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On Sept. 22, 2025, Samsung Electronics America hosted a grand opening of its new North American headquarters in Englewood Cliffs. - JESSICA PERRY/NJBIZ

Samsung moving US headquarters from New Jersey to Texas

Matthew Fazelpoor (https://njbiz.com/author/mfazelpoor/) subject=Samsung moving US headquarters from New Jersey to Texas
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headquarters from New Jersey to Texas&body=The basics: Samsung will move its US HQ from Englewood Cliffs to Texas Relocation expected to be completed by the end of 2026 Company said move supports long-term growth, operational... You can read the content in details following link
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The basics:

- **Samsung** (<https://njbiz.com/tag/samsung/>) will move its **US HQ** (<https://njbiz.com/tag/hq/>) from **Englewood Cliffs** (<https://njbiz.com/tag/englewood-cliffs/>) to **Texas** (<https://njbiz.com/tag/texas/>)
- Relocation expected to be completed by the end of 2026
- Company said move supports long-term growth, operational alignment
- Business leaders, lawmakers cite move as concern for NJ business climate

Samsung Electronics America (<https://njbiz.com/tag/samsung-electronics-america/>) confirmed June 1 it will relocate its U.S. **headquarters** (<https://njbiz.com/tag/headquarters/>) from Englewood Cliffs to Plano, Texas, by the end of the year. The decision comes less than a year after celebrating **the grand opening of its new North American headquarters** (<https://njbiz.com/samsung-north-american-hq-englewood-cliffs/>) in **Bergen County** (<https://njbiz.com/tag/bergen-county/>).

In a statement provided to NJBIZ, a **Samsung** (<https://www.samsung.com/us/>) spokesperson said the move is part of a broader business transformation.

"Samsung Electronics America Inc. is undergoing a business transformation designed to better position our organization for long-term growth and future success," the spokesperson said. "As part of this effort, we are relocating our U.S. headquarters from New Jersey to our existing campus in Plano, Texas, building on our 30-year presence in the state."

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The company said it expects to complete the transition by the end of 2026. It is intended to strengthen alignment across teams and offices while sharpening focus on areas that will drive the greatest impact for customers, partners and the business.

Employee impacts

Samsung acknowledged that the reorganization tied to the relocation will affect employees, however it did not disclose how many workers could be affected.

"As part of this strategy, we will be optimizing parts of the organization to ensure our roles and functions align to key business priorities," the spokesperson said. "We recognize such adjustments will have an impact on our people and we will be providing support to those affected."

Multiple reports have said approximately 1,000 employees are based at **Samsung's Englewood Cliffs headquarters** (<https://njbiz.com/samsung-heading-for-new-hq-in-bergen-county/>).

Sound the alarm

Assemblyman John Azzariti, R-39th District, said the relocation should serve as a warning sign for New Jersey policymakers.



Azzariti

"Texas didn't win Samsung by accident," said Azzariti. "They won because they have spent years creating an environment where businesses want to invest, grow and create jobs. Meanwhile, New Jersey continues to raise costs, add regulations and send the message that employers are little more than a revenue source for government."

Azzariti argued that New Jersey has become less competitive for employers. He cited the departures of companies including Mercedes-Benz USA, **Honeywell** (<https://njbiz.com/cushman-wakefield-selected-manage-former-honeywell-headquarters-morris-plains/>), Hertz and Sealed Air. He also pointed to **ExxonMobil's recent decision to move its legal incorporation from New Jersey** (<https://njbiz.com/exxonmobil-texas-redomiciliation-approved/>) to Texas after nearly 150 years.

***Every time a major employer leaves, New Jersey loses jobs, economic activity, charitable investment and prestige.
– Assemblyman John Azzariti, R-39th District***

"These are not isolated incidents," said Azzariti. "They're part of a pattern. Every time a major employer leaves, New Jersey loses jobs, economic activity, charitable investment and prestige. The question is how many more companies have to leave before Trenton starts asking why."

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'Not surprising, but it is no less sad'

The announcement marks a swift change in direction for the technology giant. In August 2024, Samsung announced plans to relocate its North American headquarters to 700 Sylvan Ave. in Englewood Cliffs, a building previously occupied by **Unilever**. The company completed the move in 2025 and hosted a grand-opening celebration at the facility Sept. 22, 2025.



In August 2024, Samsung announced plans to relocate its North American headquarters to 700 Sylvan Ave. in Englewood Cliffs, a building previously occupied by Unilever. – JESSICA PERRY/NJBIZ

The exit to Texas also drew concern from the business community. **New Jersey Business & Industry Association** (<https://njbiz.org/>) President and CEO **Michele Siekerka** said the announcement underscores the challenges facing New Jersey's business climate.

"Today's announcement from Samsung less than a year after it opened its new New Jersey headquarters, and on the heels of Exxon's recent corporate departure ... is not surprising, but it is no less sad," said Siekerka.

"These are the results of decades of anti-business policies in the state," said Siekerka. "These are not accidents, nor are they coincidences."



Siekerka

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Chance to reverse a trend

Siekerka pointed to New Jersey's high corporate tax burden and said the number of Fortune 500 companies headquartered in the state has fallen from 22 in 2018 to 15 in 2025, calling it evidence of a broader trend of companies leaving or not expanding in the state.

Siekerka said there is still an opportunity to reverse that trend under Gov. Mikie Sherrill's administration.

"Gov. Sherrill has signaled the need and want to improve our business climate, to **reduce costs, red tape and other permitting and regulatory burdens** (<https://njbiz.com/first-100-days-sherrill-permitting-energy-affordability/>)," she said. "We believe there is a reason to be optimistic."

Don't mess with Texas

The departure aligns Samsung's headquarters with a state that has become increasingly important to the company's U.S. operations.

Samsung has maintained a major corporate presence in Texas for decades and operates a large semiconductor manufacturing facility in Austin. The company has also invested billions of dollars to expand chip production in Taylor, Texas, one of the largest semiconductor manufacturing projects currently underway in the United States.

While the company is moving its headquarters, Samsung emphasized its future in the U.S.

"Samsung remains committed to its investments across the United States as we build a stronger foundation for innovation, operational excellence and sustainable growth," the spokesperson said.

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An aerial photograph of the Middlesex County Courthouse, a large, modern building with a distinctive yellow and white striped facade. The courthouse is surrounded by lush green trees and other urban buildings. In the background, a tall skyscraper and a construction crane are visible against a clear sky. The overall scene depicts a vibrant, modern urban environment.

Middlesex
COUNTY Focus

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