



# INTERNATIONAL ENGAGEMENT READY COMMUNITIES (IERC)

*Effective Policies & Practices for Foreign Direct Investment (FDI) & Export Success*

## International Engagement

**FDI:** Inbound investments into a region from outside the U.S. by international firms.

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**Exports:** The sale of goods or services from firms located within a particular region to world markets.

## The IERC Initiative

Empowers communities with a rigorous, validated set of tools to support higher levels of international engagement across the U.S. and increase our competitiveness in the expanding world economy.

## Why IERC is Important

International engagement presents a critical economic development opportunity for communities across the U.S. to advance **job creation** and promote **economic growth**.

## The Report

*Captures patterns of performance (quantitative analysis) and summarizes international engagement policies and strategies in action (qualitative analysis).*



## The Toolkit

*Enables communities to design and execute effective FDI attraction and export promotion strategies with a how-to guide, practical tools, and relevant case studies.*



**USA Competes**

[www.USACompetes.com](http://www.USACompetes.com)

## KEYS TO PROMOTE INTERNATIONAL ENGAGEMENT

- 1** *Define specific local assets*
- 2** *Develop a targeted regional strategy that aligns with local assets*
- 3** *Allocate appropriate long-term resources for economic development activities*

## 1 LOCAL ASSETS MATTER

- Industry concentrations, research institutions, major companies, exporters
- Foreign market relationships and connections
- Transportation infrastructure and strategic geographic proximity
- Low-cost inputs: labor, land, and energy
- Available skilled labor



## 2 EFFECTIVE STRATEGY ELEMENTS

- Utilize unified and consistent **messaging**
- Collaborate** at the regional level

### FDI

- Provide robust **support services**
- Offer financial and non-financial **incentives**
- Develop **site readiness and worker training programs**

### Exports

- **Connect** companies with export potential to existing federal and state resources
- Collaborate with export ecosystem partners to **fill service gaps**

## 3 INVEST FOR THE LONG-RUN

- Cultivate** in-depth knowledge of and lasting relationships with existing regional companies
- Create** and maintain an effective business retention and expansion program
- Coordinate** a region-level approach to increase efficiency and eliminate duplicative efforts



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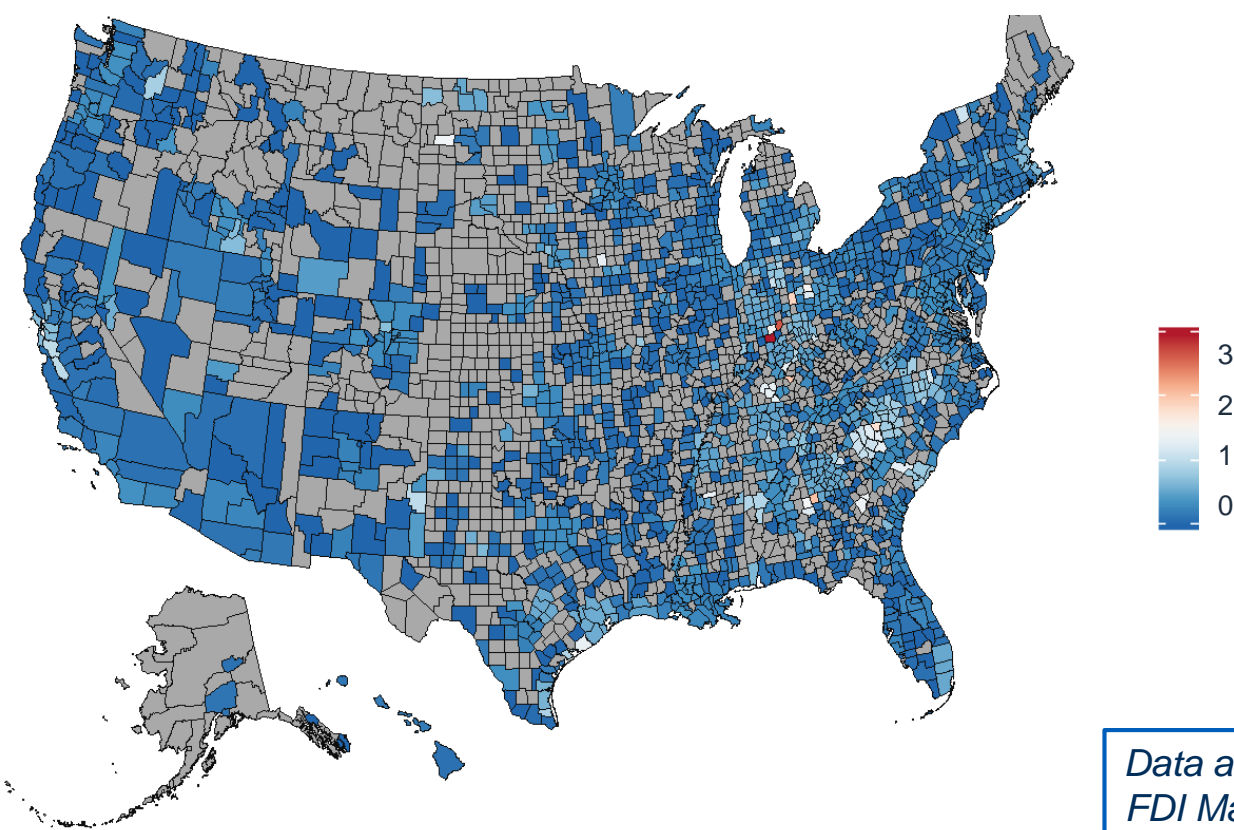
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## METROPOLITAN & MICROPOLITAN REGIONS WITH FDI OR EXPORTS

Region Type	Percent of Regions Receiving FDI, 2009-2016	Percent of Regions with Export Activity, 2009-2016
<b>Metropolitan</b> <i>Urban cluster with 50,000+ residents</i>	86.9%	96.1%
<b>Micropolitan</b> <i>Urban cluster with 10,000-50,000 residents</i>	46.2%	95.9%

## FDI DEALS

FDI Deals Per 10,000 People, between 2009 and 2016 – All Regions\*

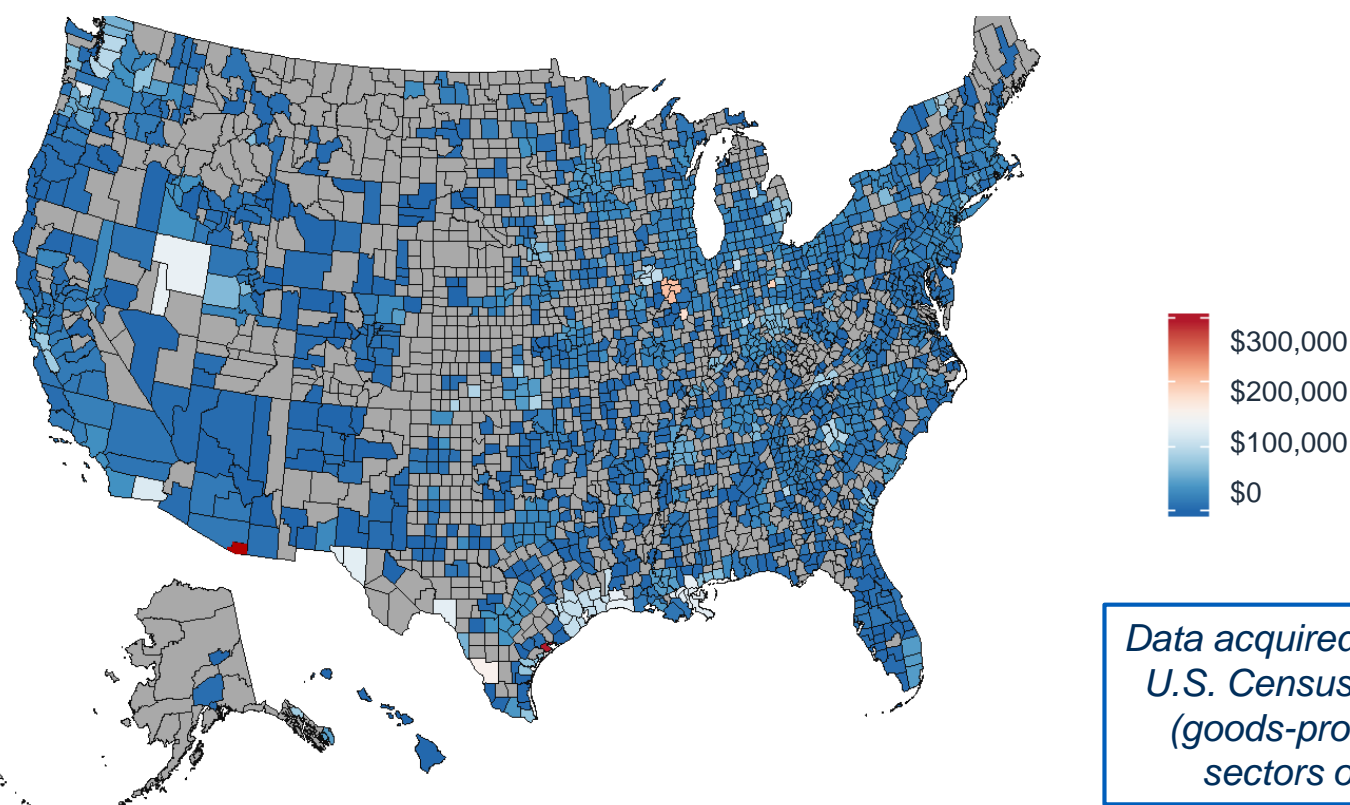


**6.8M Jobs**  
*FDI provides over six million well-paid jobs*

*Data acquired from the FDI Markets database, which is maintained by the Financial Times.*

## EXPORTS

Export Dollar Value Per Person, between 2009 and 2016 – All Regions\*



**\$2.2T**  
*Exports accounted for 12% of GDP in 2016*

*Data acquired from the U.S. Census Bureau (goods-producing sectors only).*

\*Regions shaded grey were either not part of Core Based Statistical Areas (CBSAs) or were not recorded as receiving any FDI or export activity between 2009 and 2016.