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U.S. DEPARTMENT OF COMMERCE TAPS SRI INTERNATIONAL TO DEVELOP ROADMAP TO HELP U.S. COMMUNITIES ATTRACT FOREIGN DIRECT INVESTMENT

SelectUSA, the Economic Development Administration (EDA), and the Trade Promotion Coordinating Committee (TPCC) awarded SRI International a grant to research best practices in foreign direct investment (FDI) attraction and export promotion.

An independent, nonprofit research center, SRI International will conduct a study of key success factors for economic development organizations (EDOs) in FDI attraction and export promotion and work to identify characteristics of effective international engagement strategies. Findings from the study will determine transferrable recommendations for EDOs. SRI International will develop a toolkit to help communities implement more effective FDI attraction and export promotion practices.

The final product will include analysis of common characteristics and local and regional challenges to successful foreign investment attraction and trade promotion, a best practice report, and a user-friendly toolkit that communities can use to enhance international engagement efforts.

The toolkit will help communities evaluate the success of their FDI and export promotion practices, identify potential areas of global competitiveness based on their geographies, and develop and implement more effective international engagement strategies.

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