



Global Connections for Your Local Economy Virtual Training #1:

How to “Sell” Your Community to Foreign Investors

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Global Connections for Your Local Economy

Virtual Training #1: How to “Sell” Your Community



NACo Webinar
March 21, 2024

INTRO: OUR MISSION



The Transatlantic Business & Investment Council (TBIC) provides an effective platform for **local and regional economic development organizations (EDOs)** to market themselves to **potential investors from Europe** through membership and events designed to connect EDOs to potential investors and multipliers.

The TBIC bridges the gap between EDOs and European investors searching for a location in the U.S.

92

Companies located in the U.S. by our Advisory Council since 2010

8.6

Billion USD of Investments in the U.S. with involvement of TBIC Advisory Council Members since 2010

15,826

Jobs created in the U.S. through projects of our Advisory Council since 2010

U.S. Representation in Europe:



SOME FACTS ABOUT FDI TO THE U.S. (1)

As of 2022:

- **7,940,200 U.S. workers** were employed by U.S. affiliates of majority-foreign-owned companies
- Majority foreign-owned companies contributed to **\$US 412.1 billion of export**
- Majority foreign-owned firms spent **\$78.3 billion** on **research and development (R&D)**

U.S. JOBS Supported by FDI:

More than 325,000
200,001 - 325,000
100,001 - 200,000
25,001 - 100,000
7,000 - 25,000



Source: SelectUSA 2022

SOME FACTS ABOUT FDI TO THE U.S. (2)

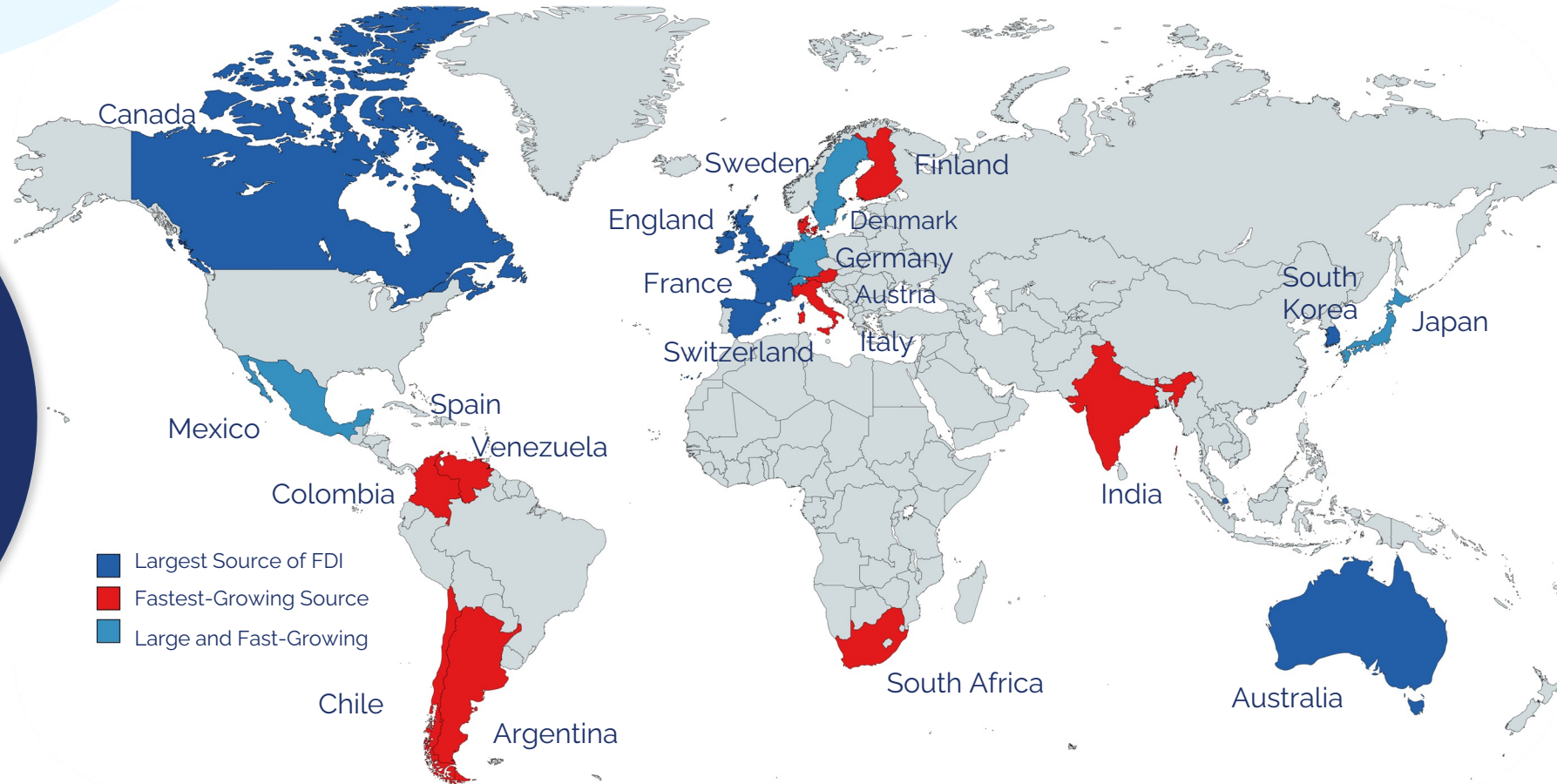
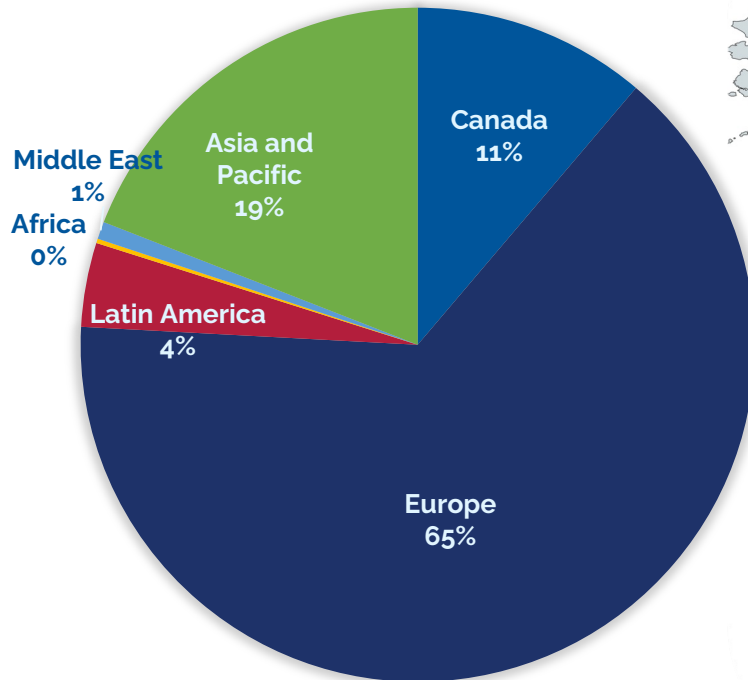


- ▶ **Bringing back U.S. Manufacturing**
80% of new manufacturing jobs created from 2016 to 2020 are attributed to international companies
- ▶ **Growing the local community**
International companies have increased their charitable contributions by 123% in the past decade, while the increased from domestic firms was only 19%
- ▶ **Secure Long-term Investment & Job Creation**
International firms enter the market with innovative products, sound business plans, financial stability and usually grow significantly over the long term

Sources: Global Business Alliance 2018, 2020

LARGEST SOURCE COUNTRIES OF U.S. FDI

Cumulative FDI Stock:



Source: U.S. Bureau of Economic Analysis 2021

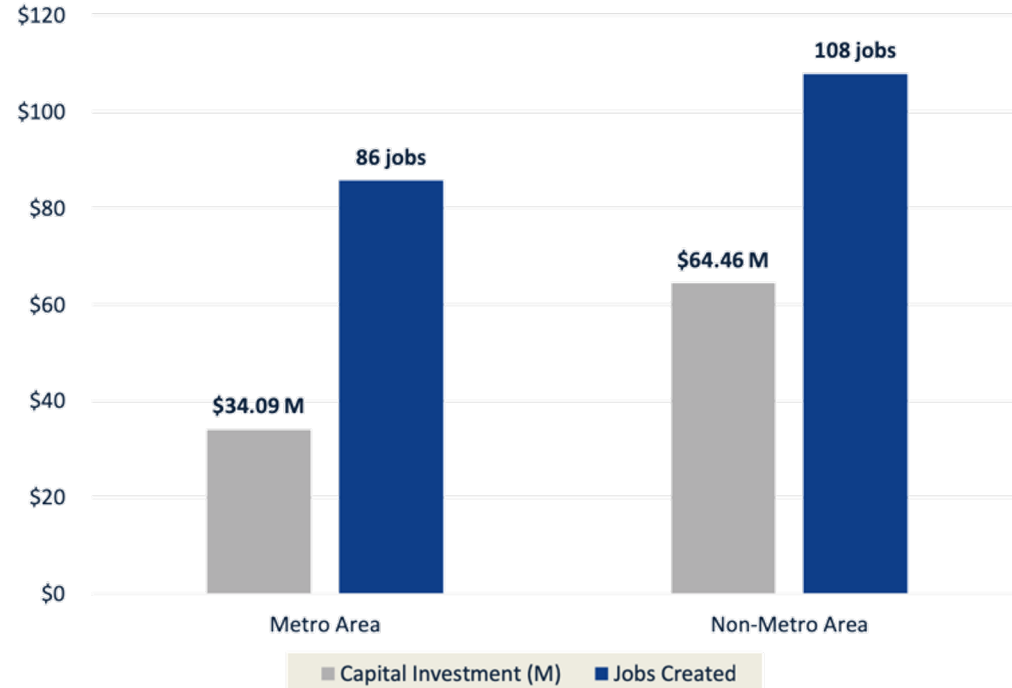
Source: Select USA 2022

METRO VS RURAL AREAS

In terms of FDI, rural areas only account for **7% of investments projects** according to a study from the US Department of Commerce.

- The average FDI value of a project is **89% higher in rural areas** than in metro areas
- The average jobs created by a FDI project is **26% higher in a rural area** than in a metro area
- Also, due to a lower population density in rural areas, the **job creation effect is more strongly felt there**

FIGURE 2: **AVERAGE SIZE OF AN FDI PROJECT**
GREENFIELD PROJECTS, CAPITAL INVESTMENT AND JOBS CREATED, BY METRO AND NON-METRO



Source: fDi Markets, www.fdimarkets.com and GRT calculations. Accessed February 2017, data from Jan. 2003 – Feb. 2017

Source: US Department of Commerce, 2018

RURAL VS METRO AREA BY EMPLOYMENT

- **Example from Illinois**, how **manufacturing is proportionally** more present in the rural counties of La Salle and Bureau, than in Chicago (**by employment**).

Sector Size by Employment

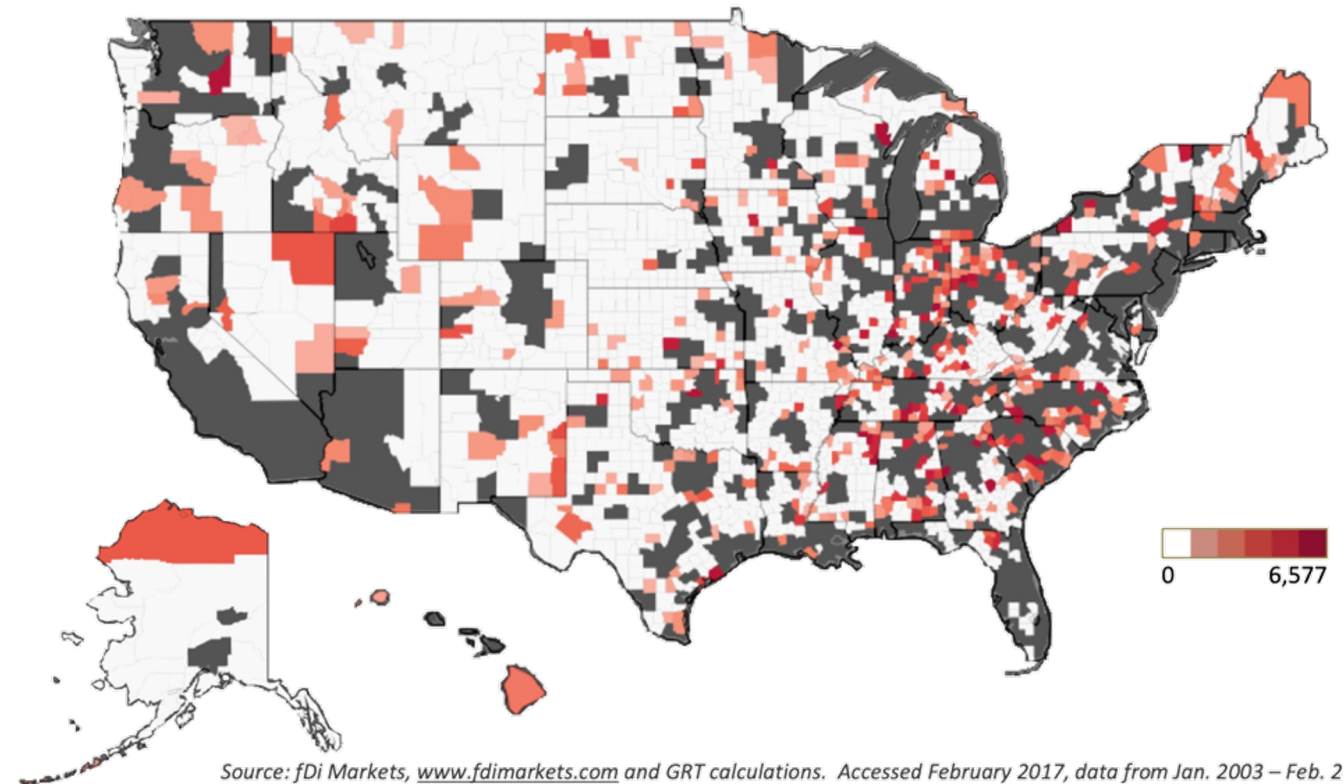
... increasing rurality 

Chicago, IL	La Salle County, IL	Bureau County, IL
1 Prof. & Business Services	1 Healthcare	1 Manufacturing
2 Life Sciences / Tech	2 Manufacturing	2 Healthcare
3 Transportation/Logistics	3 Retail Trade	3 Retail Trade
4 Manufacturing	4 Education	4 Education
5 Hospitality	5 Transport	5 Transport

JOBS CREATION THROUGH FDI IN RURAL COUNTIES

- ▶ In total, **23% of all non-metro US counties** have received FDI
- ▶ 80% of the counties receiving FDI only received investment through **1 or 2 projects**
- ▶ However, the value of these projects, and the **jobs created**, are substantial

FIGURE 8: **GREENFIELD FDI JOBS IN NON-METRO AREAS**
BY JOBS CREATED



Source: US Department of
Commerce, 2018

Source: fDi Markets, www.fdimarkets.com and GRT calculations. Accessed February 2017, data from Jan. 2003 – Feb. 2017

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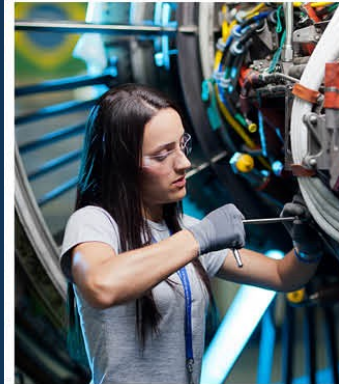


JobsOhio

Ohio's Private Economic Development Corporation

March 21, 2024

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JobsOhio A Unique Econ Dev Platform



- Speed
- Discretion
- Transparency
Share 40% more info than obligated



JobsOhio A Unique Econ Dev Platform



Statewide Project Funding

2019 – YTD*

>\$560M

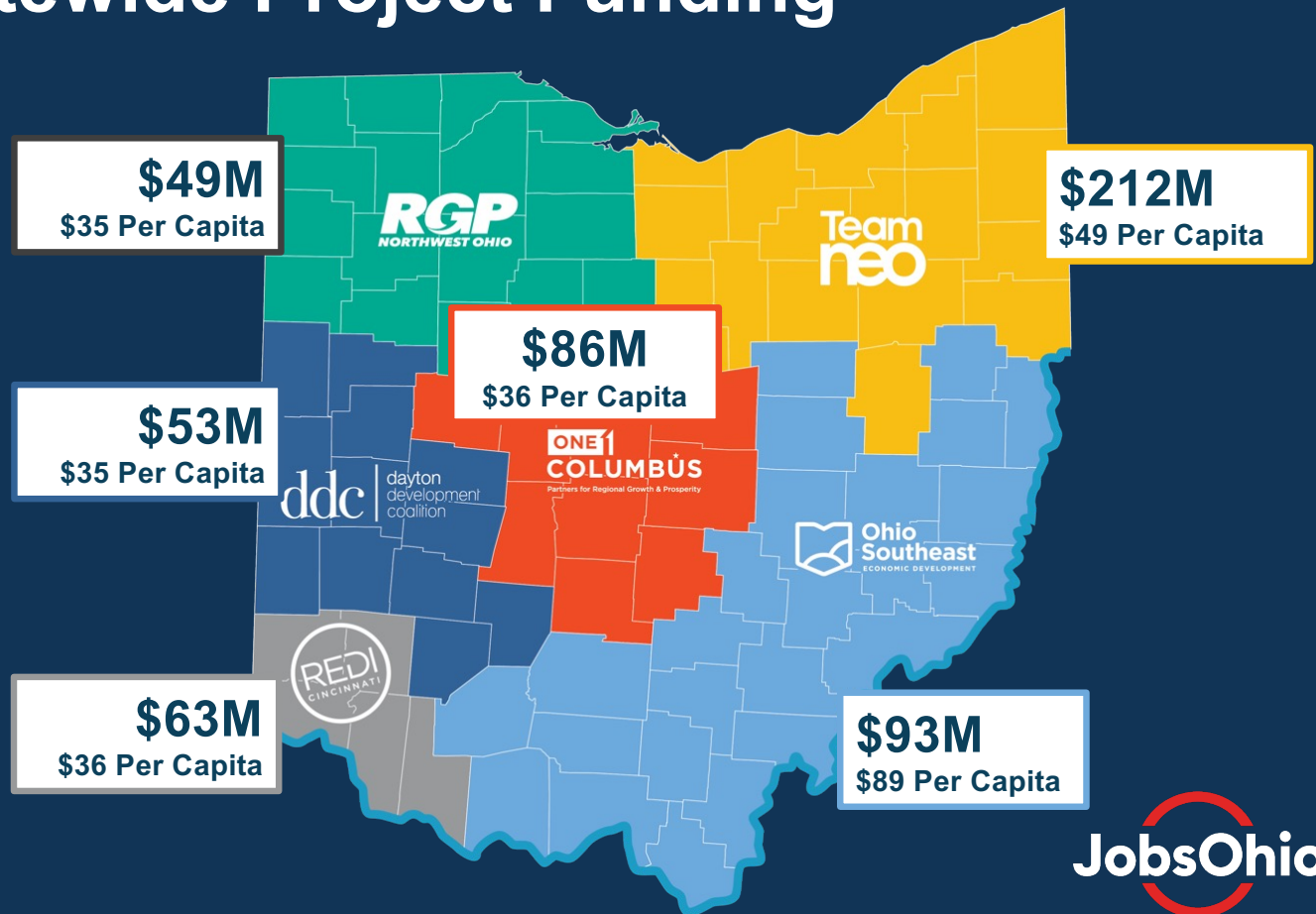
(+42% Avg annual)

1,129 projects

(+35% from prior 3 years)

77K+ new jobs

(+10% from prior 3 years)



* Executed Incentive Program metrics 5.31.2022



JobsOhio Focus – 9 Sectors + 1

- | | |
|-----------|-------------------------------------|
| 1 | Advanced Manufacturing |
| 2 | Logistics & Distribution |
| 3 | Financial Services |
| 4 | Automotive |
| 5 | Information Technology |
| 6 | Energy & Chemicals |
| 7 | Healthcare |
| 8 | Food Processing & Agro |
| 9 | Aerospace & Aviation |
| +1 | Military & Federal |











1.2 Million Jobs
36% GSP
21% Employment
28% Payroll



JobsOhio A Unique Econ Dev Platform



Foreign investment in Ohio has grown dramatically

	Country	Ohio Jobs	Project Wins
1		73K	~150
2		28K	~40
3		36K	~60
4		25K	~55
5		17K	~30
6		18K	~25
7		7K	~20
8		5K	~20

>1,100 employers

>270,000 Ohio jobs directly supported

~6.5% of all Ohio jobs

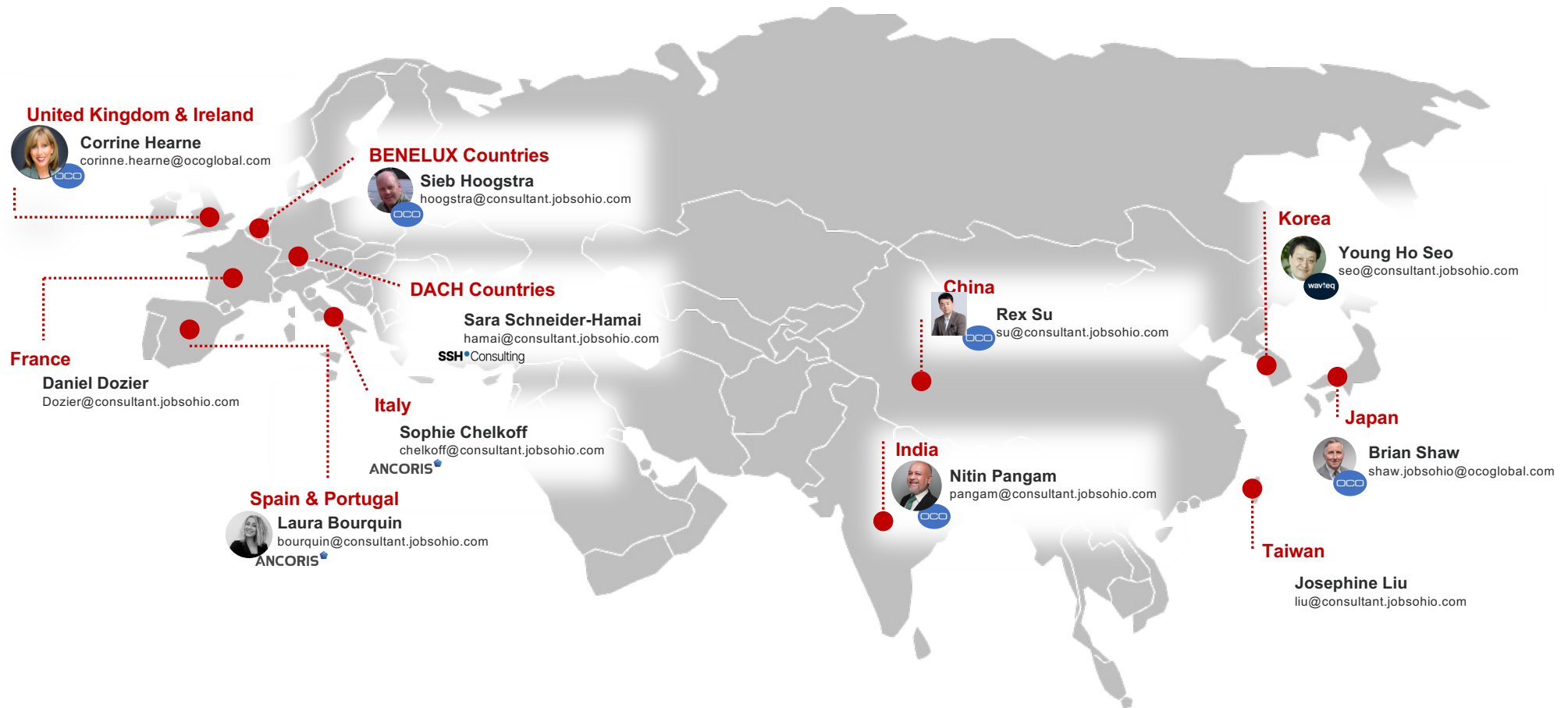
7 Sister States*

***7 Sister States:**

- Saitama Prefecture, Japan
- Gyeongsang Bugdo, South Korea
- Hubei Province, China
- Taiwan
- Lower Austria, Austria
- Parana, Brazil
- Anambra, Nigeria



FDI Lead Generation Partners



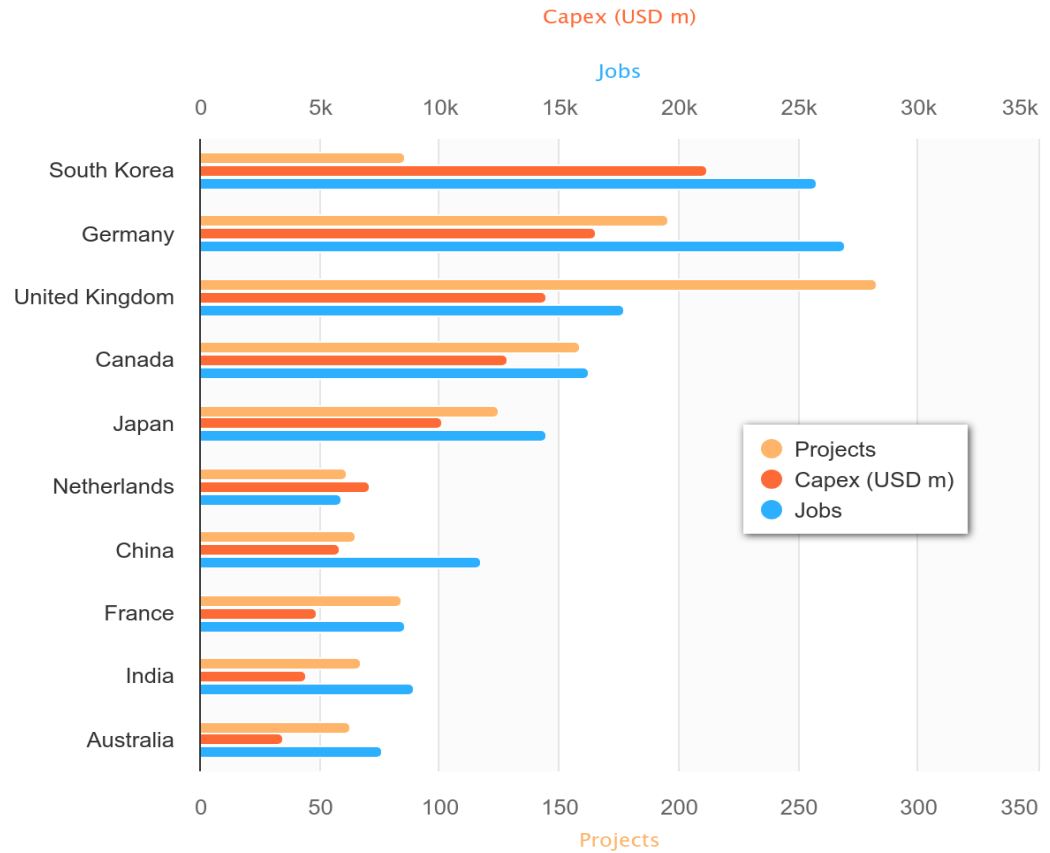
FDI to the U.S. 2023

- Top 5 source countries by capex:

- South Korea
- Germany
- UK
- Canada
- Japan

Summary - Source country (January - December)

Source: www.fdimarkets.com (2024)



Source: FDI Markets

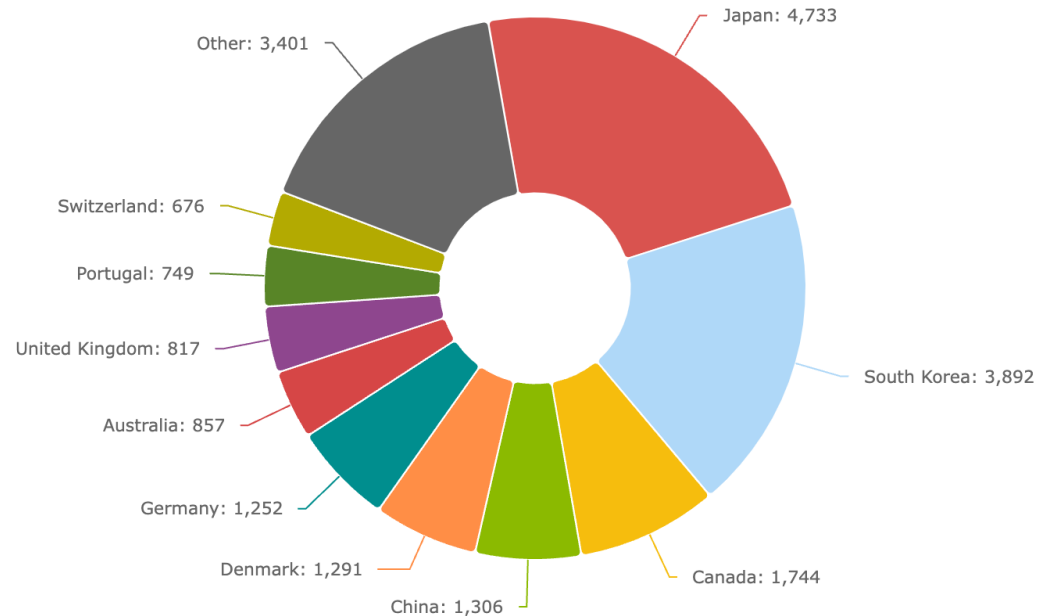


FDI to Ohio 2019-2023

- *This pie chart provides a near-term projection of top FDI source countries if the 5-year trend continues (highly likely).*
- *Japan, South Korea and Canada account for about 50% of FDI activities in Ohio (by capex).*

Capex (USD m) - Source country (2019 - 2023)

Source: www.fdimarkets.com (2024)



Source: FDI Markets

Return to historic norms of FDI

2023 International Business Development Recap

- After historic highs of Jobs and Capex in 2022, 2023 saw a return to historic levels of FDI in Ohio
- Expect a challenging year in 2024 with concerns about US elections and high interest rates

KEY TRENDS & INFLUENCING FACTORS

- Federal funding driving FDI projects into solar, renewables, hydrogen – however, delays in disbursement impacting investment
- Slowdown of EV sales (plus interest rates) resulting in projects being reduced

KEY SECTORS OF FOCUS	ASIA	EUROPE
EV / Battery supply chain (chemicals, recycling, etc.)	✓	✓
Semi-conductor supply chain with emphasis on design and packaging	✓	✓
Biohealth	✓	
Plastics / Chemicals	✓	✓
Food and food packaging		✓



Keys to Successful SelectUSA engagement

- Make sure you have a site and workforce story!
- Work with your state EDO
- Leverage the networking platform
- Take advantage of your community's cultural connections; engage the respective embassies
- Bring your 'networking hat' - lots of opportunities to meet people





Community Certification



NAVIGATOR
CONSULTING



Navigator Consulting
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Tryon, NC 28782
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Holistic Approach towards Community Certification

Assessment of a wide range of business location factors through the demanding eyes of an International Executive



Robust Exchange with EDO Team & Stakeholders



NAVIGATOR
CONSULTING



Mock Site Visit



**NAVIGATOR
CONSULTING**



**RFI
Questionnaire**



- 1. The Certification differentiates your community**
- 2. The Certification attracts Projects with short timelines**
- 3. The Certification is attractive to banks and other lenders who see development risks mitigated**
- 4. The Certification process provides the community insight into the strengths and weaknesses of its properties**
- 5. The Certification process helps the community better understand how to promote and represent its properties**

Certification Success



NAVIGATOR
CONSULTING



Awarding Certification to Successful Community EDO's



Global Connections for Your Local Economy: Virtual Training Series



1. **Mar. 21:** How to “Sell” Your Community to Foreign Investors | [Webpage Link](#)
2. **Apr. 17:** Crash Course on the Site Selection Process | [Registration Link](#)
3. **May 1:** “Nailing It” at the 2024 SelectUSA Investment Summit – An Opportunity for Action | [Registration Link](#)
4. **May 16:** Understanding Your County’s Competitive Advantage and Forming Your Value Proposition | [Registration Link](#)
5. **Jun. 12:** Wrap-Up Discussion and NACo Resources | [Registration Link](#)

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