



European American Investment Council

Your Partner for U.S. Market Entry and Expansion Support

Doing Business in the United States
Stefan Aengenheyster
Istanbul, September 20th, 2018

EAIC Conference Partner



Introduction

The European American Investment Council is the leading representative of North American EDOs in Europe. It is our mission to promote transatlantic trade and investment.

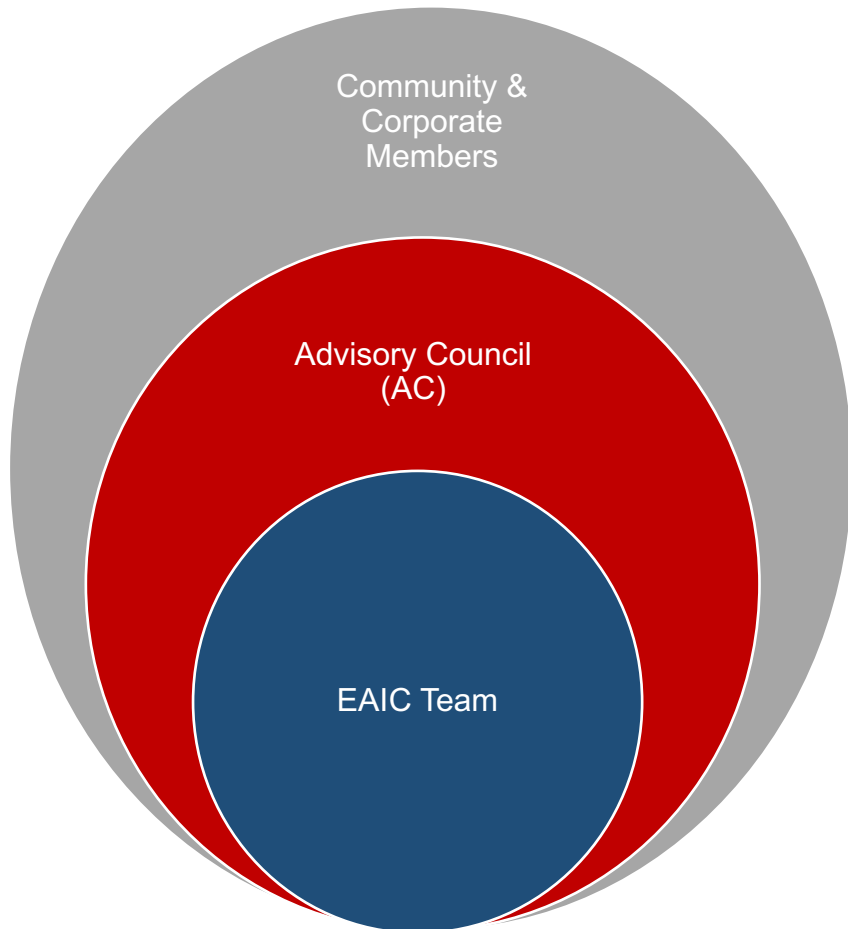
We assist European companies in expanding their business across the Atlantic. As we receive our funding from our U.S. Member Communities, our services are free of charge to European companies partnering with us.



TAİK



The EAIC – A Member Organization



EAIC Team

- Multilingual team (6 full time employees) with offices in Atlanta and Berlin, Germany
- Works with companies all over Europe

Advisory Council (AC)

- Extensive experience in European FDI in the U.S.
- Well connected with a variety of European investors
- Multidisciplinary (tax, law, site-selection, construction and more)

Community & Corporate Members

- The EAIC represents more than 100 members from 26 U.S. States and various corporate Members that can offer support tailored to your needs
- Get access to premium FDI information for your expansion project
- Directly meet with U.S. representatives from Economic Development Organizations

The EAIC Advisory Council - 17 Experts in European FDI to the US

James Blair

Founder and Managing Director, Navigator Consulting LLC

Founder of Navigator Consulting, a site selection consulting firm with locations in Atlanta (USA) and Dusseldorf (Germany) which has located 18 projects in 4 years representing over 3,100 jobs and \$2.1 billion in capital investment.

Florian Stamm

Partner, Head of Site Selection, Smith, Gambrell & Russell LLP

At Smith, Gambrell & Russell LLP Florian represents European investors, primarily from Germany, Switzerland and Austria. He focuses his practice on site selection and economic development.

Werner Beermann

Manager, European Business Development

Werner was hired as manager, European business development in 2011, to develop and lead Gray's European sales efforts. Having spearheaded the U.S. expansions of several Austrian and German automotive companies prior to joining Gray, Werner possesses a clear understanding of the unique needs of the European market.

Dr. Ullrich Kämmerer

Partner at Rödl & Partner LLP

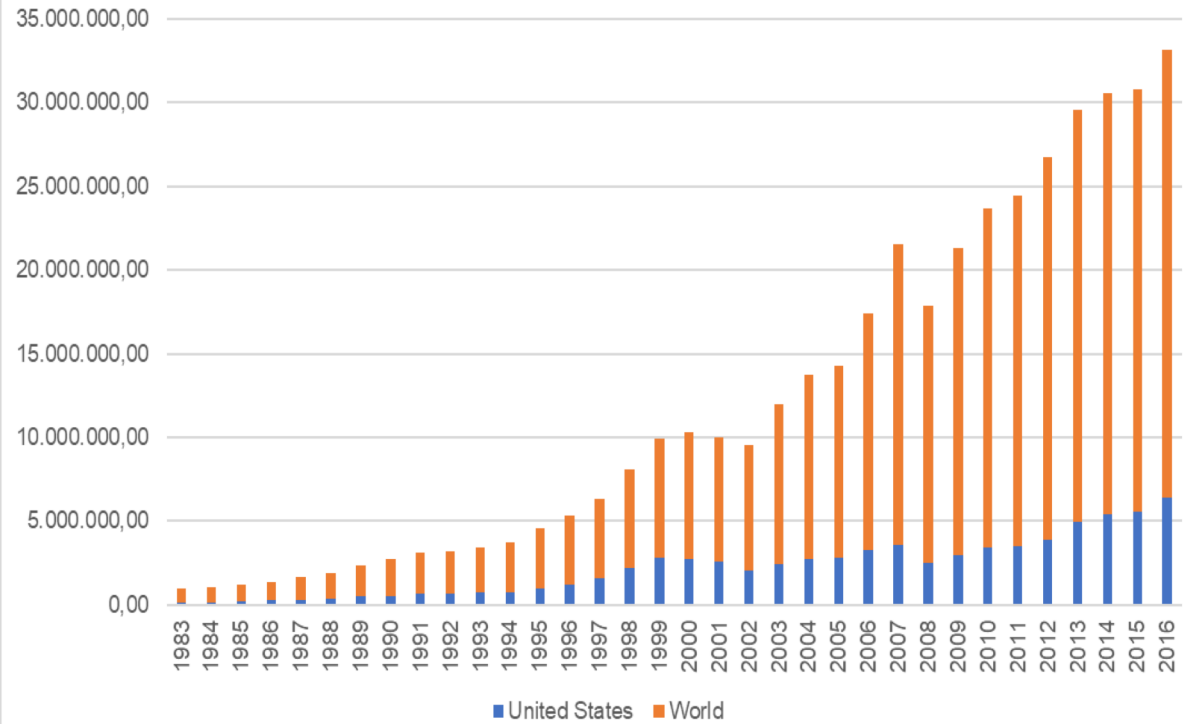
Ullrich Kämmerer is partner at Rödl Langford de Kock LLP, where he focuses on market entry, site selection and taxation of European investors in the USA.

Our Services for Turkish Companies

- Providing a wide variety of relevant information about the U.S.
- Support in business planning, especially U.S. costs (such as real estate; labor and employment; utilities such as electricity and water; taxes; logistics)
- Regulatory, tax and legal information about the U.S.
- Assistance with forming a U.S. company
- Making contact with potential business partners in the U.S.
- Site Selection support in the U.S.

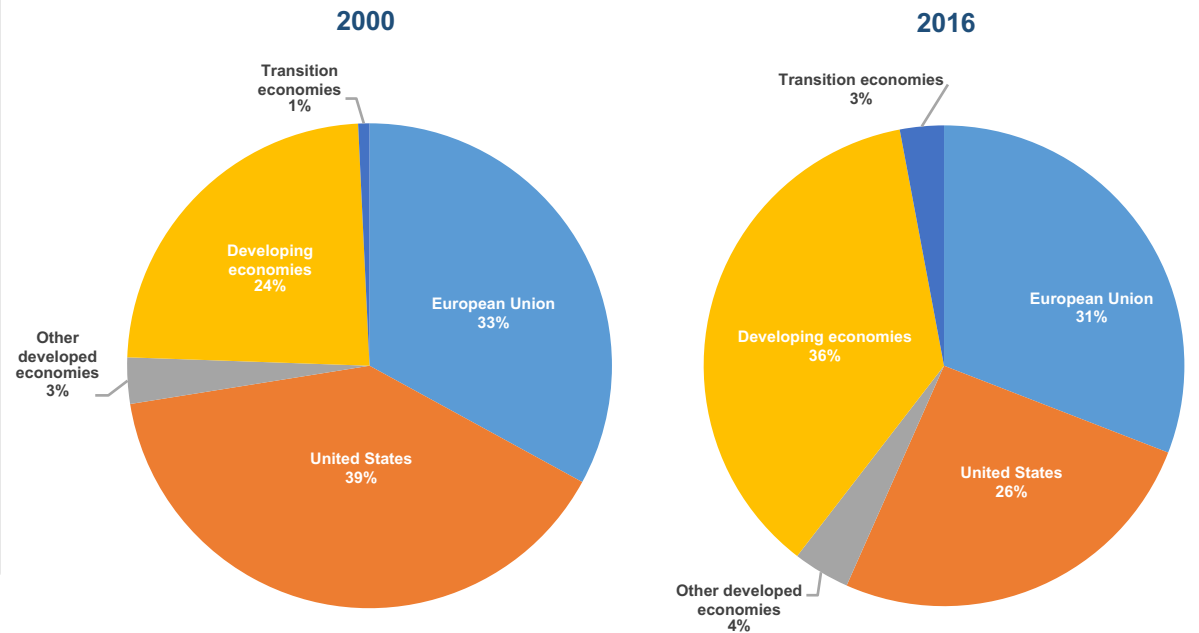
Global FDI Trends – the U.S. share is declining...

U.S. Share of Global FDI Stock, 1983 - 2016



Until the 1980s, the U.S. was the predominant recipient of FDI worldwide. Its proportion has fallen consistently since.

Worldwide Inward Stock of Foreign Direct Investment



Source: World Investment Report, 2017.

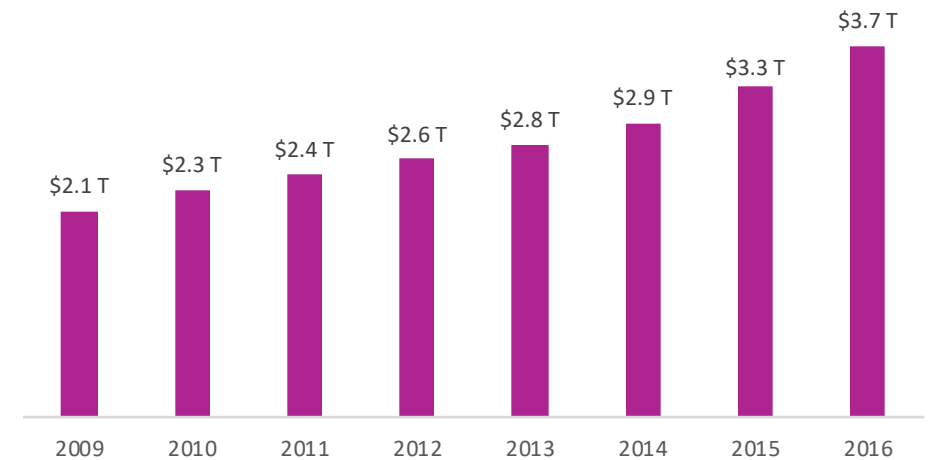
...but FDI to the U.S. is growing.

FDI flows to the U.S. are growing due to

- Ease of doing business ranking: 6 (WB, 2017)
- FDI Regulatory Restrictiveness Index: 0,089 (0-1 scale; OECD, 2017)
- Double the population growth of the European Union (0.6% vs. 0.3%; WB, 2016)
- Educated workforce: roughly 45% of 25-64 year held some level of tertiary education (bachelor or higher) in 2016 (OECD, 2016)

Annual FDI flows are fairly consistent over the years.

Cumulative Foreign Direct Investment in the United States,
2009-2016



Data are shown on a historical-cost basis, or cost at time of investment.
Source: Bureau of Economic Analysis. 2017

Countries of Origin

Manufacturing economies:
Germany, France, Switzerland, Italy,
Spain, Belgium, Israel, Sweden Japan
and China

Note: Distorting effect of
holding companies, but general
trend lines are consistent.
(The Netherlands are a typical place
for EU based conglomerates, like
Switzerland and Luxembourg.)

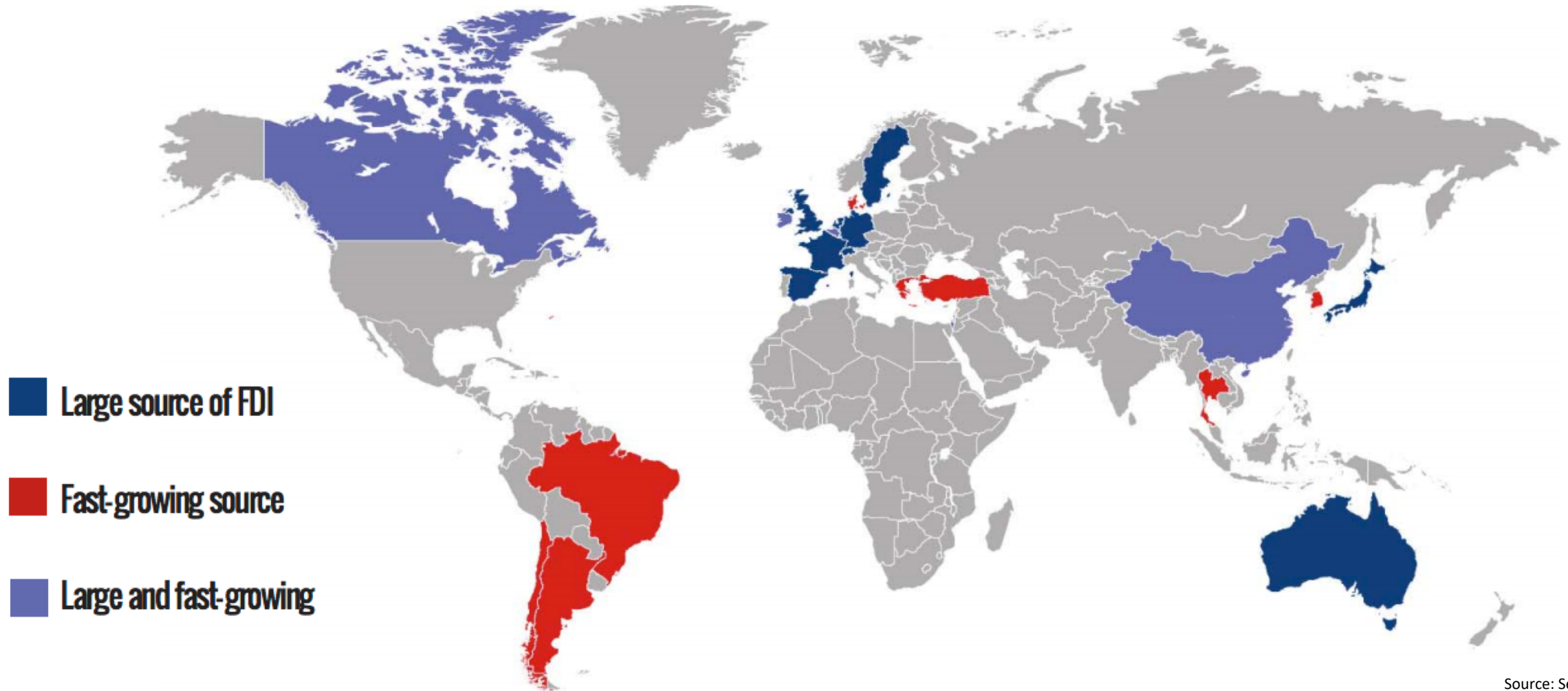
Largest Sources of FDI in the United States (by UBO)

Rank	Market	2016 Position In USD millions	Share Of total
1	United Kingdom	\$598,319	16.1%
2	Canada	\$453,641	12.2%
3	Japan	\$424,347	11.4%
4	Germany	\$372,778	10.0%
5	Ireland	\$279,647	7.5%
6	France	\$267,573	7.2%
7	Switzerland	\$196,595	5.3%
8	The Netherlands	\$191,937	5.2%
9	Singapore	\$73,677	2.0%
10	Spain	\$67,179	1.8%
11	China	\$58,154	1.6%
12	Belgium	\$55,940	1.5%
13	Israel	\$55,362	1.5%
14	Australia	\$54,307	1.5%
15	Sweden	\$52,730	1.4%

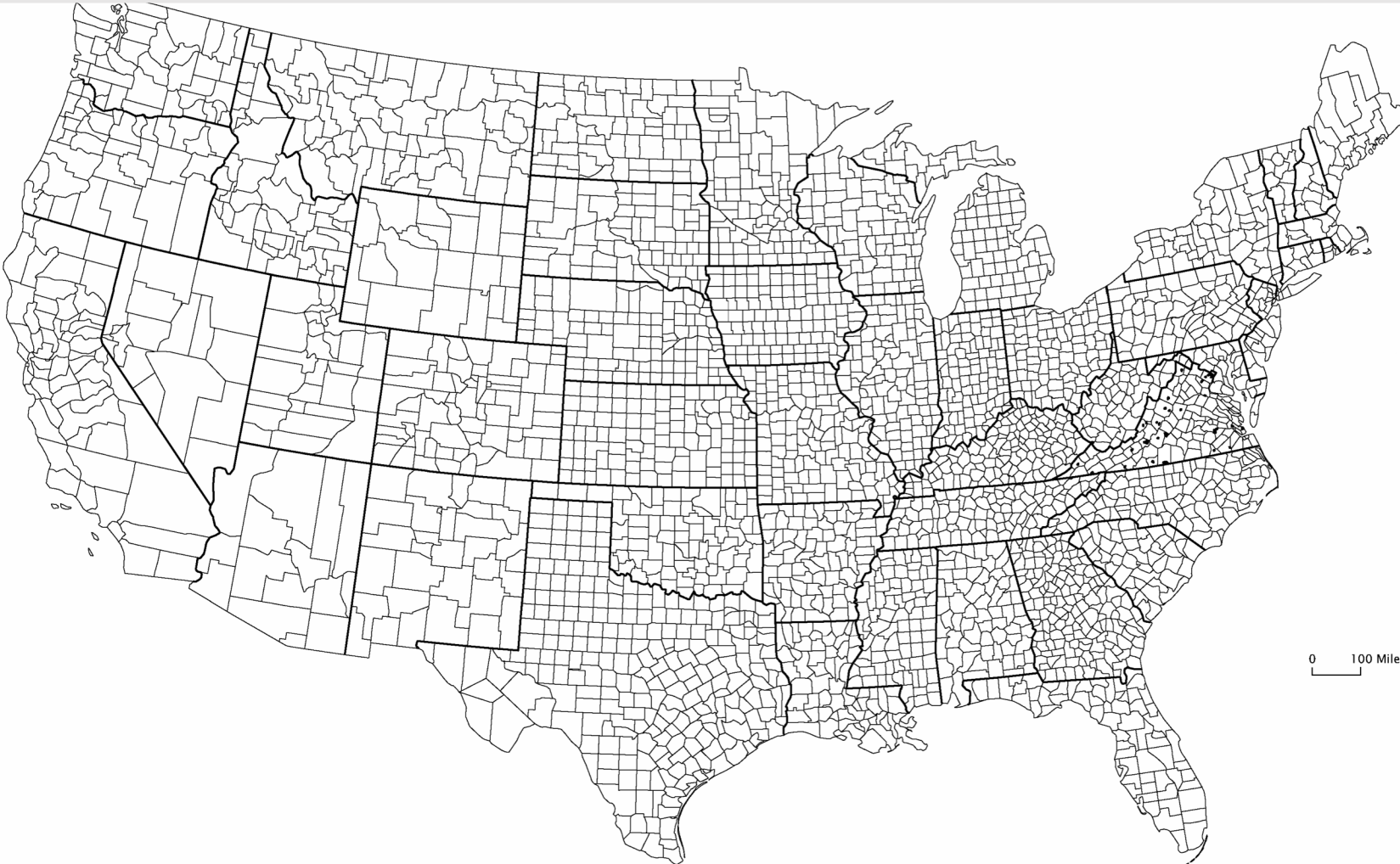
Fastest-Growing Sources of FDI in the United States (by UBO)

Rank	Market	2016 Position In USD millions	CAGR 2011-2016
1	Thailand	\$2,082	55.5%
2	Argentina	\$4,935	46.4%
3	China	\$58,154	44.7%
4	Singapore	\$73,677	36.9%
5	Chile	\$2,614	30.4%
6	Ireland	\$279,647	28.1%
7	Brazil	\$36,869	24.1%
8	Israel	\$55,362	21.3%
9	Turkey	\$1,290	17.2%
10	Greece	\$1,057	16.2%
11	Bermuda	\$33,460	16.2%
12	Belgium	\$55,940	14.7%
13	South Korea	\$38,750	14.4%
14	Denmark	\$17,726	13.0%
15	Canada	\$453,641	12.9%

Countries of Origin



Entering the U.S. Market:



Yes, but where?

- 50 U.S. States
- More than 3,000 Counties
- Population of 320,000,000
- Different regulations on Federal, State and County Level
- Different Cost of Doing Business
- Different Workforce Standards
- Cultural Variety

EAIC Community Members



EAIC Community Members

- >100 Communities
- Covering 26 U.S. States
- Investment-Ready Communities
- Skilled workforce
- Existing international companies
- Local team of experts to support continued growth

EAIC Corporate Members

GOLD SPONSOR



SILVER SPONSORS



BRONZE SPONSORS



EAIC Corporate Members

- 16 Corporate Members
- All across the country
- Utilities, Construction Firms & Other Service Providers
- Vital support for your business

In summary - European FDI in the U.S.

- FDI is a steadily growing source of manufacturing jobs in the U.S.
- The Turkish economy is one of the fastest growing sources of FDI in the U.S.

Today we will discuss...

- ... how can your company benefit from working with the EAIC?
- ... strategies and pitfalls of doing business in the United States?



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