



SIDO

BEST PRACTICES

2019

www.sidoamerica.org

July 29 - 31 | Denver



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SIDO BEST PRACTICES 2019



Signe Pringle
SIDO President
Assistant Secretary of Commerce, Maryland

Dear SIDO Colleagues:

Welcome to our 2019 Best Practices and Training Forum! Thank you for making the trip to Denver, Colorado and for your ongoing partnership. We're looking forward to a couple of exciting days with you and our partners.

Our annual Best Practices and Training Forum is an important platform for us to come together and share best practices. Your participation and insights are invaluable to our collective mission to help more companies export and to attract more investment. We encourage you to speak up throughout the conference and share your thoughts and ideas.

As you can see, we have a great line-up of sessions, speakers, and events planned for you this week. We're excited to host Thunderbird University to discuss our new SIDO online training certification for our states starting in 2020. This will be an important resource for our members and our ability to continue to train staff on key components of international trade.

Naturally, this forum would not be possible without the support of our partners and sponsors. Like you, they play an important role in providing insights on key markets, resources, and services to best assist our state trade offices. Please help me thank each of our sponsors for their ongoing support to our mission!

Thank you again for your ongoing support to SIDO. I am honored to serve as your current President and we're looking forward to an exciting couple of days. Welcome to Denver!

Sincerely,

Signe Pringle

Signe Pringle
SIDO President

SIDO BEST PRACTICES 2019

Forum Sponsors



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WebPort Global

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SIDO BEST PRACTICES 2019

Annual SIDO Best Practices and Training Forum

July 29-31, 2019

Denver, Colorado

Hotel

Sheraton Denver Downtown Hotel
1550 Court Pl, Denver, CO 80202

Conference Venue

Wells Fargo Center
1700 Lincoln St, Denver, CO 80203

DAY 1 • Monday, July 29

Registration at Sheraton Denver Downtown Hotel

- 8:00 – 9:30 am: **Board Meeting (*invite only*)**
 - Sheraton Denver Downtown Hotel
- 8:00 – 9:30 am: **Registration**
 - Sheraton Denver Downtown Hotel

Sessions at the Wells Fargo Center

- 10:00 – 10:15 am: **SIDO Opening Remarks**
- 10:15 – 10:30 am: **Host State Welcome**
 - Betsy Markey, Colorado Office of Economic Development and International Trade
- 10:30 – 11:00 am: **Colorado Trade Ecosystem**
 - Katie Woslager, Colorado
 - Laura Blomquist Rodriguez, Colorado

- 11:15 – 12:00 pm: **Federal Trade Agenda and Coordination**
 - Pat Kirwan and Tricia Van Orden, Trade Promotion Coordinating Committee
 - Paul Bergman, U.S. Department of Commerce
 - David Glaccum, Small Business Administration
- 12:00 pm: **Lunch**
- 12:30 – 1:00 pm: **Trade Promotion Programs – Perspectives from Abroad**
 - Leslee Alexander, Tennessee
 - Gareth Hagan, OCO Global
 - Dennis Meseroll, Tractus Asia
- 1:00 – 2:00 pm: **STEP Best Practices (*closed session – states only*)**
 - Tina Salisbury, Idaho
 - Beth Pomper, Delaware
 - Lisa Longman, Iowa
- 2:15 – 3:15 pm: **SBA STEP Team (*closed session – states only*)**
 - Small Business Administration
- 3:30 – 5:00 pm: **SBA/STEP One-on-One Meetings**
 - Assemble Room
- 3:30 – 5:00 pm: **Industry and Country Networking**
 - Gather Room
- 6:00 pm: **Welcome Reception**
 - Sheraton Denver Downtown Hotel, Director’s Row H (Lobby Level)

DAY 2 • Tuesday, July 30

Sessions at the Wells Fargo Center

- 8:00 am: **Breakfast**
 - Wells Fargo Center, Assemble Room
- 8:15 -9:00 am: **Breakfast Roundtable – U.S. and India Trade**
 - Hosted by the Confederation of Indian Industry (CII)

- 9:00 – 9:30 am: **Opening Keynote – America’s Role in the World**
 - Dr. James Lindsay, Council on Foreign Relations
- 9:30 – 11:30 am: **Thunderbird University**
 - Dr. Jonas Gamso, Thunderbird University
- 11:30 – 12:00 pm: **Lunch**
- 12:15 – 12:45 pm: **Luncheon Keynote: Emerging Markets - Leveraging Diplomacy and International Development**
 - Ambassador Christopher Robert Hill, University of Denver
 - Moderator: Liz Schrayner, U.S. Global Leadership Coalition
- 12:45 – 1:00 pm: **The State of Digital Trade and Services**
 - Tim Herbert, ComTIA

Split Sessions:

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • 1:00 – 1:40 pm: | <p>Counseling Service
Exporters
Assemble Room</p> | <p>Karyn Page, Kansas
Paul Bergman, U.S. Department of Commerce
Tim Herbert, ComTIA</p> |
| | <p>E-Commerce
Gather Room</p> | <p>Josh Halpern, Getting to Global
John Worthington, IBT Online
Kevin Callahan, Ebay</p> |
| <ul style="list-style-type: none"> • 1:40 – 2:00 pm: | <p>Networking Break</p> | |
| <ul style="list-style-type: none"> • 2:00 – 2:40 pm: | <p>Import Counseling
Assemble Room</p> | <p>Larry Collins, Louisiana
Paul Grossman, Virginia
Katherine Therieau, Rhode Island
Ludovic Ortuno, CIDEP</p> |
| | <p>Export Controls
Gather Room</p> | <p>Richard Sylvestri, Bureau of Industry and Security</p> |

- 2:40 – 3:00 pm: **Networking Break**

- 3:00 – 3:40 pm: **Social Media and Communications**
 Assemble Room | Mike Hubbard, North Carolina
 | Anita Patel, South Carolina
 | Julie Monahan, Washington
 | Samantha Soffici, IBT Online

- CRM and Account Management**
 Gather Room | Natalie Chmiko, Michigan
 | Peggy Kerr, Iowa
 | Maureen Pace, Webport Global

- 3:45 pm: **Update from EXIM Bank**
 Assemble Room
 Kelly Kemp, U.S. Export-Import Bank

- 4:00 pm: **Conclude**

- 5:30 pm: **Depart for Baseball Game**

- 6:40 – 8:00 pm: **Baseball Game (Dodgers vs. Rockies)**
 - Bus will return to hotel after the game

DAY 3 • Wednesday, July 31

Sessions at Wells Fargo Building

- 8:00 am: **Breakfast**
 - Wells Fargo Center, Assemble Room

- 8:15 -8:30 am: **SIDO Executive Report**

- 8:45 – 9:00 am: **Trends in Foreign Direct Investment**
 - David East, Bureau Van Dijk

- 9:00 – 10:00 am: **Best Practices in Attracting Investment**
 - Amanda Welker, Oregon
 - Andrea Richter-Garry, Indiana
 - Gareth Hagan, OCO Global
 - Mark Redmond, American Chamber of Commerce Ireland

- 10:00 – 10:10 am: **Break**

- 10:10 – 11:00 am: **Best Practices in Trade Shows – Getting the Best ROI**
 - Mary Waters, Georgia
 - Vickie Watters Martin, Mississippi
 - Reed Exhibitions
 - Julie Nickel, Messe Frankfurt

- 11:00 – 11:30 am: **The Future of Trade Promotion – What’s Next?**
 - Paul Grossman, Virginia
 - Kevin Klowden, Milken Institute

- 11:30 – 11:45 am: **Open Discussion and Closing Remarks**

How can **Reed Exhibitions** help build your Economic Development Strategies using Trade Shows?

Research - With global contacts and information at our fingertips we can help guide you on choosing the right market and trade shows

Maximizing Participation - Our team will work with you on creating a customized package to meet the goals of your state and participating SME's

Recruitment – US based sales and service team dedicated to working with SME's in your region to make the show a success - "Make our team a part of your team"

On Site Support - Committed support onsite to ensure you maximize all the opportunities offered for your state and participating SME's

Post Show- Helping you measure success with outreach to every SME to gather accomplishments and feedback

Who are we?

We excel in creating brand leading, highly targeted events where people from around the world can come together to do business, network and learn. Exhibiting abroad is one of the quickest and most cost-effective ways to reach new export customers and rapidly grow your business.

The International Sales Group of Reed Exhibitions is your local partner in boosting international sales. Every year, we assist some 13,800 SME's with the implementation of their export strategies, resulting in billions of dollars of export business.

Industry Leading Events in:

Aerospace - Healthcare - Cosmetics - Marine Technology - Information Security -
Safety and Security - Design & Construction - Tool and Hardware - Energy - Franchising -
Travel and Tourism - Alcohol & Bar

Your Global Economic Development Partners



OCO EXPORTING

A trusted partner to support your global business growth



Trade

- Partner of choice for 1000s of companies as they expand globally
- Generated over \$100m of revenue for our clients in new international markets

Investment

- Partner of choice for leading economic development organizations across the world
- Created over 10,000 jobs for US clients since 2012

Velociti

- Only available technology platform that supports both Trade and Investment teams
- Advanced data-mining techniques combined with machine-learning algorithms calculate company ratings for FDI opportunities
- Export readiness algorithm segments trade clients and prioritizes resource towards securing export wins

OCO Trade Services

OCO's International Trade Team follow a stepped process that will generate revenue for your clients.



Development
Services Agency



COLORADO
Office of Economic Development
& International Trade



OCO can help you and your clients go global via:

- Prioritizing Trade and Investment leads with Velocity
- Site Selection Services
- Global Market Entry Strategies
- Distribution and Partner Identification
- Business Development Campaigns
- Trade Mission Matchmaking
- Sales Representation

We can have tailored solutions that support companies Assess, Enter and Grow into new markets. With offices in Latin America, Europe, the Middle East, Asia and here in the US, we can help you achieve success across the world.

www.ocoexporting.com

www.ocoglobal.com

About Us

Based in North America CIDEP has proven, since its inception more than a decade ago, that we are a leading FDI & Trade Consulting firm that is a true asset for the client it serves.

Our team provide best in class competitive intelligence and lead generation services to both the public & private sector that maximizes their investment prospection and business development efforts.

We consistently achieve the investment and trade targets expected by our clients and have proudly served hundreds of economic development organizations in the United-States, Western Europe and Mexico.



Our Services



INVESTMENT ATTRACTION

FDI Lead Generation

CIDEP's FDI lead generation strategy is the business accelerator to help identify, qualify, and connect our clients with the specific growing companies that will fit in their value chain.

In-Market Representation

We become the extension of your business development team and act on your behalf in the targeted market to generate investment and job creation in your territory.

Events & Trade Shows

A tradeshow can prove to be an ideal occasion in approaching targeted companies. We will qualify and schedule meetings with participating companies that have expressed an interest in expanding to your region



TRADE & EXPORT

Market Intelligence

We provide actionable market reports for your exporters. We identify the right resources in the market for SMEs looking to export to new markets or reinforce their market shares. For them, we track industry trends, regulations, top trade shows, and much more.

Partner Qualification

We have the resources to quickly identify knowledgeable partners, distributors & end users, qualify them to rapidly integrate your network and involve them to sell and distribute your products.

Trade Missions

We assure on-site matchmaking during trade missions, trade shows & events. Trade missions are the perfect example of the combination of all our experience and flawless execution. We have dozens of Trade Missions under our belt, Governor led, multi-sectors and with over ten participants.

Why Choose CIDEP



What distinguishes CIDEP from other economic developers is our boutique approach and our transparency. Our reporting is clear, concise and guides you through every step of our work. Our complete transparency policy allows you to review any material developed in the course of your service delivery. What we do for you is yours.



With CIDEP, not only do we make the connection with qualified potential movers and shakers in targeted sectors, but we promise you they will know the reasons and the advantages of making this connection.

Our team of marketers, economists, researchers and economic development consultants understand your needs and know how to find the right investment projects for you.



Our Methodology

FDI is increasingly difficult to attract in a global market place given the vast amount of data immediately available in the due diligence process and the growing ratio of investment projects that are in fact M&A. In such an environment, CIDEP cuts through the information clutter and noise to offer EDOs and IPAs a clear cut analytical format to successfully identify, qualify and connect with top eligible prospects.



Industries Covered



Aerospace & Defense



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Advanced Manufacturing



Clean Tech



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Address your international trade development concerns, triumphs and pain points by collaborating with the World Trade Center Dublin (WTCD). Optimally located as the Gateway to Europe, WTCD is here to help you in your European growth strategies and beyond.

We look after business. We look after people. We want to look after you.

With over a decade of experience, the team at WTCD works closely with clients to fully understand the objectives of your trade mission to create a menu of strategic components that will maximize your financial and time investment during a mission. From tailor-made itineraries, air and ground travel, catering to office rentals, our team is poised to take care of every detail required for the mission.

Global Connections

Our global network is unrivaled. Through our relationships across Europe and around the world, we excel in being able to create meaningful B2B meetings across all industry sectors, bringing the right people in front of the delegation, every time.

Services Offered:

- Market Research and Gold Key Services
- White Glove Executive Handling
- Air and Ground Travel (Commercial and Private)
- Meet and Greet Services
- Itinerary Planning
- Venue Sourcing
- Event and Destination Management
- Industry Tours
- Accommodation and Housing
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- Create trade product sub-groups to nurture community thought leadership
and project problem solving

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Tech Trade Snapshot 2019

U.S. technology export
trends and trade-supported
jobs analysis

National and statewide data



The growth of international trade is one of the defining trends of our time. While trade has shaped societies and economies for as long as societies and economies have existed, its impact over the past half century has been nothing short of extraordinary. During this time, trade volumes of goods and services increased 20-fold and now top \$23 trillion. As a percentage of global GDP, exports now account for nearly one-third of global economic activity, a 100 percent increase since 1970.

Technology plays a unique role in the international trade landscape. As a category, it represents one of the largest segments of U.S. trade. This reflects the insatiable demand of consumers and businesses for the latest and greatest in devices, applications, content – and by extension, the underlying digital infrastructure to make it all work. Additionally, as an enabling force, trade in technology goods and services creates its own virtuous cycle. The more technology is put into use, the more businesses and consumers have the tools to communicate, create, and exchange, thereby encouraging even more trade.

Each year, CompTIA publishes the Tech Trade Snapshot. This report provides data, analysis, and insight into the international trade market for information technology products and services. The underlying import and export statistics are compiled by the Foreign Trade Division of the U.S. Census Bureau, the U.S. International Trade Administration of the Department of Commerce, and the U.S. Bureau of Economic Analysis. The export-supported employment figures are compiled by The Trade Partnership's CDxports database.

Highlights from 2019 Tech Trade Snapshot

858,000

Number of U.S. jobs directly supported by U.S. technology exports to overseas customers

\$338 billion

Estimated value of U.S. exports of technology products and services in 2018

50%

Exports directly support approximately 50% U.S. tech manufacturing jobs

39

Number of states recording positive exports-supported jobs growth in 2018

2.5%

Growth rate in U.S. technology exports in 2018

\$1 in \$4

Exports account for approximately \$1 in every \$4 generated in the U.S. tech sector

2nd

Rank of technology services exports among all U.S. services export categories

\$40 billion

U.S. trade surplus in tech services

2nd

Rank of technology product exports among all U.S. goods export categories

STATE RANKINGS

U.S. tech services exports numeric change growth 2016-2017

U.S. tech services exports % change growth 2016-2017

1.	California	1.	South Carolina
2.	Washington	2.	Maine
3.	Texas	3.	Alabama
4.	Massachusetts	4.	Kansas
5.	Virginia	5.	Montana
6.	Colorado	6.	Nevada
7.	Georgia	7.	California
8.	North Carolina	8.	Missouri
9.	Maryland	9.	Nebraska
10.	Indiana	10.	Iowa

Tech services exports as a % of state's total tech exports

Tech services %

1.	Washington	77.9%
2.	District of Columbia	77.5%
3.	Maryland	71.5%
4.	North Carolina	67.1%
5.	Colorado	64.1%
6.	North Dakota	63.6%
7.	Missouri	63.2%
8.	Alaska	61.3%
9.	Virginia	59.9%
10.	Georgia	59.0%

Sources for data tables above: Foreign Trade Division of U.S. Census Bureau | U.S. Bureau of Economic Analysis | EMSI | CompTIA

LEADING TRADING PARTNERS FOR TECH SERVICES

Exports from the U.S.

Imports into the U.S.

1.	Ireland	1.	India
2.	Switzerland	2.	Ireland
3.	United Kingdom	3.	Canada
4.	Japan	4.	United Kingdom
5.	Singapore	5.	Germany
6.	Canada	6.	China
7.	Germany	7.	Israel
8.	Brazil	8.	Japan
9.	Netherlands	9.	Singapore
10.	Hong Kong	10.	Netherlands

Source: U.S. Bureau of Economic Analysis | CompTIA | 2017 data

ABOUT COMPTIA

The Computing Technology Industry Association (CompTIA) is a leading voice and advocate for the \$5 trillion global information technology ecosystem; and the more than 50 million industry and tech professionals who design, implement, manage, and safeguard the technology that powers the world's economy. Through education, training, certifications, advocacy, philanthropy, and market research.

CompTIA is the hub for advancing the tech industry and its workforce. CompTIA champions industry innovation,

a skilled workforce and solutions that drive business at the federal, state, local and international levels. CompTIA gives eyes, ears and a voice to technology companies, informing them of policy developments – and providing the means to do something about it.

CompTIA advocates for trade policies that expand export destinations and open new markets for the U.S. technology sector. For more details on CompTIA's trade work, visit: www.comptia.org/advocacy/policy-issues/globaltrade-and-market-access.

CompTIA

To download the full 2019 Tech Trade Snapshot, visit www.comptia.org/resources/tech-trade-snapshot-2019

IBT ONLINE GLOBAL PROGRAMS

**WORKING TOGETHER TO HELP YOUR EXPORTERS
GROW THEIR SALES, BRAND, AND BUSINESS GLOBALLY**



Today the #1 marketing and sales tool for every company is their online presence. IBT Online proposes new innovative Online Global programs to add to the range of export services your state can propose to your exporters. We will work with you to adapt and implement your Online Global programs to help your exporters be successful internationally.

We work with over 450 companies and deliver over 1,000 successful Online Global Programs.

ONLINE GLOBAL HELPS YOUR EXPORTERS:

- ✓ Reach new markets
- ✓ Be found and understood in target markets
- ✓ Generate leads
- ✓ Grow international sales
- ✓ B2B distributor recruitment and support
- ✓ B2C consumer influence, opinion, leadership and engagement
- ✓ Grow brand awareness, credibility, and trust
- ✓ Own and control online presence
- ✓ Measure and manage online success

ONLINE GLOBAL STATE AGENCY CASE STUDY:

Enterprise Florida's Online Global Program has delivered export success for Florida companies.

"I am extremely excited to introduce this program to Florida exporters"

-Manny Mencia, Senior VP of Enterprise Florida

Avionics Support Group exports doubled due to the Florida Online Global Program in China, Japan, Mexico, Brazil, Russia, and the UAE.

"This is Enterprise Florida's most valuable program for exporters"

-Hugo Fortes SVP



SIDO recognized IBT Online with the "Champion of Trade" Award for its successful Online Global program, working directly with small to medium-sized exporters, helping them grow their sales, brands and businesses globally.

IBT ONLINE GLOBAL PROGRAMS FOR YOUR STATE

WORKING TOGETHER TO HELP YOUR STATE GROW ECONOMICALLY

IBT Online works for state international trade agencies delivering customized
Online Global programs that help exporters succeed

ONLINE GLOBAL WEBSITE BUILD PROGRAMS:

Benefits: Business development websites that will help exporters be found, be understood and easy to do business with in their top target markets (i.e. Canada, Mexico, and China...).

Statement of work includes:

- ✓ Kick off call and 3-month program implementation plan
- ✓ Collaborative online “Teamwork” road-map and project management set-up and access
- ✓ Assistance with localized domain names
- ✓ Site architecture, branding and design (responsive) respecting your main corporate website
- ✓ Content management system, encrypted and secure (HTTPS/SSL), access and training
- ✓ Websites customized to your requirements, localized content, currency, units, and regulatory information
- ✓ Geolocation
- ✓ Search Engine Optimization (SEO)
- ✓ Reporting and analytics
- ✓ Website management program, and more!

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<https://ibt.onl>

CONTACT US TODAY

ONLINE GLOBAL DIGITAL MARKETING PROGRAMS:

Benefits: The fastest and most cost-effective way to grow exports (agents/distributors, direct B2G, B2B, B2C), brand (awareness, credibility, trust, promotion) and business (customer acquisition, and retention) with Search Engine Optimization (SEO), Social Media Marketing (SMM).

Statement of work includes:

- ✓ Kick off call, strategy review, and agree key performance indicators (KPIs) (Traffic, engagement, conversion...)
- ✓ Collaborative online “Teamwork” road-map and project management set-up and access

Online Global Marketing Programs set-up:

- ✓ SEO (Google, Moz...), SMM (Facebook, LinkedIn, Twitter, Ad managers...), Reports (Google Datastudio), and analytics (Google Tag Manager, Facebook Insights)

Online Global Marketing Programs monthly:

- ✓ SEO: 1. Keyword analysis. 2. Competitor analysis. 3. Target audience extended interest research. 4. Content strategy and ideation. 5. Content optimization. 6. Ongoing SEO on campaign landing pages
- ✓ SMM: 1. Create ad campaigns. 2. Set-up target audience, budgets, bidding price per ad. 3. Monitor performance and optimize ad creatives and targeting.
- ✓ Reports and analytics: 1. Data collection, management, and review. 2. Strategic recommendations, business intelligence, competitor reviews. 3. Reporting preparation
- ✓ Performance review: 1. Conference call and report presentation 2. Review KPIs, marketing, ad fees. 3. Strategy and action items for next month



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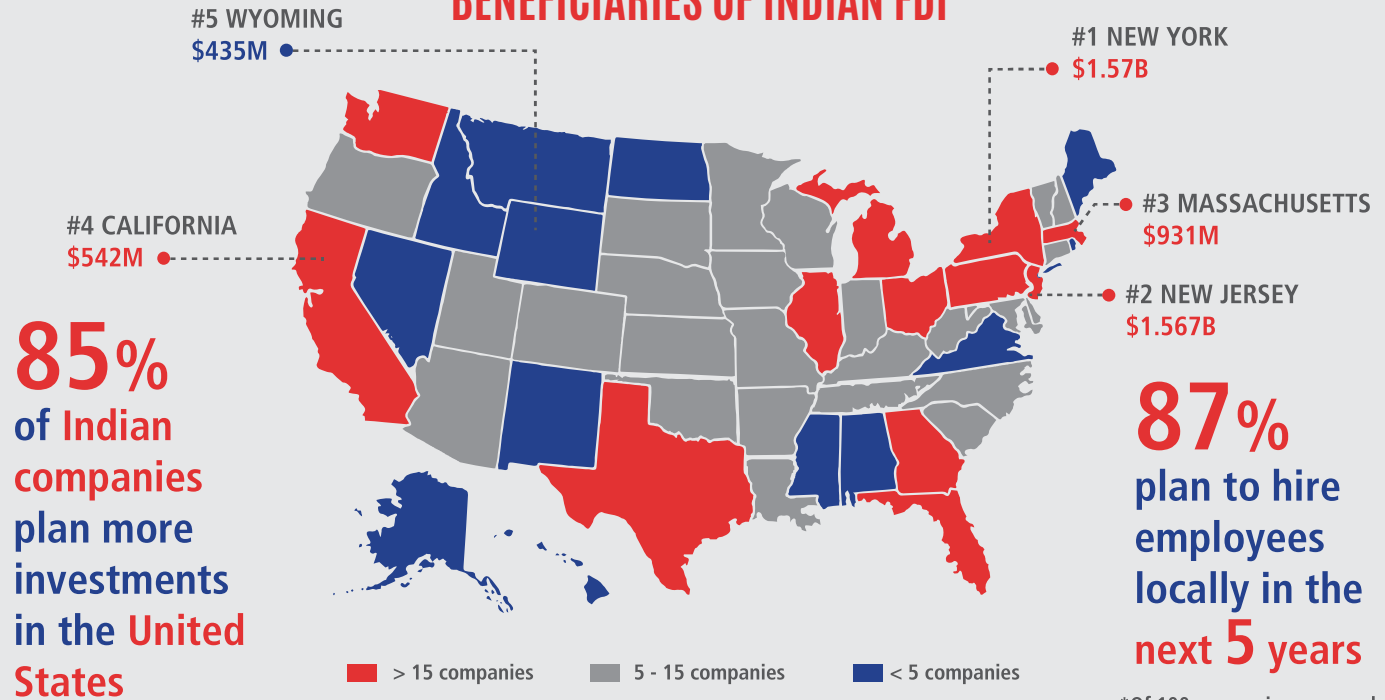




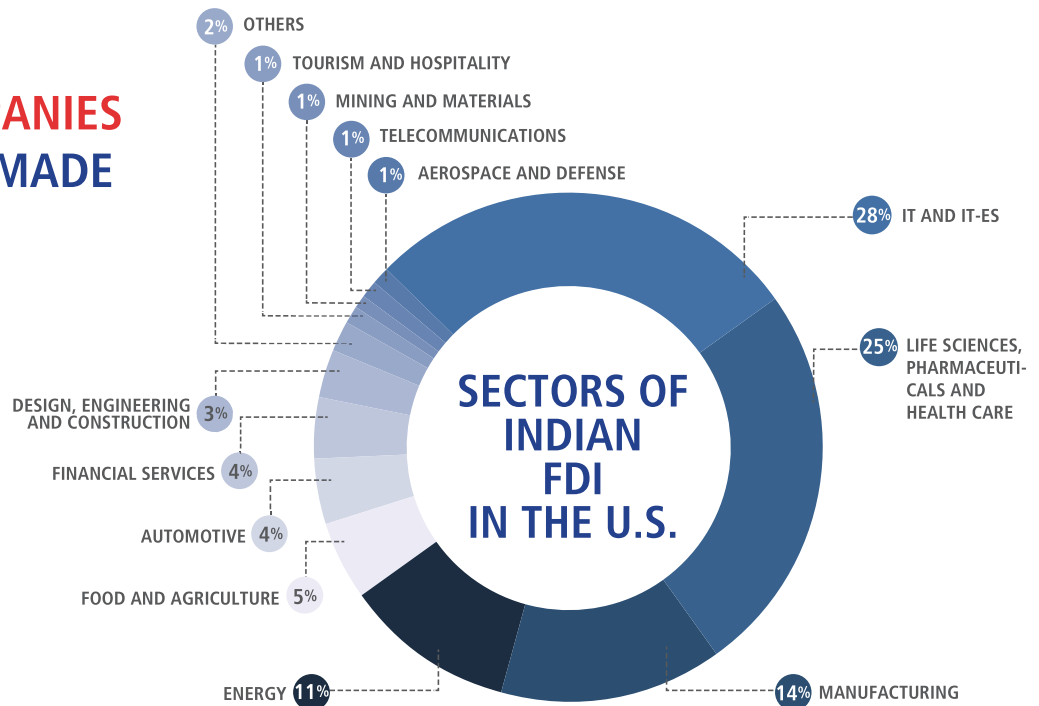
Confederation of Indian Industry

U.S. - India Trade and Investment Partnership

BENEFICIARIES OF INDIAN FDI



100 INDIAN COMPANIES
IN THE U.S. HAVE MADE
\$17.9 BILLION
IN TANGIBLE INVESTMENTS
AND CREATED
113,423 JOBS



Source

CII 2017 Report, "Indian Roots, American Soil."



The Confederation of Indian Industry (CII) is India's premier business association. Founded in 1895, CII is comprised of approximately 9,000 corporate members, and has an indirect membership of over 300,000 enterprises from national and regional sectoral industry bodies. With 66 offices, including 9 Centres of Excellence in India, CII serves as a reference point for Indian industry and the international business community via its 10 overseas offices and institutional partnerships with 355 counterpart organizations in 126 countries.

The CII India Business Forum (CII - IBF) USA is an industry group formulated under the aegis of the Confederation of Indian Industry (CII) to serve as a platform for networking, policy advocacy, and knowledge sharing regarding concerns and challenges faced by Indian industry in the US. CII-IBF also promotes the companies' contributions to the US economy and their local communities.

THANK YOU SPONSOR



Wipro is present in more than 25 states supported by 48 offices and thousands of employees. In addition to providing world class support for our customers, we also invest in the communities in which we operate. We believe that you can be good in business and in the business of doing good.

Learn more at [@Wipro](#) or [wipro.com](#).

Confederation of Indian Industry
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Foreign Assistance Promotes America's Economic Prosperity

In today's interconnected world, U.S. global economic leadership and foreign assistance generate a significant return on investment at home. With 95 percent of the world's consumers living outside our borders, strategic investments in diplomacy and development build and open new markets for American investment by doing what only government can do: promoting rule of law, fighting corruption, and strengthening local institutions, creating opportunities for U.S. exports. Eleven of America's top fifteen export markets have been recipients of U.S. foreign assistance.

Creating Jobs: The State Department and U.S. development agencies advance America's economic interests by promoting exports which today make up 12 percent of America's economy and support about one in five American jobs across the country. U.S. foreign assistance helped move South Korea from economic collapse after the Korean War to our 6th largest trading partner with over \$40 billion in exports every year to South Korea, more each year than we invested there over five decades.

- Diplomats and economic officers at our embassies around the world are essential partners for American businesses to ensure they can compete on a level playing field.
- USTDA generates \$104 in exports of U.S.-manufactured goods and services for every \$1 programmed for priority development projects in emerging markets. The Agency's programs have generated over \$66 billion in U.S. exports, supporting more than 300,000 U.S. jobs, since USTDA was established in 1992.
- OPIC's investments have supported more than \$200 billion of American private investment since its creation in 1974, generating \$80 billion in U.S. exports and supporting more than 280,000 American jobs.
- Export-Import Bank has supported more than 1.7 million jobs in all 50 states in the last decade, with 90% of its transactions serving American small businesses. Since 1992, EXIM has generated \$9.6 billion in revenues for U.S. taxpayers, helping to reduce the federal deficit.

Partnering with American Businesses: The State Department and USAID have a proven track record of effective partnerships with American businesses to increase the sustainability of development assistance programs.

- USAID has built more than 2,300 partnerships over the last decade with businesses, leveraging more than \$43 billion in non-U.S. government funds to tackle development challenges that constrain economic growth.
- Power Africa has leveraged more than \$54 billion in private sector commitments from an initial \$7 billion U.S. investment, helping to double access to electricity in sub-Saharan Africa and creating investment opportunities for American companies.

Ensuring American Competitiveness: America's global competitors are outpacing America's investments in Africa, South America, and Asia, which threatens U.S. leadership and influence. China surpassed the U.S. as the largest trading partner to Africa in 2009 and has become the leading trading partner for many Latin American countries, including Chile, Peru, and Brazil – the continent's largest economy.

- China doubled its diplomacy budget over the last five years and increased its foreign affairs budget by 15% in 2018 alone. Overall, Chinese development investments in Africa have grown by 520% over the last 15 years.



Quotes

- “Economic Security is National Security.” – President Donald Trump
- “We use American power, economic might, and influence as a tool of policy to help America achieve its interests and promote our values around the world. And if we do that right, it in turn cycles back to prosperity at home. We build relationships that create jobs and sustain American businesses and spur economic growth here at home.” – Secretary of State Mike Pompeo
- “We’re embracing the notion that the private sector, not donors and governments — but the private sector — will be the ultimate driver and sustainer of development, and we know that we need to re-envision our role accordingly. We’re embracing a model of enterprise-driven development.” – Ambassador Mark Green, Administrator, USAID
- “As the U.S. government’s development finance institution, OPIC works to mobilize private investment in emerging markets. We know that investment is critical to creating jobs and long-term economic growth.” – Ray Washburne, former President & CEO, OPIC



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Orbis Crossborder Investment looks at globalization via projects and deals, and delivers information on the companies behind these investments – both listed and private. It tracks information daily, and monitors announced, completed and cancelled/withdrawn projects and deals, as well as rumours and intentions.

These include:

- Greenfield FDI projects – such as a company setting up (or expanding) a physical presence in a foreign market
- Crossborder M&A deals – defined as having more than 10% foreign ownership and including acquisitions, mergers, demergers, joint ventures and minority stakes

And covering:

- Details of the investor, acquirer or target companies including financial data, their structures and their people
- Project size estimates, when data isn't available
- An indication of a company's propensity to invest
- Deal comments and rationale and linked deals/projects
- Project financials, job creation, motives, incentives, sources of finance, comments, rationale, contacts and links to other relevant projects/deals

Join us on July 31 for a presentation on current FDI trends by David East, Bureau van Dijk's FDI & Economic Products Strategy Director. As head of FDI and Economic Products, David is the primary driving force behind the Orbis Crossborder Investment tool.



The First Choice for Business Encounters

Messe Frankfurt is the world's largest trade show, congress and event organizer with its own exhibition grounds. The Group employs more than 2,500 people at 30 locations around the globe.

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Wyoming Small Business Development Center Network

Total number registered : 128

SIDO BEST PRACTICES 2019

Schedule-at-a-Glance

MONDAY, July 29

SIDO Board Meeting

(Invite only)

8:00-9:30 am

Registration

8:00-9:30 am

Sheraton Hotel

Opening Remarks

10:00 – 10:15 am

Host State Welcome

10:15- 10:30 am

Colorado Trade Ecosystem

10:30 – 11:00 am

Federal Trade Agenda

11:15 – 12:00 pm

Lunch

12:00 pm

Trade Promotion – Foreign

12:30 – 1:00 pm

STEP Best Practices *(states only)*

1:00 – 2:00 pm

SBA STEP Team

2:15 – 3:15 pm

STEP One-on-One Meetings

3:30 – 5:00 pm

Assemble Room

Partner Networking

3:30 – 5:00 pm

Gather Room

Welcome Reception

6:00 pm

Sheraton Hotel

TUESDAY, July 30

Breakfast

8:00 am

U.S. -India Breakfast

8:15 – 9:00 am

Keynote – Council on Foreign Relations

9:00 – 9:30 am

Thunderbird University

9:30 – 11:30 am

Lunch

11:30 – 12:00 pm

Lunch Keynote – Ambassador Hill

12:15 – 12:45 pm

Digital Trade and Services

12:45 – 1:00 pm

Counseling Service

Exporters

1:00 – 1:40 pm

Assemble Room

E-Commerce

1:00 – 1:40 pm

Gather Room

Networking Break

1:40 – 2:00 pm

Import Counseling

2:00 – 2:40 pm

Assemble Room

Export Control

2:00 – 2:40 pm

Gather Room

Networking Break

2:40 – 3:00 pm

Social Media

3:00 – 3:40 pm

Assemble Room

CRM/Acct Management

3:00 – 3:40 pm

Gather Room

Concluding Remarks

3:45 – 4:00 pm

Shuttle to Baseball Game

5:30 pm

Dodgers vs. Rockies

6:40 – 8:00 pm

WEDNESDAY, July 31

Breakfast

8:00 am

SIDO Exec Report

8:30 – 8:45 am

Trends in FDI

8:45 – 9:00 am

Best Practices in Investment

9:00 – 10:00 am

Networking Break

10:00 – 10:10 am

Best Practices in Trade Shows

10:10 – 11:00 am

Future of Trade Promotion

11:00 – 11:30 am

Closing Remarks

12:00 pm

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★ ORGANIZATIONS

