



TRAINING SESSION:
Strategies for County Elected Officials in Dealing with International Partners and FDI Attraction - Case Study: India

INTERNATIONAL ECONOMIC DEVELOPMENT TASK FORCE

NATIONAL ASSOCIATION OF COUNTIES 2014 LEGISLATIVE CONFERENCE

WASHINGTON HILTON

ROOM: Georgetown West (CONCOURSE LEVEL)

SUNDAY, MARCH 2, 2014

9:00 AM—10:00 AM

Chair: **Hon. Paula Brooks**, Commissioner, Franklin County, Ohio

Facilitator: **Jeffrey Finkle**, President and CEO of the International Economic Development Council (IEDC)
Nitin Pangam, Managing Director, Maeflower Consulting

Format:

- Jeff Finkle and Commissioner Brooks will provide a 5 minute introduction.
- Using India as a case study, the facilitator will use informative slides outlining how to interact and conduct deals with Indian nationals. This know-how is intended to provide county officials with the strategies and tools that they need to enhance their international economic development and FDI attraction efforts with India.
- The session will include participant interaction with a short question and answer period after each topic is covered.

TRAINING AGENDA

Cross Cultural Management

Global relationships are supported by a web of partnerships between counties, cities, states, firms and centers of learning. Different cultures bring different sensibilities and expectations. These diverse world views affect perceptions as to how business is conducted. Knowledge of protocols and business logic is a competitive advantage.

- The value of understanding Indian cultures and customs

Understanding Indian culture and customs is vital to helping officials to better communicate with Indian counterparts and improve chances of closing deals. Establishing solid relationships often goes beyond business. What to expect if you visit India? To wear a tie or not? Can you discuss the caste system? The answers to these and other questions will be instrumental to you in conducting business in India or in the U.S. with Indian nationals.

- Who to contact

Knowing who to contact for information is critical. These resources can tell you how to best approach your Indian counterparts - based on industry sector and region in India – in order to establish a strong relationships. Items discussed:

- common resources in most locations across the United States
- Discover sources at the national level for Indian relations, such as the U.S. - India Business Council
- Find out about Economic Development Organizations with offices in India

Sealing the Deal

You have established the relationships and now the Indian company is narrowing now down their site selection decision. Attracting and retaining foreign investment is a group effort involving coordination, but you want to get this “right” with the Indian counterparts. Who will you work with locally? How to negotiate? How to gauge expectations?

- Coordinate efforts with other local stakeholders

Most foreign direct investment deals involve a group of stakeholders. County officials may work with ports, other EDOs, trade associations, and state agencies to formulate the best the deal for an interested firm. Who should be the point of contact? How many people should be involved in meetings? Knowledge of these subtleties could make or break a deal. Being prepared is key.

- How to negotiate

Oftentimes incentives seal the deal and state and local EDOs can provide grants to businesses in hopes of stimulating growth and capital investment. How important are incentives to Indian firms? Find out what is important to Indian firms in closing the deal.

- Next steps

Once the location decision is made, the work is not over. How to deal with the announcement? What does the firm expect from the officials? Best practice examples will help country officials to seal the deal with finesse.

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