



FACILITATING BUSINESS INVESTMENT IN THE UNITED STATES

SelectUSA

Neil Pickett

Commercial Officer



U.S. Investment Climate

“The United States tops the index for the 3rd year in a row...

“Never in the 16-year history of this index has a country had such a positive net position (43%).”

*AT*Kearney

The 2014 A.T. Kearney Foreign Direct Investment Confidence Index®

Ready for Takeoff

In spite of the slow and uneven economic recovery, business executives now feel more bullish about the global outlook. A majority of business leaders report that this optimism will translate into increased levels of foreign direct investment in the next 12 months.



Turkey Roughly as Large as Texas



Cultural Differences



Turkey and USA, although being trade partners have many cultural differences that affect both countries ways of doing business.

USA	Individualistic	Depersonalized disagreement	Professional and short business relationship	Time-sensitive	Space is personal and physical touch is uncommon	Competition and success driven	Not a huge need for rules	Direct and informal communication	Set deadlines	Offering beverages and presents not a necessity	Knowledge has authority
Turkey	Collectivistic	Personalized disagreement	Personal and long business relationship	More time-tolerant	Space is communal and physical touch is common	Consensus and quality of life driven	Necessity for explicit laws and rules in business	Indirect and formal communication	Approximated deadlines	Common courtesy to offer beverages and presents	Experience/age has authority



Source: <http://geert-hofstede.com>

U.S. Business Climate



Strategic Market & FTAs

U.S. & 20 FTAs create a consumer market population of 759m

Center for Global Innovation and Entrepreneurship

U.S. Responsible for 30% of Total World R&D Expenditures (Europe accounted for 24%)²

Strong Intellectual Property Rights Protections

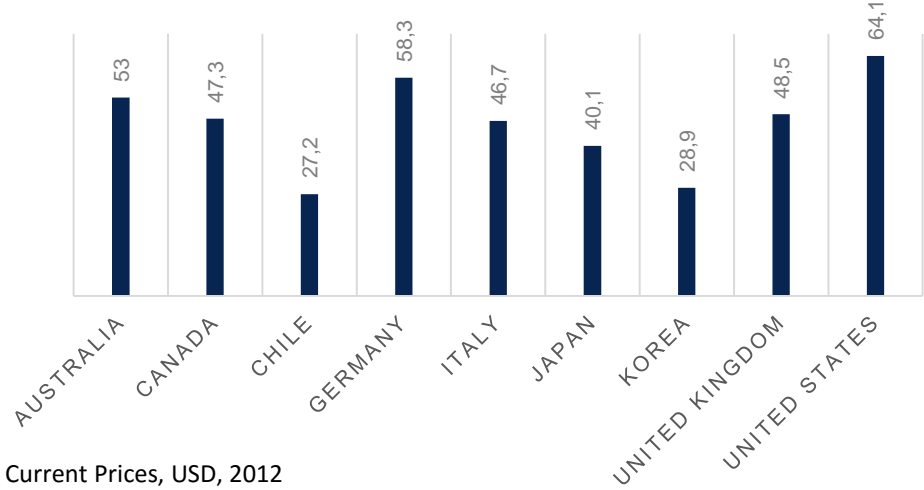
51.9% of the Patents Granted in 2014 by the U.S. Patent Office Originated from a Foreign Country³

A Leader in Higher Education

15 of the top 20 universities in the World (Europe has 4 of the top 20)⁴

Productive Workforce⁵

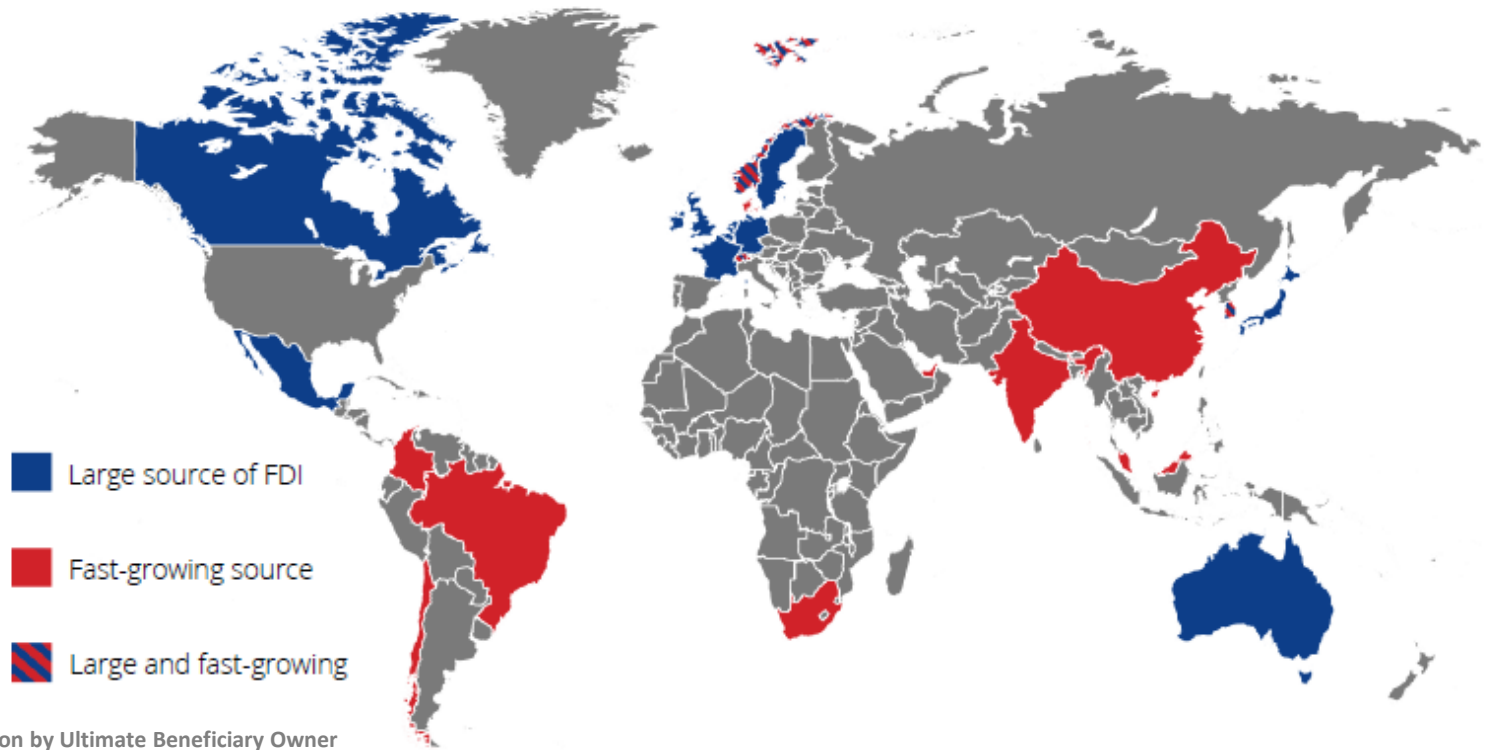
GDP PER HOUR WORKED



Current Prices, USD, 2012

Sources: 1. Office of the U.S. Trade Representative; Central Intelligence Agency – The World Factbook; 2 National Science Foundation Science and Engineering Indicators 2011; 3. U.S. Patent and Trademark Office; 4. The Times Higher Education World University Rankings 2014-2015; 5. OECD Labor Productivity Statistics

U.S. FDI Trends



FDI Position by Ultimate Beneficiary Owner

Source: Department of Commerce, Bureau of Economic Analysis, Calculations based on Ultimate Beneficial Owner (UBO) Position figures
<http://www.bea.gov/international/di1fdibal.htm>



Largest and Fastest Growing

Largest Sources of FDI in the United States (by UBO)

Rank	Market	2014 Position in USD millions	Share of total
1	United Kingdom	\$465,795	16.1%
2	Japan	\$374,720	12.9%
3	Germany	\$312,898	10.8%
4	Canada	\$311,383	10.7%
5	France	\$240,212	8.3%
6	The Netherlands	\$185,053	6.4%
7	Ireland	\$159,515	5.5%
8	Switzerland	\$151,721	5.2%
9	Spain	\$54,745	1.9%
10	Australia	\$53,058	1.8%
11	Sweden	\$48,085	1.7%
12	Belgium	\$36,460	1.3%
13	South Korea	\$34,821	1.2%
14	Norway	\$31,701	1.1%
15	Mexico	\$31,448	1.1%

Fastest-Growing Sources of FDI in the United States (by UBO)

Rank	Market	2014 Position in USD millions	CAGR 2009-14
1	China	\$10,169	38.5%
2	Luxembourg	\$23,822	26.8%
3	Brazil	\$22,404	25.2%
4	India	\$10,706	22.1%
5	Malaysia	\$1,587	19.6%
6	South Korea	\$34,821	19.4%
7	Switzerland	\$151,721	18.2%
8	United Arab Emirates	\$27,618	18.1%
9	Colombia	\$2,517	16.5%
10	Norway	\$31,701	16.5%
11	Venezuela	\$5,537	13.8%
12	Chile	\$1,154	13.0%
13	Denmark	\$12,544	12.0%
14	Hong Kong	\$19,582	11.9%
15	South Africa	\$3,697	11.6%

Source: Bureau of Economic Analysis. UBO refers to Ultimate Beneficial Owner. CAGR refers to Compound Annual Growth Rate.

Source: Department of Commerce, Bureau of Economic Analysis, Calculations based on UBO Position figures
<http://www.bea.gov/international/di1fdibal.htm>



FDI From Turkey

\$1.1B

Total stock of FDI from Turkey in the United States in 2014 *(by UBO)*



Supporting
U.S. Jobs

2,500-4,999

Number range of U.S. workers employed by U.S. affiliates of Turkish-owned firms in 2013.*



Investing in
Innovative R&D

\$39.8 billion

Value of research and development (R&D) spending by U.S. affiliates of European firms in 2013.*



Expanding
U.S. Exports

\$204 billion

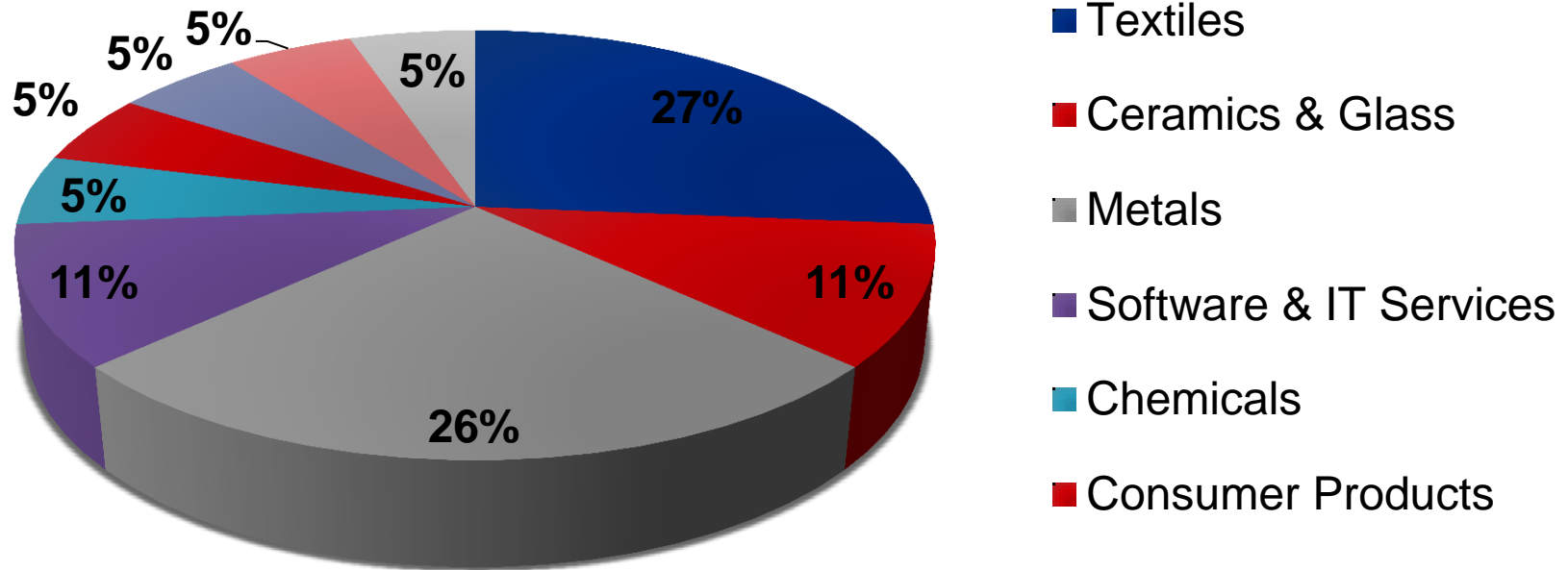
Total contribution to U.S. goods exports by European firms operating in the United States in 2013.*

Foreign Direct Investment: The United States and Turkey

SelectUSA.gov



FDI Project Announcements from Turkish Firms by Industry Sector (2003-2012)





SelectUSA's mission is to promote and facilitate business investment in the United States. We are the single point of contact at the national level for international and domestic companies to invest in the United States.

Our Clients:

- ✓ Companies (investors)
- ✓ U.S. States, Regions, and Cities

Our Network

U.S. Department of Commerce – International Trade Administration

- ✓ SelectUSA HQ
- ✓ U.S. and Foreign Commercial Service

Inter-Agency Investment Working Group

- ✓ U.S. State Department, Embassy & consulate Personnel



SelectUSA Services for Firms

Information, Research & Counseling We provide companies with subject-matter expertise including industry information and analysis.

Ombudsman Assistance* We help companies navigate U.S. federal rules and regulations.

Connections: We connect investors with U.S. cities and states.

Promotion Events – 2017 Summit



★ June 2017

“The Innovation Advantage”

Register at: <http://selectusasummit.us/>

See the agenda at: <http://selectusasummit.us/agenda/>

What happened in 2016?

- **2,600 participants → 1,300 investors**
- **500 EDO participants** from 50 states and U.S. territories
- Investors and officials from **70+ countries**
- Speakers included senior business leaders, subject-matter experts, governors, President Obama, and six members of the Cabinet
- **Hundreds of matchmaking** sessions and networking on the **tradeshow floor**. Investors met EDOs face-to-face, and were able to meet federal officials at the SelectUSA Help Desk.

