Effective Policies & Practices for Foreign Direct Investment (FDI) & Export Success

International Engagement

FDI: Inbound investments into a region from outside the U.S. by international firms.

Exports: The sale of goods or services from firms located within a particular region to world markets.

The IERC Initiative
Empowers communities with a rigorous, validated set of tools to support higher levels of international engagement across the U.S. and increase our competitiveness in the expanding world economy.

Why IERC is Important
International engagement presents a critical economic development opportunity for communities across the U.S. to advance job creation and promote economic growth.

The Report
Captures patterns of performance (quantitative analysis) and summarizes international engagement policies and strategies in action (qualitative analysis).

The Toolkit
Enables communities to design and execute effective FDI attraction and export promotion strategies with a how-to guide, practical tools, and relevant case studies.

LOCAL ASSETS MATTER
- Industry concentrations, research institutions, major companies, exporters
- Foreign market relationships and connections
- Transportation infrastructure and strategic geographic proximity
- Low-cost inputs: labor, land, and energy
- Available skilled labor

EFFECTIVE STRATEGY ELEMENTS
- Utilize unified and consistent messaging
- Collaborate at the regional level

FDI
- Provide robust support services
- Offer financial and non-financial incentives
- Develop site readiness and worker training programs

Exports
- Connect companies with export potential to existing federal and state resources
- Collaborate with export ecosystem partners to fill service gaps

INVEST FOR THE LONG-RUN
- Cultivate in-depth knowledge of and lasting relationships with existing regional companies
- Create and maintain an effective business retention and expansion program
- Coordinate a region-level approach to increase efficiency and eliminate duplicative efforts
Effective Policies & Practices for
Foreign Direct Investment (FDI) & Export Success

### METROPOLITAN & MICROPOLITAN REGIONS WITH FDI OR EXPORTS

<table>
<thead>
<tr>
<th>Region Type</th>
<th>Percent of Regions Receiving FDI, 2009-2016</th>
<th>Percent of Regions with Export Activity, 2009-2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metropolitan Urban cluster with 50,000+ residents</td>
<td>86.9%</td>
<td>96.1%</td>
</tr>
<tr>
<td>Micropolitan Urban cluster with 10,000-50,000 residents</td>
<td>46.2%</td>
<td>95.9%</td>
</tr>
</tbody>
</table>

### FDI DEALS

FDI Deals Per 10,000 People, between 2009 and 2016 – All Regions*

Data acquired from the FDI Markets database, which is maintained by the Financial Times.

### EXPORTS

Export Dollar Value Per Person, between 2009 and 2016 – All Regions*

Data acquired from the U.S. Census Bureau (goods-producing sectors only).

*Regions shaded grey were either not part of Core Based Statistical Areas (CBSAs) or were not recorded as receiving any FDI or export activity between 2009 and 2016.