

# **2018 SELECTUSA INVESTMENT SUMMIT**

## **KNOW BEFORE YOU GO CONFERENCE CALL**

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September 20, 2017

1:00 pm EDT



# Agenda



- 2017 Summit Recap
- 2018 Summit Overview
- Call for Proposals
- Spin – Off Events

# 2017 Summit Recap



- The 2017 Summit was a huge success with:
  - more than **3,000** registered participants from **64** total markets
  - over **600** representatives from economic development organizations (EDOs) across **51** U.S. states and territories
  - **155** total exhibitors and **26** U.S. government agencies represented in the Exhibition Hall and the U.S. Government Pavilion
  - Six Cabinet Secretaries and two Governors and two Lt. Governors
  - **14** chiefs of mission attended the Summit; including Australia, Brazil, Canada, China, Germany, Greece, Hong Kong, India, Romania, Slovenia, Switzerland, Taiwan, Turkey, and the UAE.
- The event was filled to capacity; this high-level engagement is expected to grow in 2018

# 2017 Key Highlights



**73% participant usage of the  
matchmaking platform**

**65% of the 2017 registrants  
were new Summit participants**



# What can we do better?

- Increased time for matchmaking and networking
  - Limit programming content on Tuesday
  - Keep Exhibition Hall open as much as possible during the Summit
- Including industry, market intelligence, and data presentations to balance dialogue-driven programming
- Develop new/more data programs using stakeholder input (survey data, feedback sessions, and input from IS and IA teams)
- Refine engagement on training and support for the new matchmaking tool and platform.

# 2018 Summit Overview



- The 2018 SelectUSA Investment Summit is June 20-22, 2018 at the Gaylord National Resort and Convention Center
- The SelectUSA Investment Academy programming will take place on June 20.
- On June 21-22, plenary sessions will be featured in the morning with the exhibition hall open in the afternoons. Exact times are being finalized.

# 2018 Summit Overview Cont.



- The conference theme is “Invest here. Grow here. Belong here.” and will explore the full life-cycle of the investment process.
- More information will be provided about the theme and programming as we review proposals and build out sessions.
- The Exhibition Hall will again be comprised of booths representing economic development organizations, service providers, and other associations/organizations.

# Call for Presentations Steps



## 1. READ THE CALL FOR PRESENTATIONS

## 2. DETERMINE YOUR TOPIC WITH THE SUMMIT'S TARGET AUDIENCES IN MIND

- During the proposal submission process, you will be asked to identify which of the two target audiences your content is directed toward.

## 3. MAKE SURE YOUR TITLE AND DESCRIPTION ACCURATELY DEPICT THE CONTENT OF YOUR SESSION

- Both your title and description will be considered for use in the agenda, both printed and online, and in the Summit mobile app. When considering a title, keep in mind that it should be able to stand alone and clearly convey what your presentation will cover. Please see the example below.

## 4. MAKE SURE YOUR PRESENTATION IS DOABLE IN A 60-MINUTE SESSION

- Speakers will have 60 minutes to provide an introduction, give their presentation, make closing remarks, and take questions from the audience.

## 5. START YOUR PROPOSAL NOW

- SelectUSA will review proposals as soon as they are submitted - we encourage you to [start your proposal](#) today!

**Deadline to Submit is November 1, 2017**



# Call for Proposals Review Process



## SESSIONS AND WORKSHOPS

### Each proposal will be rated based on the following criteria:

- Complete Proposal – Is the proposal fully filled out? Do the title, description, and speakers align?
- Relevant to SelectUSA client audience - Does the submitting organization have experience assisting SelectUSA clients (foreign firms or EDOs) in matters related to U.S. investment activity? Is the submitting organization a SelectUSA client? Has the submitting organization successfully invested in the U.S.?
- Would the proposal further the objectives of the Summit and contribute to knowledge of investing in the United States?
- Is the goal of the proposal in line with the mission and objectives of the International Trade Administration or the Department of Commerce more broadly?
- Geographically neutral - Does the proposal conform to geographic neutrality (e.g. the proposal does not improperly promote one U.S. location over another)?
- Generally neutral - Does the proposal avoid promotion of a single company or association?



# Call for Proposals (continued)

## SESSION FORMAT

- All sessions can be presented in a panel discussion format with a moderator and up to four (4) additional speakers. While it is not necessary for proposal submitters to suggest speakers, SelectUSA does welcome your thoughts and ideas. Submitters may suggest a single speaker for their session proposal, but note that if the proposal and speaker are accepted, SelectUSA will populate the rest of the panel with other relevant experts.

## MEDIA POLICY

- All sessions will be recorded and will be open press unless otherwise noted.

## PRESENTATION LIMITS

- An individual will only be selected to speak on one session, however, organizations can be represented on multiple levels. Individuals and organizations are encouraged to submit multiple proposals on various topics. LIMITS ON NUMBER OF PRESENTERS
- For all session presentations, a maximum of five suggested individuals (including the moderator) is permitted, but proposals may also be submitted with a single speaker or with no speakers associated.

## TIMELINE

- You will receive notification of acceptance or rejection via email no later than January 31, 2018. SelectUSA and the Department of Commerce reserves the right to edit, combine, use all or portions of submissions for Summit programming (including, but not limited to, speaker selection).

# Spin- Off Events



- The dates of the SelectUSA Summit (June 20-22, 2018) provide the perfect opportunity for spin-off events that take place the week of **June 25-29, 2018** with ample travel time during the weekend in-between (June 23-24, 2018).
- We are encouraging all international SelectUSA Summit participants to extend their stay in the United States and connect directly with economic developers, business leaders, and local experts after the Summit. It is our goal that they will be able to select possible Spin-off events as they are registering for the Summit.

## The Spin-off event calendar submissions will require the following information:

- *Event Title*
- *Location, Date, & Time of Event*
- *Brief Event Description*
- *Language Support (if available)*
- *Market & Industry Preferences*
- *Event Flyers or Regional Information*

# Best Practices of Spin-offs



- About the program (Your Event Description); Note the types of events (networking, workshops, meetings, site visits, etc.) and include information on why potential investors should be interested in learning more about your locality.
- Include a draft agenda that interested parties can view.
  - Welcome: Office of the Governor/Elected Official
  - Roundtable lunch with (industry) partners
  - Discussion with companies from the same of similar markets that describe the good, the bad, the resources they used – Candid conversations
  - Investment Session with Accelerator Fund
  - Networking reception with (industry) communities
  - One-on-one meetings and company visits
  - Insight into City's startup ecosystem

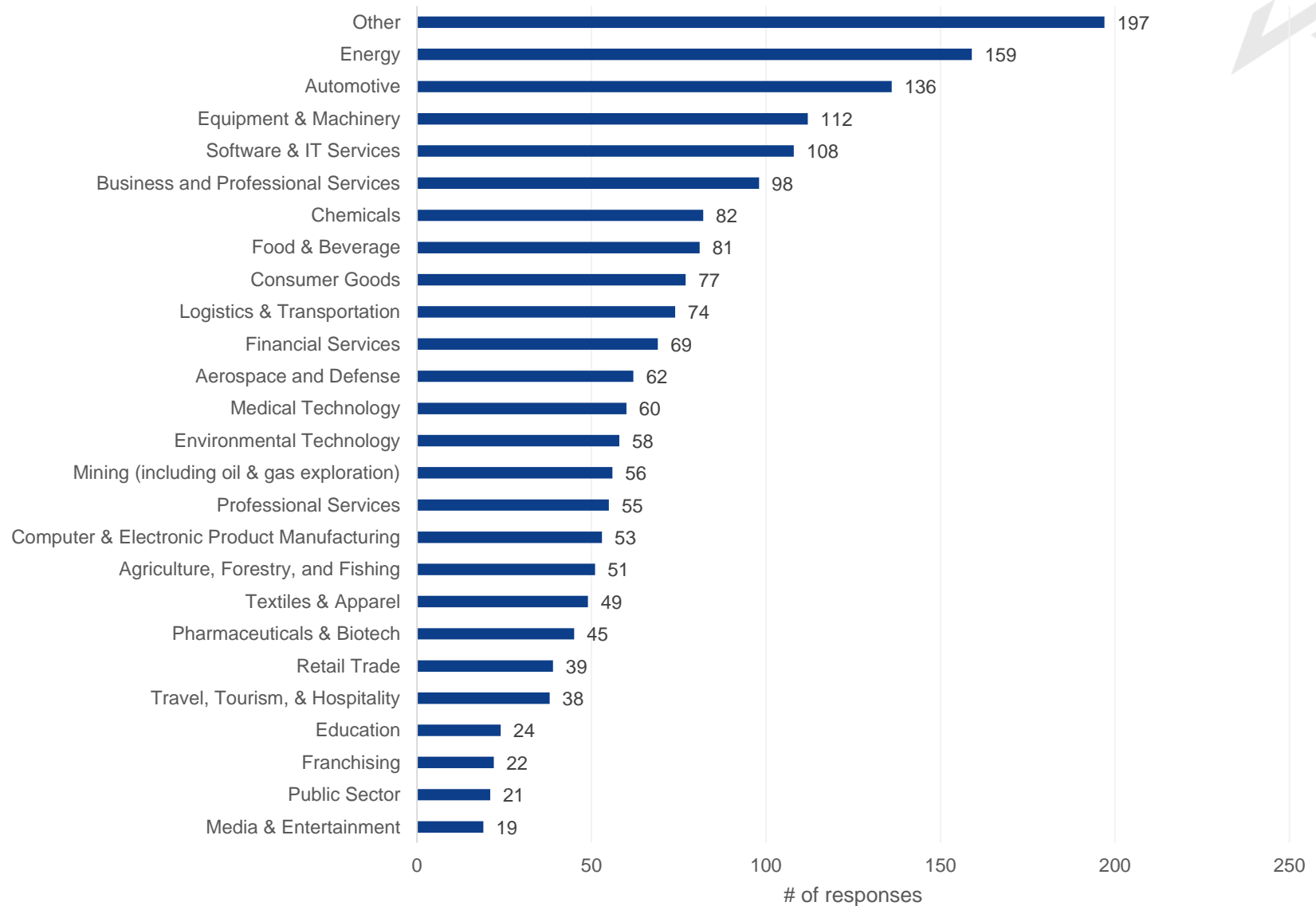
# Call for Spin-Off Events



- Be specific about the clientele you are seeking to attract. Are you looking for companies in a **specific industry**? Companies of a certain size? At what stage of development?
- SelectUSA will not manage the confirmation process of these attendees, so you should include how to register.
- Include a link and/or a description of what materials interested parties will need to submit.
- Is there a participation fee associated? If so, be sure to note it here.
- It's best to include a flyer with all the key information – something a potential investor can download and easily print out.
- We'll include your contact information so that interested parties can get in touch.

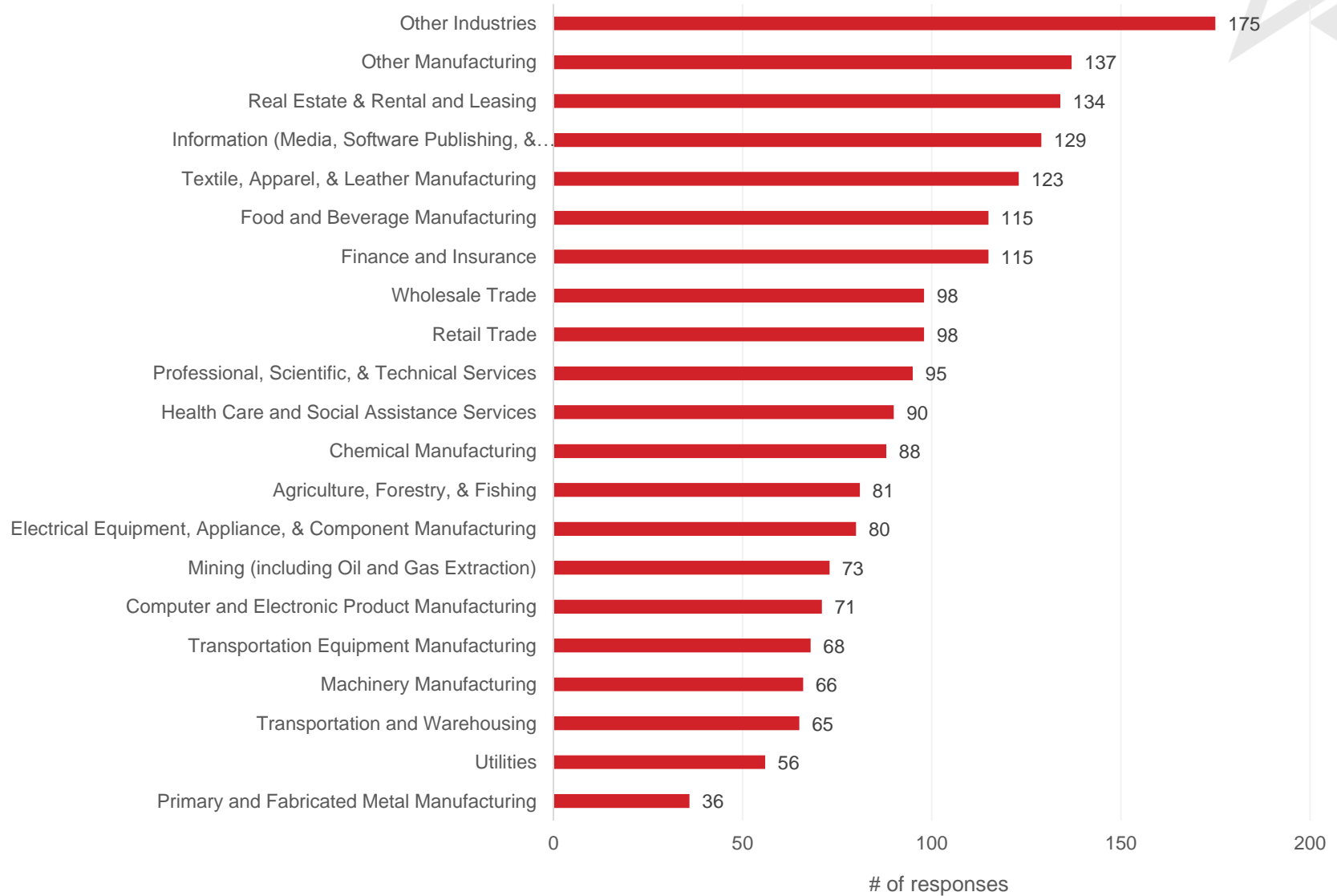
Submit your event today!

## Top Industries, International Firms 2017 Summit Attendees



*908 attendees from international firms. Total of 1,845 responses for industries given.*

## Top Industries, International Firms 2016 Summit Attendees

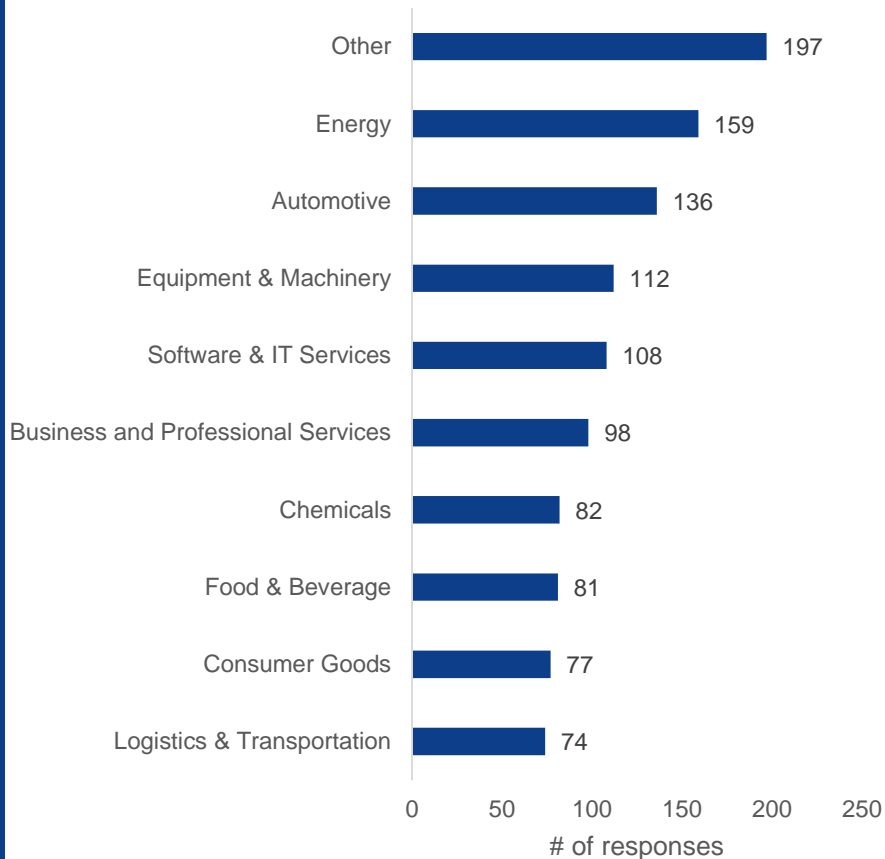


*916 attendees from international firms. Total of 1,993 responses for industries given.*

# 2017 & 2016 Summit Comparison



Top 10 Industries – 2017 Investment Summit



Top 10 Industries – 2016 Investment Summit

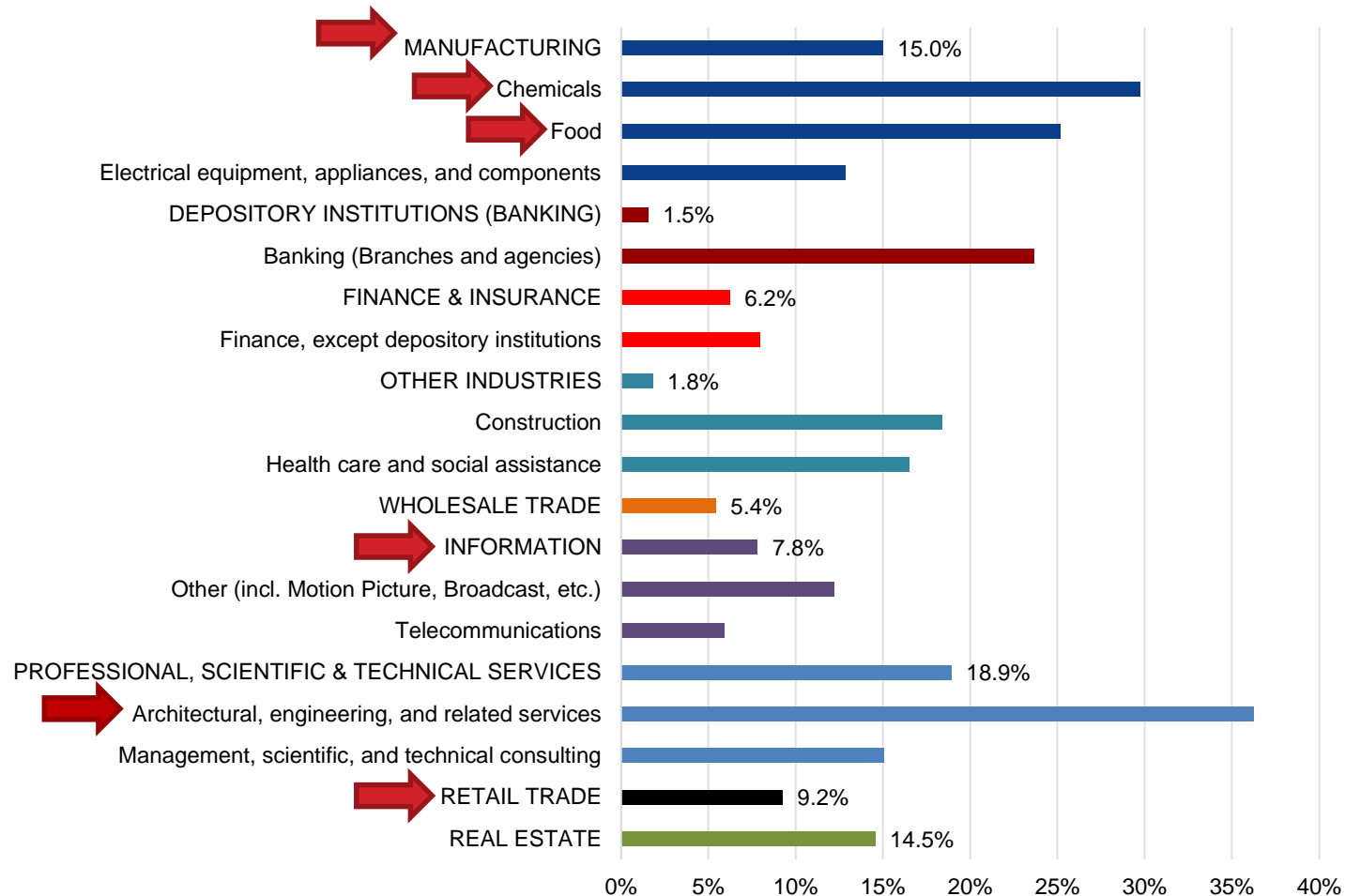






# FDI in the United States by Industry

Compound Annual Growth (CAGR) by Industry, 2011-2016  
Sectors in CAPITALS followed by selected highest growth industries



*The Summit top industries are similar to the top industries for FDI in the U.S.*



# Market of Similar Top Industries YOY

## 2017

- Software & IT Services
  1. China
  2. India
  3. Romania
- Food & Beverage
  1. Japan
  2. Taiwan
  3. Brazil
- Consumer Goods
  1. Japan
  2. Taiwan
  3. China (tie for 3<sup>rd</sup>)
  4. Germany (tie for 3<sup>rd</sup>)

## 2016

- Information (Media, Software Publishing, & Telecommunication)
  1. Taiwan
  2. Canada (tie for 2<sup>nd</sup>)
  3. China (tie for 2<sup>nd</sup>)
  4. Switzerland (tie for 2<sup>nd</sup>)
- Food & Beverage Manufacturing
  1. Japan
  2. Mexico
  3. Switzerland
- Retail Trade
  1. Brazil
  2. China
  3. Canada (tie for 3<sup>rd</sup>)
  4. Netherlands (tie for 3<sup>rd</sup>)

*At the Summit, these markets were the most represented of the repeat industries YOY.*

# Largest and Fastest Growing



## Largest Sources of FDI in the United States (by UBO)

Rank	Market	2016 Position In USD millions	Share Of total
1	United Kingdom	\$598,319	16.1%
2	Canada	\$453,641	12.2%
3	Japan	\$424,347	11.4%
4	Germany	\$372,778	10.0%
5	Ireland	\$279,647	7.5%
6	France	\$267,573	7.2%
7	Switzerland	\$196,595	5.3%
8	The Netherlands	\$191,937	5.2%
9	Singapore	\$73,677	2.0%
10	Spain	\$67,179	1.8%
11	China	\$58,154	1.6%
12	Belgium	\$55,940	1.5%
13	Israel	\$55,362	1.5%
14	Australia	\$54,307	1.5%
15	Sweden	\$52,730	1.4%

## Fastest-Growing Sources of FDI in the United States (by UBO)

Rank	Market	2016 Position In USD millions	CAGR 2011-2016
1	Thailand	\$2,082	55.5%
2	Argentina	\$4,935	46.4%
3	China	\$58,154	44.7%
4	Singapore	\$73,677	36.9%
5	Chile	\$2,614	30.4%
6	Ireland	\$279,647	28.1%
7	Brazil	\$36,869	24.1%
8	Israel	\$55,362	21.3%
9	Turkey	\$1,290	17.2%
10	Greece	\$1,057	16.2%
11	Bermuda	\$33,460	16.2%
12	Belgium	\$55,940	14.7%
13	South Korea	\$38,750	14.4%
14	Denmark	\$17,726	13.0%
15	Canada	\$453,641	12.9%

Source: U.S. Bureau of Economic Analysis. UBO refers to Ultimate Beneficial Owner. CAGR refers to Compound Annual Growth Rate. Fastest-Growing Sources of FDI ranks markets with 2016 FDI stock in the United States greater than \$1 billion.

# Collateral Events



## Get a jump start on reserving space for receptions!

- A Summit collateral event should seek to attract the existing Summit audience and should occur during June 20-22 in the Washington, D.C. area, but does not need to occur onsite at the Gaylord to be showcased on the calendar. All events submitted will have the option to be viewable by all Summit attendees regardless of the audience selected. Hosts can control participant lists by including detailed RSVP instructions.
- If you need to request event space, you may also use the link below to request rooms onsite or at neighboring venues for various events, including:
  - Breakfasts
  - Dinners
  - Luncheons
  - Receptions
  - Round Tables
  - Meet & Greet
- Note that space is limited and requests are not considered final until you have received official notice from SelectUSA event staff.

# Stay Connected for more Information



- Social Media: If your organization is on Twitter, please follow **@SelectUSA** and promote your participation at the Summit by using hashtag #SelectUSASummit and #FDIintheUSA for more state focused stats.
- **Contact SelectUSA:** At SelectUSA headquarters, we are ready to talk to you about your efforts to attract investment. For more information about SelectUSA, visit the “About SelectUSA” site under the “About” tab on the Summit website. OR email [SUSAevents@trade.gov](mailto:SUSAevents@trade.gov)
- Attend our kick-off “Know Before You Go” **Conference Call** – October 19, 2017 – 1:00pm ET.

# THANK YOU!

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