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Record Investment in Mason's Biohub Continues as Medical Device Leader Haag-Streit Announces its NA HQ Expansion

Investment and innovation in optometry and ophthalmology field strengthens value proposition for city and region

MASON, Ohio (Aug. 13, 2024) — Haag-Streit, a Swiss manufacturer of optical instruments for optometrists and ophthalmologists, announced today the company's long-term commitment to its future in the region with a reimagined North American headquarters campus and enhanced manufacturing capabilities, an overall investment of nearly \$5 million in Mason, Ohio, over the next two to three years. This marks the fourth biohealth HQ investment announced in Mason in 2024.

Haag-Streit performed an extensive multi-state site search and determined Mason to be the best option to fulfill the company's short- and long-term needs based on several criteria, including community support, world-class talent and opportunities for institutional collaboration.

"The City of Mason and the State of Ohio have been strong partners as we have worked to expand our U.S. presence," said Daniel Todaro, Haag-Streit head of operations. "We've decided that further strengthening our commitment to U.S. operations and reliance brand manufacturing in Mason is the only move that makes sense for us."

The City of Mason, JobsOhio and REDI Cincinnati support Haag-Streit's decision to continue to grow in Mason. Their incentive supports the retention of more than 120 employees in manufacturing, engineering, R&D and market development roles.

"Over the past several decades, Haag-Streit, a global pioneer in eye care products, has flourished along with the growing life sciences industry in Ohio," said JobsOhio President and CEO J.P. Nauseef. "Now, through the expansion of its Ohio-based U.S. headquarters, the company is well-positioned to strengthen its presence in the U.S. marketplace, creating more opportunity for discovery and innovation."

"Haag-Streit was among the first international companies to make Mason their American home-away-from-home," said Mason Mayor Diana Nelson. "Their decision to locate here more than three decades ago was foundational to earning the city's reputation as a premier destination for international companies, particularly among bio-health and medical device industries. We're thrilled to know that our futures remain intertwined."

Haag-Streit's announcement to reinvest in its Mason headquarters adds to the city's recent economic wins, which also includes new investment by Procter & Gamble, VEGA, and Cintas, to name a few.

"We are focused on attracting and retaining corporate headquarters facilities with creative partnerships, anticipation of needs, and leverage of our network," said Michele Blair, director of economic development for the City of Mason. "Our work is intentional to develop Mason's BioHub. Nearly 80% of investment and job creation over the last decade has been in this sector, which feeds talent attraction, creates supply chain efficiencies and builds overall success."

"Haag-Streit's commitment to its U.S. headquarters in Mason, Ohio, ensures ongoing innovation in the global manufacturing of ophthalmology and optometry devices, further enhancing our region's robust \$5 billion GRP life sciences ecosystem," said Kimm Lauterbach, REDI Cincinnati president and CEO. "The company's announcement also highlights the favorable business climate our region has cultivated, attracting investment from over 450 foreign companies."

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About Haag-Streit – Headquartered in Bern, Switzerland, with its U.S. headquarters in Mason, Ohio, Haag-Streit manufactures optical instruments for ophthalmologists and optometrists. The company has a 150-year history, and for more than a half a century, the Haag-Streit slit lamp has been regarded as the standard instrument for ophthalmic diagnosis. For more information, visit www.haag-streit-usa.com

About the City of Mason, Ohio – As the largest city in Warren County and part of the Greater Cincinnati region in southwest Ohio, Mason is nationally recognized for its low cost of living, award-winning schools, and intentional culture of wellness. Fortune Well, the health-focused subsidiary of Fortune Magazine, ranks Mason at No. 5 on its list of the Top 50 best places to live for families in the U.S. Mason has a strong entrepreneurial business community and is an established hub for bioscience innovation, advanced manufacturing, healthcare, and technology companies. Mason's economic development mission is focused on attracting and supporting the growth of top companies and creating jobs in these sectors, while also leveraging partnerships to attract foreign direct investment. For more information about the City of Mason, visit www.whymason.com or www.imaginemason.org.

About JobsOhio – JobsOhio is a private nonprofit economic development corporation designed to drive job creation and new capital investment in Ohio through business attraction, retention and expansion. The organization also works to seed talent production in its targeted industries and to attract talent to Ohio through [Find Your Ohio](#). JobsOhio works with six regional partners across Ohio: [Dayton Development Coalition](#), [Ohio Southeast Economic Development](#), [One Columbus](#), [REDI Cincinnati](#), [Regional Growth Partnership](#) and [Team NEO](#). Learn more at www.jobsohio.com. Follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).

About REDI Cincinnati – The Regional Economic Development Initiative (REDI) Cincinnati is the first point-of-contact for companies locating or growing in the 15-county region at the heart of southwest Ohio, northern Kentucky, and southeast Indiana. REDI Cincinnati is supported by top business leaders and community partners and staffed by a team of economic development experts who are uniting the Cincinnati region to compete globally. The future is bright, and we're building it, right now. Join us at REDICincinnati.com.