

AGENDA

Foreign Direct Investment & Exporting

March 19-20, 2018

Element Metrotown - Burnaby, BC



FIRST TIME IN CANADA and NOW A REQUIREMENT FOR CERTIFICATION

March 19

8:30 – 9:00 AM **Registration**

9:00 – 9:15 AM **Introduction & Welcome**
Rod Miller & Bernard Lemay

9:15 – 10:00 AM **Introduction to Foreign Direct Investment**
Instructor: Rod Miller

In 2014, foreign investors controlled more than US\$1.5 trillion worth of U.S.-based businesses and in Canada it was C\$826 billion in 2016. Foreign direct investment (FDI) generates not just jobs and taxes for a community; it also provides “spillover effects” in the form of innovation and international exposure. First, this session will provide an overview of why economic developers should pursue FDI, followed by a discussion of the role of government, nonprofits and private industry.

10:00 - 11:00 am **The Investor’s Perspective**
Instructor: Bernard Lemay

This section investigates the types of investors in the United States & Canada, including where investment is occurring and how the U.S. & Canada measures up against other countries regarding FDI. It also considers ways to engage with different kinds of investment models—subsidiaries, joint ventures, and branches, as well as different types of visas that investors may be interested in.

11:00 - 11:15 am **Short Break**

11:15 am - 12:15 pm **Attracting Foreign Investors**
Instructor: Rod Miller

As communities actively work to attract foreign direct investment, the competition for the attention of foreign investors is getting more intense. As a result, practitioners must develop well thought-out strategies for attracting foreign capital that target investment in industries most aligned with the community’s clusters. Practitioners must also actively build relationships to build a standout reputation for their community and keep their areas fresh in the investor’s mind. This session outlines how to develop effective attraction strategies and what economic developers can expect from trade missions and trade shows.

12:15– 1:15 PM **Lunch on Your Own**

1:15 PM – 3:00 PM Navigating New Markets

Instructor: Bernard Lemay

Working with international partners presents unfamiliarity to both economic developers and investors. From dealing with cultural nuances to helping new investors adjust to new environments, this session will delve into the challenges practitioners face when doing business across country lines. Topics in this session include doing due diligence, smoothing cultural misunderstandings, and navigating negotiations with foreign investors. This session will also consider the challenges that investors face, such as a lack of knowledge of incentive programs.

3:00 – 3:15 PM Short Break

3:15 – 4:45 PM Federal Resources for FDI

Instructor: Bernard Lemay

The federal & Provincial/Territorial government has several resources available to help communities promote FDI. Many of these resources address federal “red tape” issues that may be hampering the flow of investment into communities. This session will provide attendees with an understanding of major federal programs that facilitate FDI.

5:00 – 6:30 PM Reception

Don't miss the chance to step away from the classroom and network with your peers! Hors d'oeuvres will be provided.

March 20

9:00 – 10:30 AM Exercise: FDI readiness and action plan design

Instructor: Bernard Lemay

10:30 – 10:45 AM Short Break

10:45 – 11:45 AM The Rationale for Promoting Exports

Instructor: Rod Miller

Exporting is an essential economic driver. Industries that export goods and services generate local wealth and jobs that stay within communities. Business sectors that export benefit from increased competition which leads to the development of better products through technical innovation and give their host community a more stable and resilient economic base. Economic developers should know the challenges that businesses face in setting up their export activities, as well as the global trends that are likely to drive further increases in trade.

11:45 – 12:30 PM The Economic Developer's Role in Exporting

Instructor: Dale Wheeldon

Economic developers contribute to building an exporting economy by giving existing businesses the tools and needed resources to export. This session will cover the various types of technical assistance EDOs provide to companies interested in exporting and businesses currently exporting. This session will present examples of business services offered by EDOs that help businesses overcome barriers to start exporting and others that support existing exporters that wish to expand into new markets. Attendees will also learn about the state governments' role and resources as well as gain understanding of regional programs that facilitate exporting.

12:30-1:45 PM **Lunch on your Own**

1:45 – 2:45 PM **Federal Resources: Advocacy and Representation**

*Instructor: Christian Hansen, Regional Director and Senior Trade Commissioner
Global Affairs Canada*

The federal government essentially has two roles when it comes to helping Canadian firms export; developing international trade policy and undertaking export promotion activities. The policy aspect of the federal government's role is centered on eliminating trade barriers, bureaucratic problems and unfair trading practices abroad, in order to make Canadian products more competitive. The federal government's export promotion activities include export assistance services, export promotion and market development, financing and insurance, and advocacy. This session will provide further detail on both roles.

2:45 – 4:00 PM **Expanding your Exporting Sales & Risk Management**

*Instructor: Bryan Hughes, Export Development Canada
 Austin Nairn, Trade Accelerator Program
 Allison Boulton, Export Navigator Program*

Savvy economic developers should be aware of the challenges that businesses may face in exporting, and the tools that are available to mitigate risk. This session will introduce the key types of insurance and financing programs that companies new to exporting should have access to.

4:00 – 4:15 PM **Wrap-up and Certificates**

*** Agenda subject to change.**

****In order to receive a certificate indicating course completion, as well as to have this course recognized for certification, participants must attend the entire course and stay through the final session on the last day. Please make travel plans accordingly. ****