

Local Economic Development and Investment

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FOUR PILLARS OF ECONOMIC DEVELOPMENT

ENHANCED ECONOMIC GROWTH



Attraction

Start Up

Expansion

Retention

PART 4

REGIONAL INVESTMENT ATTRACTION



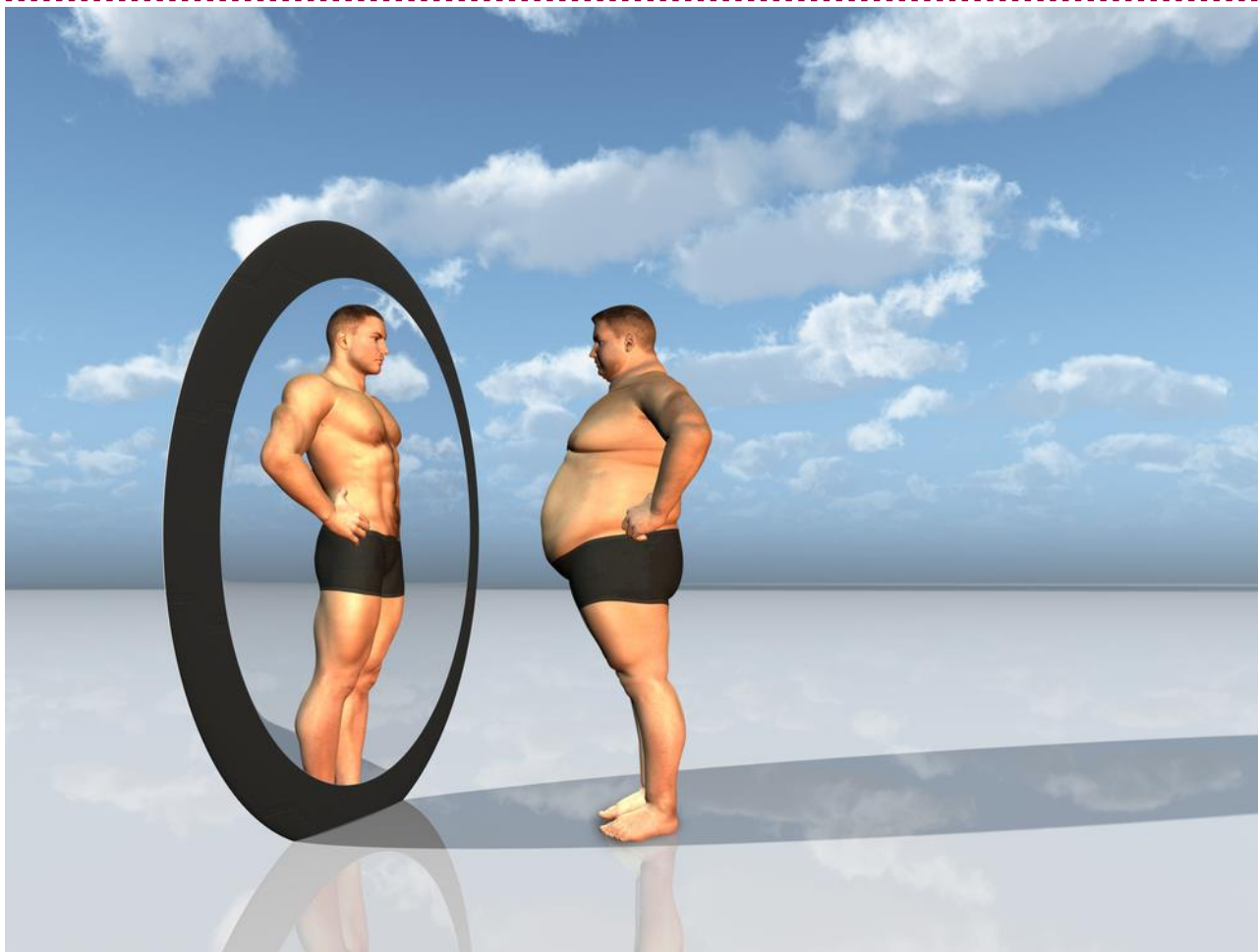
Attraction

ONE VOICE FOR REGION

Establish
Protocols for
marketing, lead
sharing and
working
with investors
so you are seen
as one region.

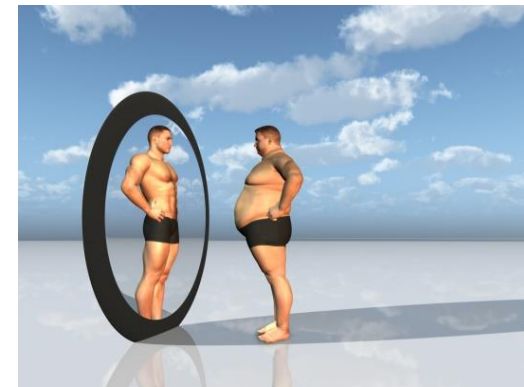


LOOK AT YOURSELF IN THE MIRROR



DEVELOPING YOUR REGIONAL ATTRACTION STRATEGY

- Honest and comprehensive analysis of your community.
- What is blocking your regions progress?
- What is here? What are your strengths?
- What is missing?
- What makes you special?

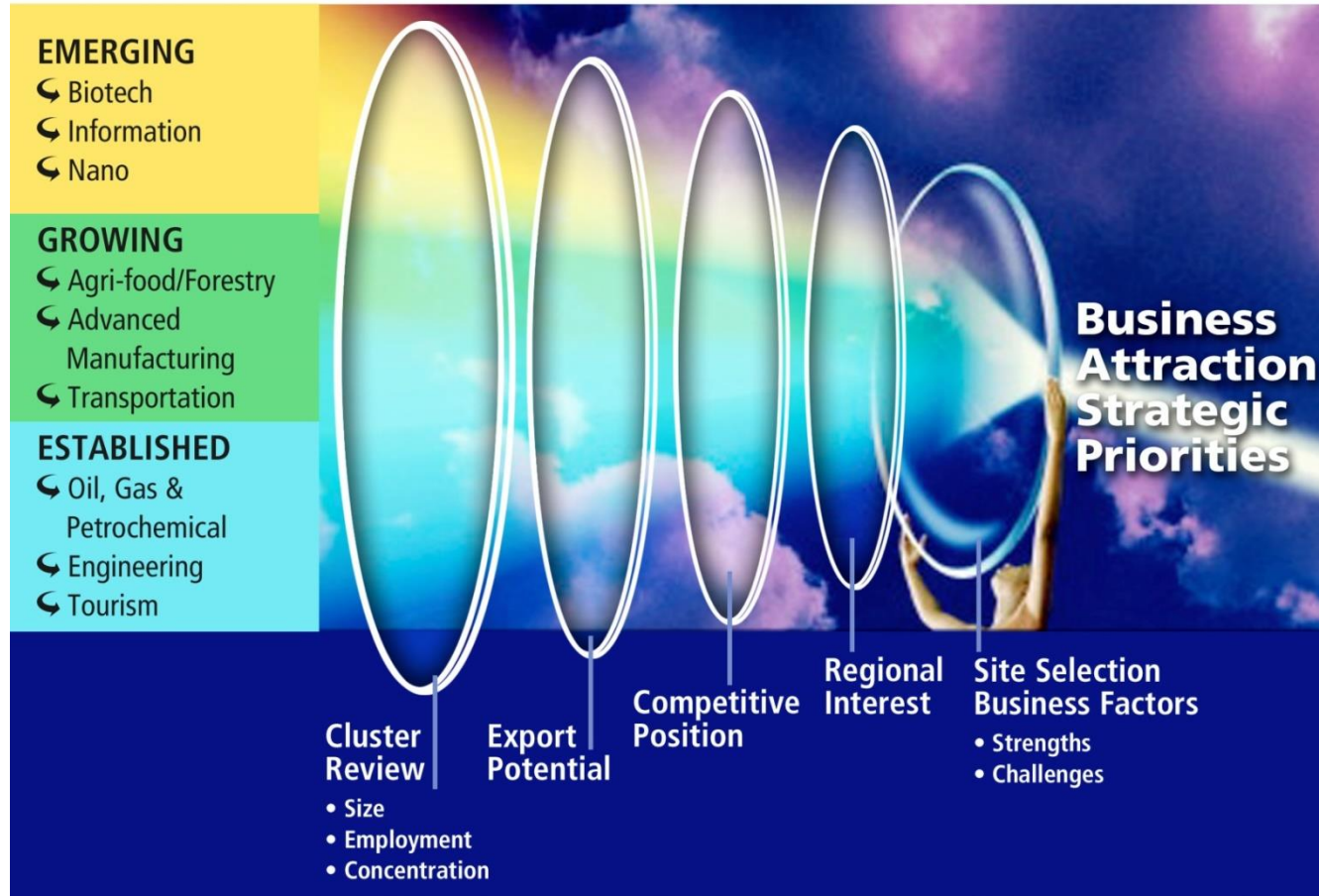


8 STAGES TO A REGIONAL ATTRACTION STRATEGY

STAGE 8 After Care
STAGE 7 Assist with the development of the new investment project
STAGE 6 Assist with Business Case Development <ul style="list-style-type: none"> • more detailed custom research to answer site selection needs
STAGE 5 Orientation Program for Incoming Visitors
STAGE 4 Follow Up: <ul style="list-style-type: none"> • Business case development on why they should invest in your community <ul style="list-style-type: none"> • Custom Research
STAGE 3 Create Awareness and Generate Leads
STAGE 2 Identify Target Investors
STAGE 1 Analysis of local opportunity

ATTRACTION PRIORITIES

CLUSTERS



German Investment Strategy: Sectors of Focus

- Manufacturing – Metal Fabrication, Process Improvement, Technology
- Life Sciences – Biotechnology (Clinical Trials/Contract Drug Manufacturing),
- Nanotechnology (Supply Chain)
- Transportation and Distribution – retail warehousing

What are “Site Selectors” looking for?

CORPORATE SURVEY 2017		
Site Selection Factors	2017	2016
Ranking		
1. Highway accessibility	91.3	94.4 (1)**
2. Labor costs	91.1	89.6 (3)
3. Availability of skilled labor	88.8	89.8 (2)
4. Quality of life	87.2	76.4 (10)
5. Tax exemptions	85.9	79.7 (7)
5T. Occupancy or construction costs	85.9	86.0 (4)
7. Proximity to major markets	84.6	78.1 (9)
8. Corporate tax rate	83.2	82.3 (6)
9. State and local incentives	81.3	84.0 (5)
10. Available land	76.9	75.3 (12)

Area Development Magazine, 14th Consultant Survey

Target Investors

Corporate Investors

- Germany, Austria, Switzerland
- The United Kingdom
- The Netherlands

Investment Attraction Strategies

Business to Business



Investment Marketing Strategies

Target Market Research/Lead Generation Consultant

Identify niche investment opportunities and potential investment candidates.

B2B Direct Marketing

Using a targeted database of commercial realtors, site selectors, media, assorted business people, VC's and federal government trade staff; communicate specific strategic messages via email campaigns and direct mail.

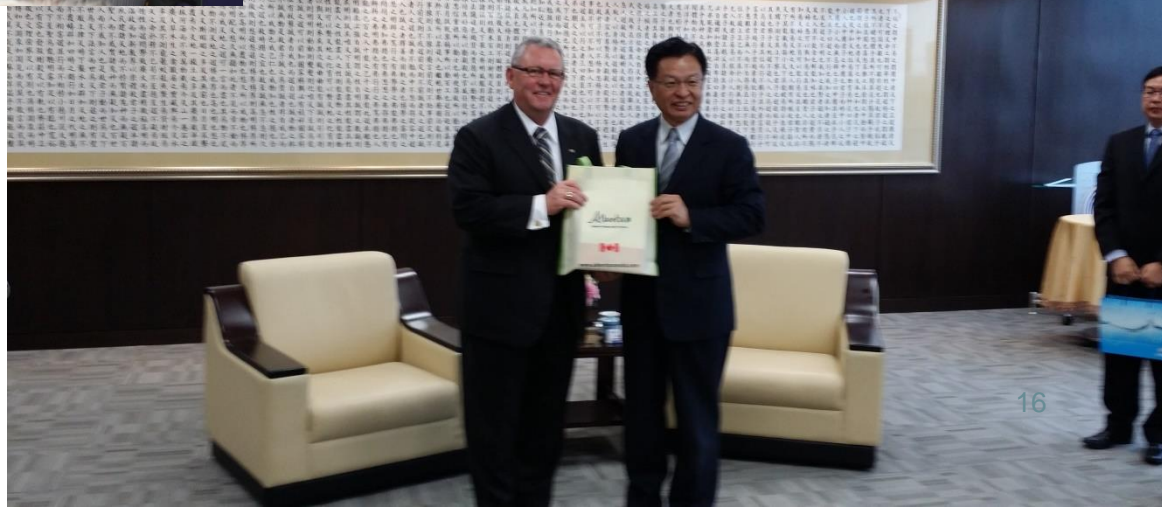
Canadian Foreign Offices

Working with the Canadian Embassies, Consulates and Alberta Foreign Offices and our current database, identify new leads.

TRADE SHOWS



OUTBOUND MARKETING MISSIONS



HOSTING EVENTS



SPECIAL EVENTS



LESSONS LEARNED

1.

Investors need technical
help from start to end

(Being a salesman is not enough)

LESSONS LEARNED

2.

Worthwhile investments
will take 3 – 5 years

LESSONS LEARNED

3.

Many first-time investors to North America will want to Joint Venture.

What is your experience in Vietnam?

LESSONS LEARNED

4.

Recent local ethnic community
is an important factor in
influencing investor.

LESSON LEARNED

5.

Regional elected officials are important assets in influencing investors, **when the time is right time.**

LESSON LEARNED

6.

Regional business community
is an important asset.

LESSONS LEARNED

7.

Embassies of the Socialist Republic of Vietnam are an important asset. They are your overseas offices and your foreign sales representatives.

LESSONS LEARNED

8.

Small investments
will have a higher failure rate.

LESSONS LEARNED

9.

Focus efforts on established stable,
medium sized companies.

LESSONS LEARNED

10.

Need for long term sustainable funding.

FOR FOLLOW UP QUESTIONS

Kent McMullin

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THANK YOU FOR ATTENTION!

PARTNERSHIP FOR LOCAL ECONOMIC DEVELOPMENT
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