



SELECTUSA



ABOUT SELECTUSA

SelectUSA is an innovative and unique federal program that delivers world class services and demonstrates the job-creating value of foreign direct investment (FDI) in the United States. In a globalized economy where companies have countless locality options, SelectUSA provides the knowledge, expertise, tools, and platform to advance FDI by acting as a force multiplier for our clients and leveraging the convening power of the United States government. We have two primary customers: international businesses of all sizes looking to open or expand business within the United States, and U.S. economic development organizations (EDOs) across the country, who work to attract business investment and advance the United States as the premier investment destination in the world.

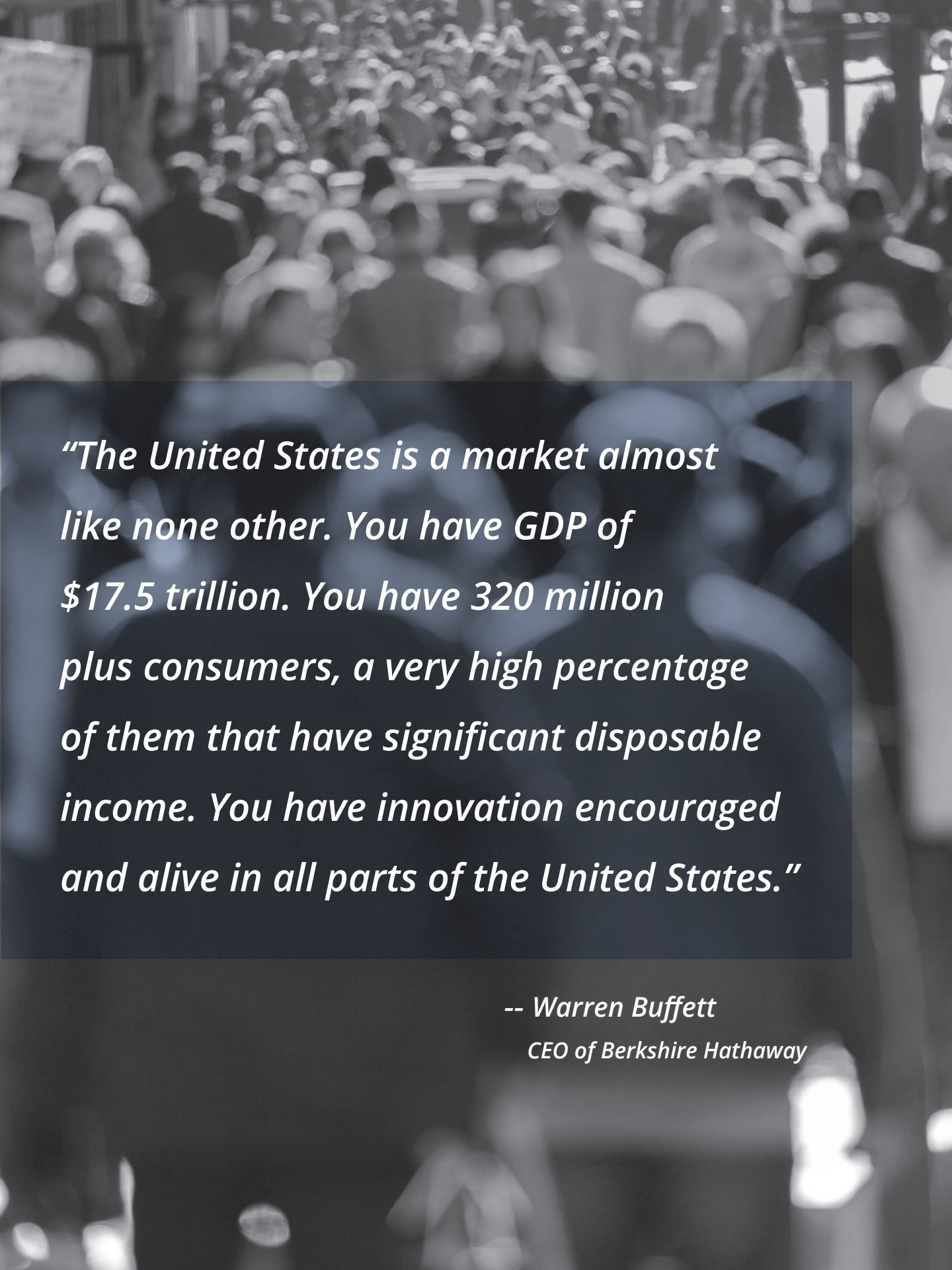
OUR GLOBAL AND DOMESTIC TEAMS

A Global Team

The SelectUSA team, as part of the International Trade Administration at the Department of Commerce, provides assistance around the world through its network of specialized staff in Washington, D.C. and overseas through its international staff at a number of embassies and consulates. We also work directly with our Foreign Commercial Service offices in more than 75 international locations to provide clients with in-market services and on-the-ground expertise.

A Local Approach

Working closely with U.S. Export Assistance Centers (USEACs) in more than 100 locations across the United States, SelectUSA investment specialists provide services to clients in the United States. Our team delivers customized assistance to companies as they seek to establish or expand U.S. operations. We also offer tailored services for U.S. economic development organizations at the state, territorial, regional, tribal, and local levels. All of our services are treated as business confidential.



"The United States is a market almost like none other. You have GDP of \$17.5 trillion. You have 320 million plus consumers, a very high percentage of them that have significant disposable income. You have innovation encouraged and alive in all parts of the United States."

*-- Warren Buffett
CEO of Berkshire Hathaway*

WHY INVEST IN THE UNITED STATES?

The United States is the Premier Investment Destination in the World.

The United States has the market, the business climate, and the resources to attract the most innovative and exciting global businesses to invest here. Success in the U.S. market can help drive success globally. Our nation is incredibly diverse, with the world's most attractive consumer market, a thriving culture of innovation, and a highly productive workforce. The United States offers a welcoming and supportive environment for businesses to open or expand with confidence.



\$18 trillion
annual GDP
-
320 million
people

Free trade agreements
with 20 nations

Transparent, fair, and stable
business environment



Strong
intellectual property
protections

Competitive
export platform



Highly educated and
productive **workforce**



Market

The United States offers a tremendously diverse consumer population of more than 320 million, and extraordinary opportunities throughout the country. The total stock of foreign direct investment in the United States is valued at \$2.9 trillion, with \$107 billion of foreign direct investment inflows in 2014 alone.

In addition, the United States serves as a competitive export platform through free trade agreements with 20 international markets, giving U.S.-based exporters enhanced access to hundreds of millions of additional customers. In 2013, over 20 percent (\$360 billion) of all U.S. goods exported were generated by U.S. subsidiaries of multinational firms.

Business Climate

The United States maintains a transparent, fair and stable business environment with thriving capital markets to support growing companies. Our predictable legal system treats all companies equally, regardless of origin. Over the past twenty years, global competition for FDI has increased dramatically. SelectUSA plays an integral part in making it known that the United States is open for business.

Innovation

Innovation fosters growth and can drive success in the marketplace. The United States is the world leader in research and development (R&D), and home to more than 31 percent of total world R&D expenditures. The United States is also driving the evolution of advanced manufacturing. The innovation is made possible by healthy protections for intellectual property. In 2014, 52 percent of the patents granted by the U.S. Patent and Trademark Office originated from a foreign country and U.S. affiliates of foreign companies spent \$53 billion on U.S. R&D.

Workforce Resources

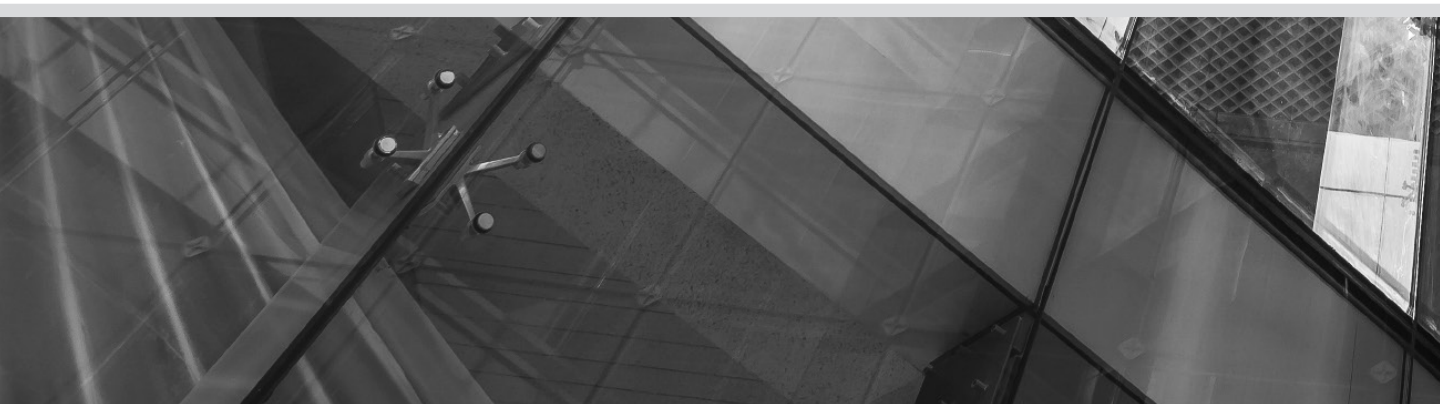
The U.S. workforce is well-educated, productive, innovative, and mobile. The United States is home to 15 of the top 20 universities in the world, fueling a capable workforce that continues to attract investment. An estimated 12 million jobs, 8.5 percent of the U.S. labor force, are attributable to FDI in the United States.



SUPPORTING FOREIGN BUSINESS INVESTMENT

Understand Valuable Opportunities

SelectUSA is often the initial point of contact for a foreign company seeking information or assistance to invest in the United States. While there is great interest among companies to establish operations in the United States, the prospect of entering the U.S. market may seem daunting. SelectUSA's goal is to facilitate business investment by providing valuable information, tools, and connections. We work one-on-one with investors to demystify federal rules and regulations and link businesses with partners and resources. Many of our services are free of charge.





Get the Information You Need to Make Decisions

Our investment specialists provide credible, unbiased, detailed data and analytics that managers need to make critical decisions about their investments.

Connect to the Right People at the Local Level

Through direct introductions and SelectUSA events, international firms can meet U.S. state and local representatives. These contacts help move investment forward and are fundamental to success.

Navigate the Federal Regulatory System

The United States is recognized for its ease of doing business. By working with SelectUSA, businesses can develop a better understanding of the U.S. regulatory environment. Our team works with firms on a case-by-case basis to address issues or questions involving federal regulations or programs related to investments.



An American flag is visible on the left side of the image, partially cut off. The background shows a dark, silhouetted mountain range under a cloudy sky.

PARTNERS FOR SUCCESS IN THE U.S. MARKET

U.S. economic development organizations (EDOs) directly support international business investment in their communities and offer an array of outstanding incentives, knowledge, and resources.

The U.S. federal government can add significant value and complement the activities of EDOs. Economic developers leverage SelectUSA's global network to meet potential investors through high-profile investment missions, business seminars, and other events. Through our single location promotion service, we also support customized promotion assistance in more than 75 international markets. SelectUSA's mandate is to support and promote business investment throughout the whole of the United States.

Optimize Your Strategy to Attract Investment

SelectUSA can help U.S. EDOs develop, focus, or enhance FDI attraction plans and implementation. We provide credible and unbiased data and analytics, as well as strategic counseling regarding the needs and expectations of investors. The EDOs can use the data and analytics to enhance their FDI recruitment attraction plans. Strategic counseling can assist EDOs with marketing and outreach materials.

Leverage Our Global Marketing Platform

SelectUSA uses the convening power of the U.S. government to bring key audiences to the table through international events such as road shows and the SelectUSA Investment Summit. We connect EDOs to potential investors from around the world and provide a platform to showcase local investment opportunities.

Level the Playing Field With Other Countries

If a U.S. community is competing with a foreign location for a business investment project, SelectUSA can coordinate high-level engagement at the national level to advocate that a firm choose the United States. SelectUSA works with elected officials and EDOs to support their efforts to encourage investors to establish operations in the United States. We can mobilize the highest levels of the U.S. government to underscore that the United States is open for business.

EVENTS

SelectUSA provides multiple platforms both within the United States and around the world to connect U.S. cities, states, and regions to potential investors.



Investment Missions and Road Shows

SelectUSA and colleagues at U.S. embassies and consulates lead multi-city international road shows, wherein foreign firms can learn about establishing a business in the United States and meet directly with U.S. state and local representatives. Economic development organizations from across the United States can directly promote their locations, arrange one-on-one meetings with firms, and provide in-depth information about their respective locations. These road shows can attract attention from media, government, and the broader business community, generating excitement and interest in U.S. business investment opportunities.

Customized Promotion Events

Single location promotion events are a fee-based service for U.S. economic development organizations to allow them to directly promote a U.S. region as an investment destination. SelectUSA and U.S. and Foreign Commercial Service in-market experts can develop a tailored scope of services to support an EDO's visit. Services may include individual meetings with government representatives and firms, briefings, receptions, special seminars, and site visits. Through SelectUSA, cities, states, tribes, and regions interested in attracting FDI gain access to on-the-ground expertise in 70 countries.

Industry Events

SelectUSA participates in trade shows and industry events both domestically and overseas to promote the United States to large delegations of foreign investors. SelectUSA often coordinates a U.S. investment pavilion or "Investment Center," and invites U.S. economic development organizations to participate. Services offered through a U.S. investment pavilion may include assistance identifying potential investors and coordinating one-on-one meetings, networking receptions or events, or participation in an "Invest in the United States" seminar.

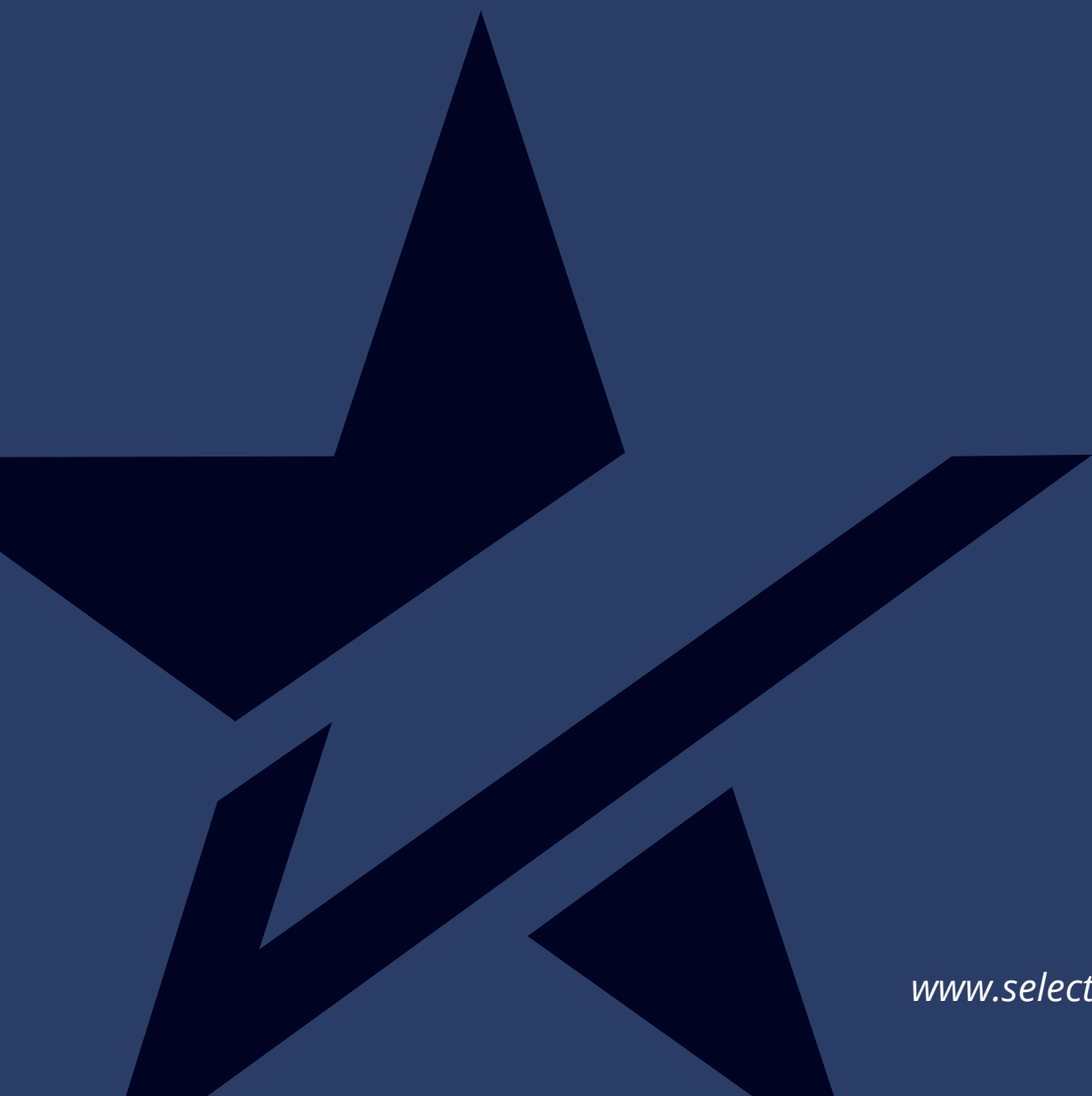
SELECTUSA INVESTMENT SUMMIT

The SelectUSA Investment Summit is an unparalleled opportunity to bring together investors from all over the world, economic development organizations (EDOs) from every corner of the United States, senior government officials, and others working to facilitate investment. High-profile business and government leaders share insight on the latest trends, while attendees network in the Exhibition Hall and through online matchmaking. Participants connect face-to-face to explore opportunities, share information, and learn about resources and locations.

We welcome investors of all sizes, including established multinationals, small or medium-sized enterprises, and high-growth startups. The United States is incredibly diverse, and the Summit brings that diversity together into one building: any company can find the people, the resources, and the market it needs to be successful.

The 2015 SelectUSA Summit exceeded all expectations, attracting double the number of attendees from the inaugural Summit in 2013, with participants from more than 70 international markets. The presenters included nearly 100 business executives and senior officials including the President, six Cabinet Members, and three Governors. U.S. Ambassadors from around the world recruited and led delegations of businesses. Global CEOs and other business leaders represented major international firms such as BMW, the Carlyle Group, Google, Michelin, Nestlé, Nissan, Samsung, Sony, Unilever, and Walmart.

The SelectUSA Summit solidified SelectUSA's reputation as the U.S. program to facilitate international investment; raised awareness of the positive investment climate in the United States; highlighted the diversity of opportunity across the country; and, most importantly, facilitated direct connections between EDOs and investors. Since the first Summit in late 2013 and the second in early 2015, participants have announced billions of dollars' worth of investments.



www.selectusa.gov