



City of San Antonio

Agenda Memorandum

File Number:15-2395

Agenda Item Number: 5.

Agenda Date: 4/7/2015

In Control: Economic and Community Development Committee

DEPARTMENT: Economic Development

DEPARTMENT HEAD: Rene Dominguez

COUNCIL DISTRICTS IMPACTED: City-Wide

SUBJECT:

Economic Development Department Implementation Plan supporting the Global Trade and Investment Strategy

SUMMARY:

The San Antonio business and economic development community released the San Antonio Trade and Investment Strategy (SATIS) in December 2014. The strategy is a result of a two year partnership with the Brookings Institution and their Global Cities Initiative (GCI). The strategy identified two primary areas of focus to include the promotion of foreign direct investment and the export initiatives of FTA and SAEDF. For FY2015, EDD staff has developed planned initiatives that supplement and complement the strategic plan focused on the community's international economic development efforts with the goal of growing the city's exports and FDI.

BACKGROUND INFORMATION:

San Antonio's near and long-term growth opportunities include increasing our exports, attracting foreign direct investment and building global awareness about our business opportunities. In 2014, the local business and economic development community released a strategic plan to focus the community's international economic development efforts with the goal of growing the city's exports and FDI. The strategy set a 10-year goal to triple both exports and the number of jobs at foreign-owned companies in San Antonio. Efforts will focus on the region's top export products and destinations, largest FDI categories, and the regions from which the majority of FDI originates.

The activities include working with local partners to leverage their external partnerships as a means of promoting exports and foreign direct investment. Specific FY2015 activities include:

- Global Business Competitive Council
- San Antonio -Mexico City Agreement
- Foreign Target Market Research
- Foreign Trade Missions
- Socializing the SATIS
- Foreign Trade Office Support

EDD has already initiated implementation of the FY2015 plan and will continue to work with local partners such as the SAEDF, FTA, Brooks City-Base, Port San Antonio, and the Brookings Institution to implement the Trade and Investment Strategy. In 2015, EDD has already supported SAEDF's promotion mission to Monterrey, Mexico, and the community effort to host a booth at the SelectUSA Summit in Washington, D.C. where the group promoted the city to the 2,500 attendees.

NEXT STEPS:

In April, staff will work with SAEDF to host a trade show booth at the world's largest industrial trade show in Hannover, Germany. As recommended in the Trade and Investment Strategy, EDD will present updates to the Global Business Competitiveness Council which will oversee implementation and provide expert feedback on the community's efforts.

RECOMMENDATION:

This briefing is for informational purposes only.