

SXSW 2020: #GoSATX

A Day in San Antonio for International Business Leaders and Entrepreneurs

Economic and Workforce Development Committee

Amy Contreras

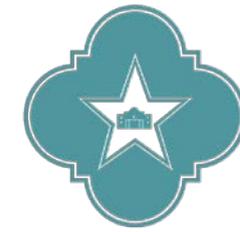
Manager, Economic Development Department

February 11, 2020



#GoSATX Attendees

Representation from around the World at South by Southwest



To showcase San Antonio and promote our City as a potential business destination, #GoSATX will host 50 international business leaders and entrepreneurs who plan to attend South by Southwest.

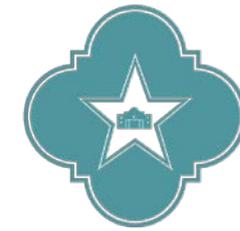
Entrepreneurs from the following countries are confirmed:

- Canada
- Colombia
- Germany
- Korea
- Mexico
- South Africa
- United Kingdom
- United States



#GoSATX Agenda

A Day in San Antonio for International Business Leaders and Entrepreneurs



- Welcome event at the historic Pearl Brewery
- Luncheon on San Antonio's status as a UNESCO Creative City of Gastronomy
- A river barge tour on the River Walk
- Tour of the Houston Street Tech District
- "Speed pitch" event with local investors
- Shuttle to and from downtown Austin



United Nations
Educational, Scientific and
Cultural Organization



SAN ANTONIO
CITY OF GASTRONOMY

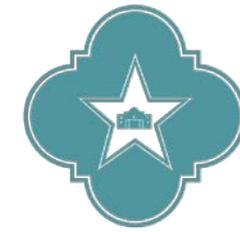
Designated
UNESCO Creative City
in 2017

*Be inspired.
Be curious.
Be hungry.*



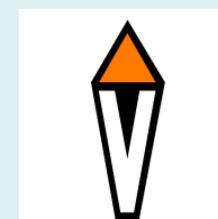
#GoSATX Partners

The Anchor Event: A Speed Pitch in Front of Local Investment Groups



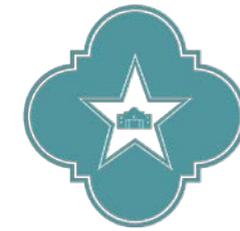
Local community partners will welcome international visitors:

- Admiral Capital
- Alamo Angels
- CodeUp
- Geekdom
- Holt Ventures
- Port San Antonio
- SAEDF
- Scaleworks
- Tech Bloc
- U.S. Department of Commerce
- USAA Labs
- VelocityTX



#GoSATX Alignment

Passport San Antonio and the Metro Priority Plan



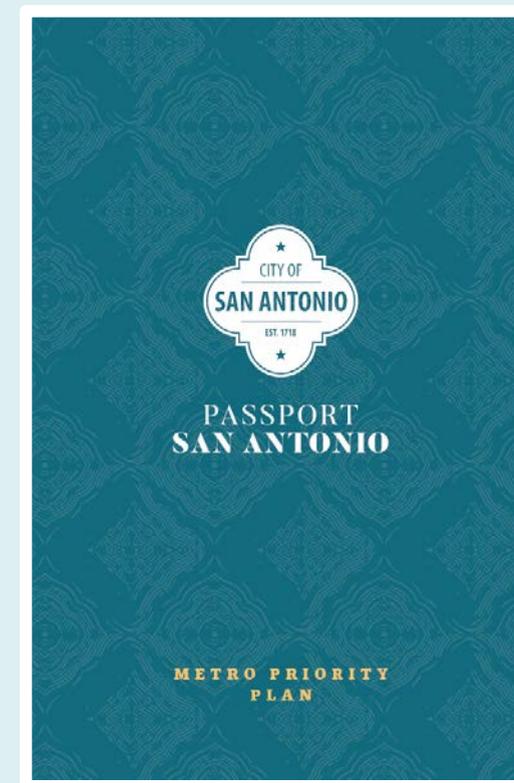
Passport San Antonio strategy to deepen our connections in priority international markets:

- Re-engage 2019 participants and liaisons
- Combine business and diplomatic efforts to elevate San Antonio's brand
- Collaborate with our foreign trade offices: Casa San Antonio and the Texas Japan Office
- Focus on new, priority markets
- Engage with other City departments
- Invite over 400 participants and connectors

Metro Priority Plan encourages direct engagement to recruit foreign direct investment



PASSPORT SAN ANTONIO



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