSTRIES**

**INFORMATION TECHNOLOGY**

**DISPOSABLE PERSONAL INCOME**

In 2021, Texas had a personal income of \$1,762,054.9 million, ranking second in the United States. In the same year, Texas had a per capita personal income of \$59,674 (up 7.7% from 2020), ranking 24th in the United States at 94.1% of the national average of \$63,444.



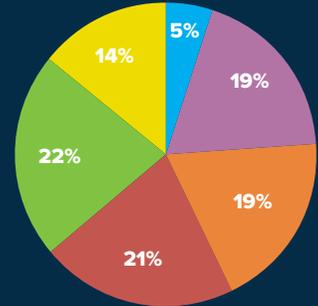
**Disposable personal income (millions USD)    Per capita disposable personal income (USD)**

Facts and figures sourced from the US Bureau of Economic Analysis (bea.gov) and the US Census Bureau (census.gov).

**STATE CAPITAL: AUSTIN**

**POPULATION: 29.52 MILLION**

**POPULATION BY GENERATION**



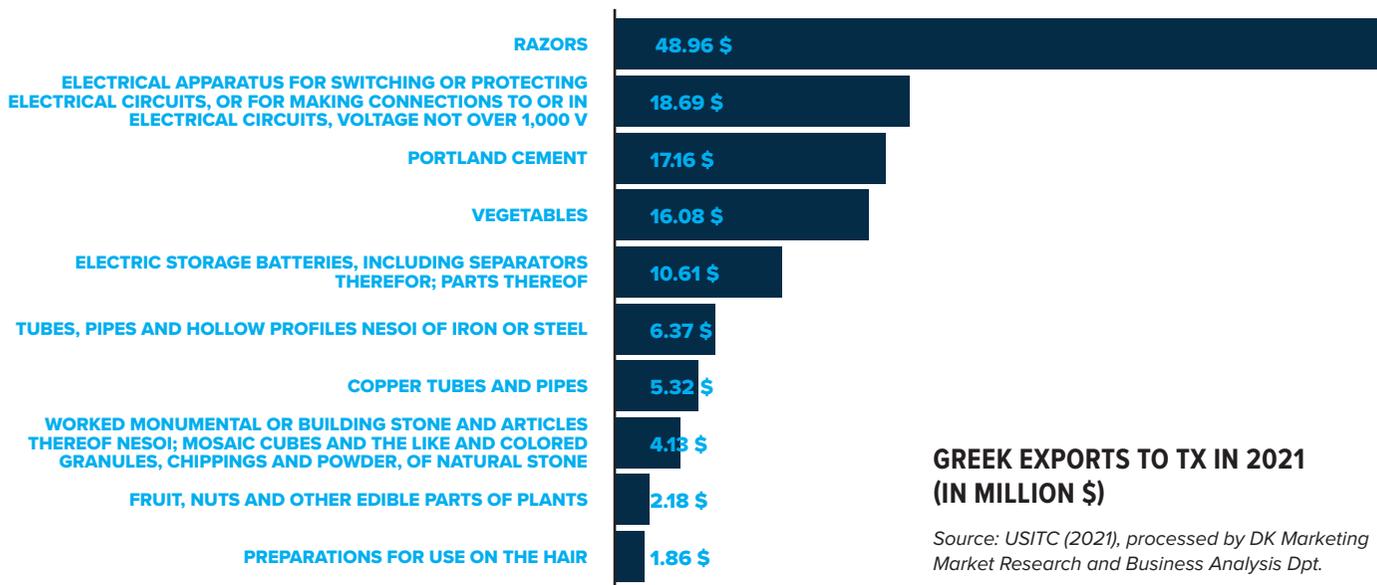
**Silent gen (>74)**    **Millennials (24-38)**  
**Baby boomers (55-73)**    **Gen Z (9-23)**  
**Gen X (39-54)**    **Gen A (0-8)**

**MAJOR CITIES AND TOWNS**

- Houston – 2,304,580
- San Antonio – 1,434,625
- Dallas – 1,304,379
- Austin – 961,855
- Fort Worth – 918,915
- El Paso – 678, 815
- Arlington – 394,266
- Corpus Christi – 317, 863
- Plano – 285,494
- Laredo – 255,205

**GDP: \$1.98 TRILLION**

With a current-dollar GDP of \$1,985,318.5 million in 2021 (5.6% growth) the State of Texas has the second largest economy in the United States and one of the largest in the world, surpassing countries such as Australia and Canada. In 2021, the largest industries in Texas were finance, insurance, real estate, rental, and leasing (19% of GDP) and professional and business services (13.2% of GDP). Texas has been the country’s top exporter for 20 years in a row, with a total of \$375 billion in 2021, of which \$50 billion in high tech exports.



**GREEK EXPORTS TO TX IN 2021  
(IN MILLION \$)**

Source: USITC (2021), processed by DK Marketing Market Research and Business Analysis Dpt.



**TRADE USA**  
Exploring Opportunities™

Established in 2013, TradeUSA is the international trade department of the American-Hellenic Chamber of Commerce. Through a multitude of actions and initiatives, it provides invaluable information, insight, support and guidance to Greek companies seeking to successfully enter and/or further expand their export opportunities in the US market. TradeUSA regularly organizes targeted workshops and seminars for aspiring exporters in cities across Greece, in collaboration with local authorities, and also provides one-on-one consulting services, including on regulatory compliance with the FDA. Through a host of trade missions, exhibitions and B2B meetings, it creates networking opportunities to bring Greek exporters together with US importers, distributors and buyers. In 2016, TradeUSA also launched the annual ExportUSA Forum, which is the only forum in Greece focusing solely on exporting to the US market.

## Featured Exporter

### GREEN COLA



George Venieris, CEO of Green Cola, talks to Business Partners about USPs, strategic planning and launching in the US market.

**What is the key to Green Cola’s hugely successful launch in the US market?**

Our success in the US market has been defined by our innovative selling proposition and strategic planning. Our revolutionary, clean label soft drinks have great taste and zero sugar—our response to growing global demand for health and wellness oriented soft drinks that don’t compromise on flavor, enjoyment and refreshment. Before entering the US market, we spent two years studying local trends and consumer behavior to identify the optimal strategy and plan. Our products are now available at over 1,500 retailers across nine states, and nationwide through Amazon and Walmart, and we continue to grow.

**Why did you choose the US as part of your international expansion plan?**

Before entering the US market, Green Cola already had a presence in more than 30 countries across Europe and Asia. The US was a significant step forward due to its high consumption rate and consumer trends. There is currently significant demand for healthier lifestyle and diet choices, and Green Cola is a better-for-you proposition that is 100% naturally sweetened and contains zero sugar, calories, aspartame, or preservatives.

**What is your advice to other Greek companies interested in exporting to the US?**

Two words: research and cooperation. You have to extensively research consumer needs across different states and target the most suitable locations accordingly. You’ll need to thoroughly study the market to identify the right ways of reaching US consumers and develop the right go to market strategy and you’ll also have to invest in partnerships with key people and companies to further your position in the market.