TRANSFORMING FDI IN THE UNITED STATES

SelectUSA

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SelectUSA

✓ 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

- Provide tailored assistance to investors
- Provide coordinated support to states and localities to attract investment
- Lead coordinated investment promotion
- Advocate globally for the United States as a destination for investment
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