

# TRANSFORMING FDI IN THE UNITED STATES

*SelectUSA*

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- ✓ An innovative and unique federal program that delivers world class services
- ✓ Single point of contact at the federal level for foreign companies looking to start or grow their business in the United States



# SelectUSA Services



- ✓ **Information, Research & Counseling:** We provide companies with subject-matter expertise including industry information and analysis.
- ✓ **Connections:** We connect investors with U.S. cities and states.
- ✓ **Ombudsman Assistance:** We help companies navigate U.S. federal rules and regulations.

# World- Class Promotion Events Events

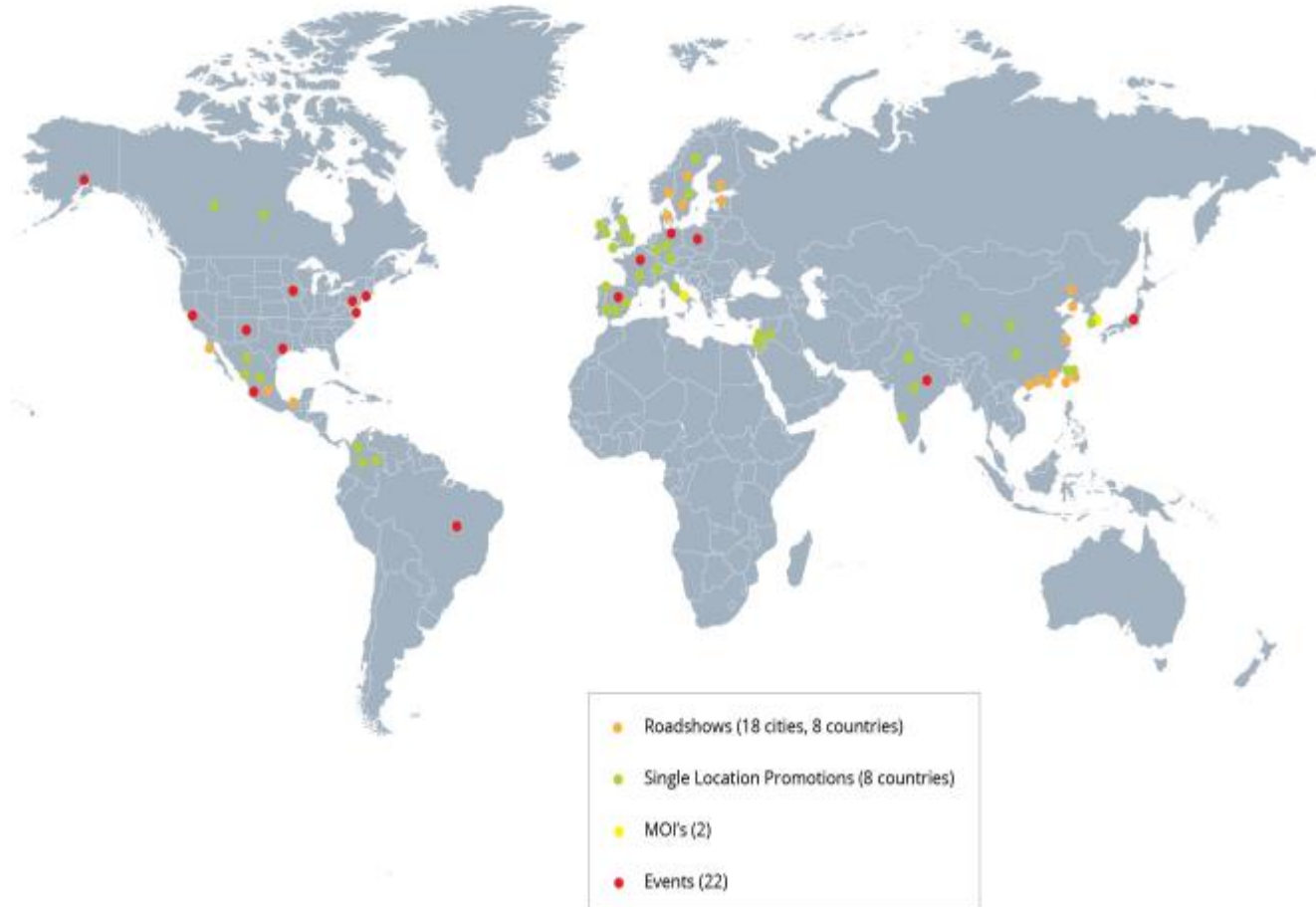


✓ The SelectUSA  
Investment  
Summit

✓ Investment  
Missions and  
Road Shows

✓ Customized  
Promotion  
Events

✓ Industry Events





# FDI Decision-Making Criteria

- ✓ Business Needs dominate due diligence process
- ✓ Proximity to Customers/Consumers
- ✓ Proximity to Suppliers
- ✓ Access to skilled workforce
- ✓ Operating Costs
- ✓ Energy prices
- ✓ Utilities
- ✓ Inputs (raw materials/components)
- ✓ Logistics (supply chains, ports, modal centers)
- ✓ Taxes (Federal > State/Local)
- ✓ Rule of Law (Predictability + stability)
- ✓ Incentives (“Icing on cake”)

# FDI Recruitment Strategy



## Ask the Right Questions!

- ✓ What are your assets?
- ✓ What are your comparative/competitive advantages?
- ✓ What global companies are in your region? Do you have a relationship and understand their needs?
- ✓ Have you analyzed where investment/exports come from ?
- ✓ What assets are in place to attract and retain global companies?
- ✓ Have you mapped gaps in the supply chain?
- ✓ Can you articulate the “Top 5” reasons to invest in your region?
- ✓ Can you recap the fundamental elements to doing business in your region?

## Deliver Outstanding Investor Care

- ✓ *Quick response time to inquiries*
- ✓ *Create standardized framework for managing cases*
- ✓ *Establish metrics to track clients, successes, areas for improvement*
- ✓ *Open communication with decision makers at state/local levels*
- ✓ *Be prepared/willing to hand-hold investor throughout process*