

SITE SELECTION SURVEY | KEY INDUSTRY DEFINITIONS

The Metropolitan Council has identified **Key Industry Clusters** which serve as the engines that drive growth in employment and wages, innovation in industrial practices, processes, and products and the attraction of new businesses within the 7-County Metro Region. The **Key Industry Clusters**, detailed below, represent groups of industries as defined by the North American Industrial Classification System (NAICS).

- a. **Finance and Insurance** – includes banks and creditors, securities and commodities, electronic wholesale markets, funds, trusts, and insurance firms.
- b. **Advanced Manufacturing** – includes producers, manufacturers and wholesalers of machinery and equipment, as well as natural gas and electric power utilities and petroleum products manufacturers and wholesalers. This cluster does not include medical devices and controls (see the Health, Science, and Water Tech Cluster).
- c. **Information Technology** – includes wholesalers computers and software, software publishing, telecommunications, data processing and hosting, and the design and management of information systems
- d. **Headquarters and Advanced Business Services** - In addition to Corporate Headquarters, this industry group is comprised of industries such as legal, accounting, design, and marketing services, consulting, architecture and engineering, and employment services, and similar support services.
- e. **Health, Science, and Water Tech** – includes manufacturers of pharmaceuticals, manufacturers of medical devices and control technologies, manufacturers of medical equipment and supplies, research and development firms, testing labs, and medical labs in health services.
- f. **Food Manufacturing and Wholesaling** – includes food and beverage manufacturers and wholesalers as well as farm commodities wholesalers and manufacturers of pesticides and fertilizers.
- g. **Freight and Logistics** – includes firms whose primary business involves air transportation, rail transportation, water shipping transportation, truck transportation, as well as support services for each of those industries and warehousing and storage firms.