

International: FY2017 and FY2018



Economic and Workforce Development Committee | December 5, 2017

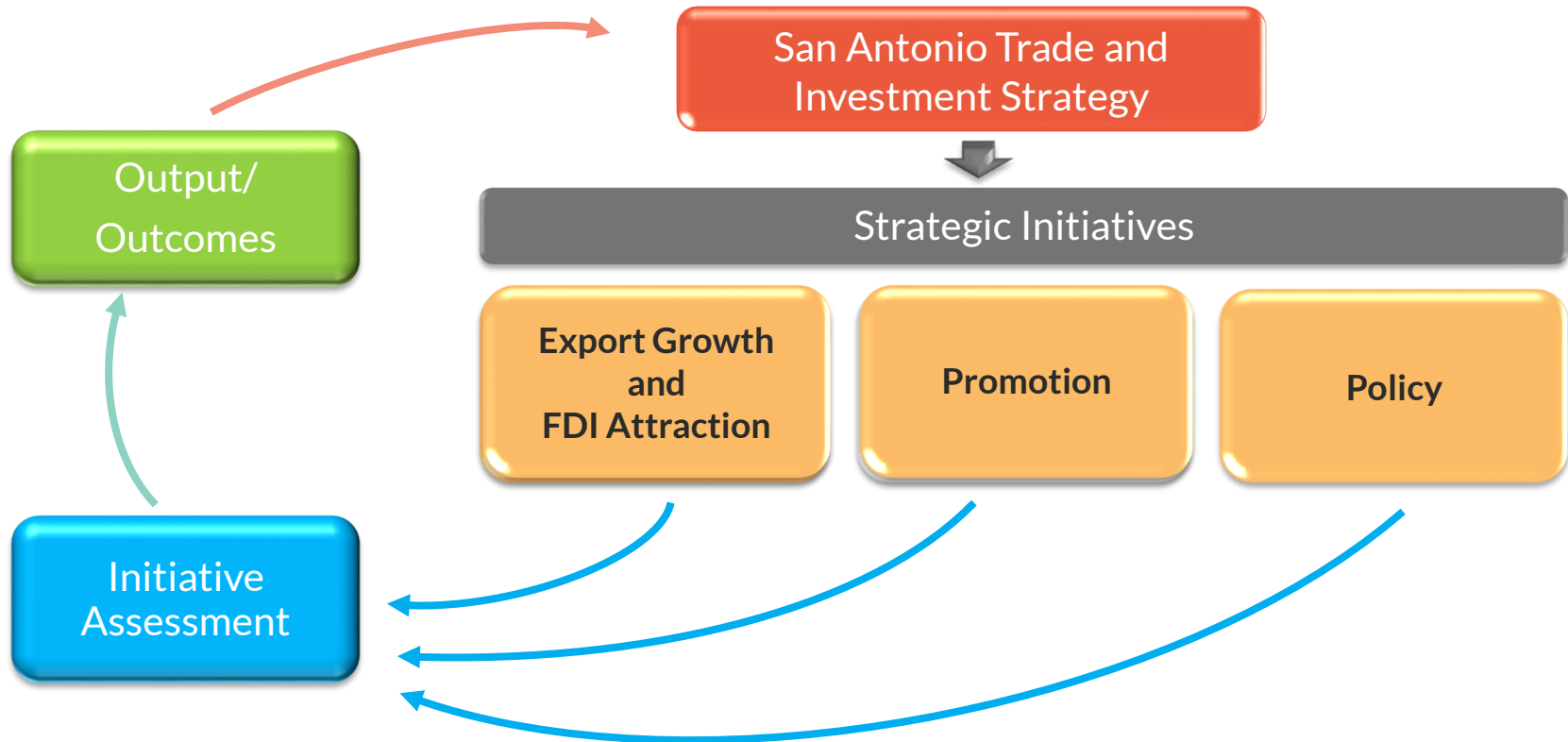
Rene Dominguez | Director Economic Development Department

San Antonio Trade & Investment Strategy



Establish San Antonio as a leading location for developing and attracting globally competitive businesses through targeted trade and investment strategies.

San Antonio's Trade & Investment Execution Lifecycle



San Antonio's Most Active FDI and Export Markets

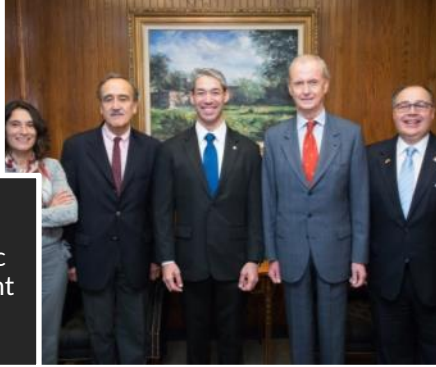


San Antonio's Most Active FDI and Export Markets



Aligning Diplomatic, Educational and Cultural Initiatives with our Economic Development Strategies

Diplomatic
Engagement



Educational
Outreach



Cultural &
Civic
Engagement



Technical
Exchange &
Humanitarian
Assistance



Export Growth and FDI Attraction

San Antonio's globally competitive economy will be shaped by its ability to specialize and gain recognition as a leader in its key industries

FY2017 – Highlight

- January 2017 – 5th Annual SAEDF led Investment Mission to Japan

FY2018 – Highlight

- October 2017 – Trade and Civic Mission to Israel
- October 2017 – Sister City Trade and Cultural Mission to Darmstadt, Germany



Mayor Nirenberg and Lord Mayor Partsch signing the Sister City Agreement on October 27, 2017

October 2017 – Mayor-led Hispanic Chamber and Jewish Federation of San Antonio Trade and Civic Mission to Israel

- Extending relationship with Friendship City of Tel Aviv
- Developing a better cultural understanding of Israel
- Exploring synergies with our target industry sectors, with active follow up in:
 - > Cybersecurity
 - > Innovation and Start Ups (Israel as “Start Up Nation”)
 - > Healthcare & Biosciences



October 2017 – Mayor-led Sister City Trade and Cultural Mission to Darmstadt, Germany

- Sister City Agreement signing on October 27, 2017
- Leveraging the signing to establish economic collaboration and dialogue in key areas such as:
 - > Renewable Energy and Smart Grid
 - > Cybersecurity
 - > Innovation (incl. R&D) and Start Ups
 - > Healthcare & Biosciences

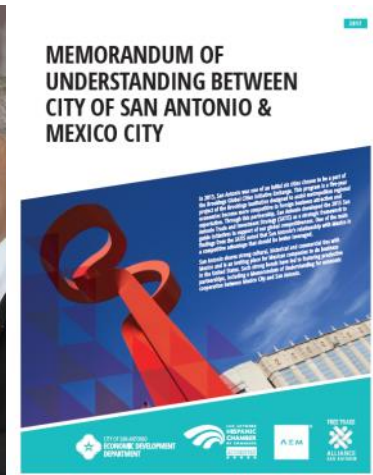


Export Growth and FDI Attraction

FY2018

Coming up

- Mexico – Hispanic Chamber SA to Mexico Trade Mission (February 2018) and Mexico City to revisit MOU
- Japan – SAEDF Annual Investment Mission (March 2018)



5th Annual Japan Investment Mission – Nissei Plastic Industrial

Promotion

Establishing San Antonio as a leading location for developing and attracting globally competitive business in its industry specializations

FY2017

- April 2-7, 2017 – 7th Americas Competitiveness Exchange (ACE) Central Texas
 - 50 high level decision makers, primarily from the Americas, were exposed to key industries all in one location.

FY 2018

- October 18-19, 2017 – Annual “San Antonio Day” for Foreign Diplomats and Trade Commissioners



San Antonio Day 2017 | IBF - Economic Overview Session

Promotion

FY2018

Coming up

- May 2018 – Tricentennial Commemorative Week
 - including an economic overview session for visiting dignitaries and Sister City representatives.
- June 25-26, 2018 – Select San Antonio
 - Local spin off event held the week prior to the main Select USA event in D.C, the highest-profile event dedicated to promoting foreign direct investment (FDI) in the United States .



Policy

FY2017 + FY2018

Advocacy at the State and Federal levels on relevant topics related to San Antonio's global position and international stance, i.e.:

- NAFTA 2.0
- SA to DC



Senate Finance Subcommittee on International Trade, Customs and Global Competitiveness NAFTA Field Hearing



Annual SA to DC Advocacy

Brookings Global Cities Initiative (GCI)

Market Prioritization Framework

- Robust quantitative and qualitative methodology to prioritize foreign markets that offer the strongest opportunities in order to target our resources and capacity for greatest likely return.
- Model for effective metro-to-metro economic collaborations, including selection criteria, structures, activities, and outcomes.



Thank you: any questions?



Economic and Workforce Development Committee | November 7, 2017

Rene Dominguez | Director Economic Development Department
