

## **Day 1**

**8:30 - 9:00 am**

**Registration**

**9:00 - 9:15 am**

**Introductions**

**9:15 - 10:00 am**

**Introduction to Foreign Direct Investment**

In 2014, foreign investors controlled more than \$1.5 trillion worth of U.S.-based businesses. 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**

This section investigates the types of investors in the United States, including where investment is occurring and how the U.S. 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.

**11:15 am - 12:15 pm**

**Attracting Foreign Investors**

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 - 3:00 pm**

**Navigating New Markets**

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 faces 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.

**3:15 - 4:45 pm**

**Federal Resources for FDI**

The federal 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.

**Day 2**

**9:00 - 10:00 am**

**The Rationale for Promoting Exports**

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.

**10:15 - 11:15 am**

**The Economic Developer’s Role in Exporting**

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.

**11:15 am - 12:15 pm**

**Federal Resources: Advocacy and Representation**

The federal government essentially has two roles when it comes to helping American 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 American 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.

**12:15 - 1:30 pm**

**Lunch on your own**

**1:30 - 2:45 pm**

**Expanding your Exporting Sales & Risk Management**

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.

**3:00 - 4:15 pm**

**Federal Resources for Exporting Finance**

This session will provide attendees with an understanding of the functions of the federal programs that facilitate exporting, such as the many programs facilitated by the Small Business Administration, OPIC, and the Department of Agriculture. Our instructor will provide useful tips for EDOs to get the most out of these resources.

**4:15 - 4:30 pm**

**Conclusions, Wrap-up and Certificates**

**\* Agenda subject to change**

**\*\*PLEASE NOTE:** In order to receive full IEDC certification credit for this course and a certificate indicating course completion, participants must attend the entire course and stay through the final session on the last day. Please make travel plans accordingly.\*\*