

2019 SELECTUSA INVESTMENT ACADEMY AGENDA

****The session topics and timing in the below agenda are subject to change****

MONDAY, JUNE 10, 2019

6:45 AM-7:00 PM REGISTRATION AND INFORMATION DESK HOURS

6:45 AM-7:00 PM EXHIBITOR REGISTRATION HOURS

7:00-9:00 AM BREAKFAST

9:00 AM-10:00 AM TAX CREDITS AND INCENTIVE PROGRAMS

GEORGETOWN EAST

Taking advantage of federal tax credits and incentives programs can provide crucial advantages to new and expanding businesses in the United States. However, searching for, identifying, and applying for these programs can often be a complex and time-consuming process. Additionally, several considerations must be made regarding the type of incentives to consider and when they should be applied. This panel will cover the latest information on federal tax credits and incentives that could be critically important for companies considering investment in the U.S., as well as how and where to find them, and the basic steps for application.

9:00 AM-10:00 AM UTILITY MARKET DYNAMICS

GEORGETOWN WEST

No matter the industry, availability and cost of utilities are a significant factor for any business. Whether it is a tech startup that needs to keep the lights on or an industrial chemical company that requires access to high volumes of water, every company relies on utilities in one way or another. However, utilities in the United States are run by a variety of entities, both public and private, and can cover geographic areas as small as a municipality to large multi-state regions. This session will help guide investors through the utilities landscape and provide basic information to ensure a smooth utility acquisition process when opening a business in the United States.

9:00 AM-10:00 AM HOW TO FINANCE YOUR STARTUP

JEFFERSON EAST

Access to capital is a key priority for all companies, especially early stage businesses looking to expand operations. Fortunately, the U.S. possesses the most developed and liquid financial markets in the world. This session will examine the nuts and bolts of - business financing and the funding mechanisms available to companies – from early-stage angel and venture capital to later-stage equity and debt instruments – exploring proven, practical strategies for gaining access to capital to successfully open or expand business operations in the United States. Panelists will share their personal experiences in raising capital for startups and examine how to take advantage of the financial resources available in the U.S.

10:30 AM-11:30 AM INVESTING IN RURAL AMERICA

GEORGETOWN EAST

International companies are looking to invest in Rural America more than ever before – and for good reason. These regions boast lower business costs, while providing a high quality of life and access to abundant natural resources. Located near major airports, roadways, and shipping ports, rural American regions offer the whole package to foreign investors looking to make the United States home. This panel will discuss the unique opportunities and advantages of investing in rural America.

10:30 AM-11:30 AM SETTING YOUR WORKFORCE UP FOR SUCCESS

GEORGETOWN WEST

A skilled workforce is one of the most critical elements a company needs to be successful. The United States is home to one of the most productive, talented workforces in the world, and prides itself on its workforce development programs and technological advances that directly impact labor skill requirements. This session will help investors understand the different benefits they are required to provide their employees at the federal level and on a state-by-state basis.

10:30 AM-11:30 AM A RESOURCE ECOSYSTEM TO SUPPORT ENTREPRENEURS

JEFFERSON EAST

The United States has a vast ecosystem to support entrepreneurs. Its features a pipeline of next-generation businesses, co-working spaces, venture capital, engaged educational institutions and designated spaces for entrepreneurial activity. Each of these features must be nurtured and networked together to create a fertile environment for entrepreneurs. This session will look at successful examples of entrepreneurial ecosystems in the U.S. and examine why U.S. continues to be the best choice for startup success.

10:30 AM-12:30 PM DESIGN THINKING IN (PRO)MOTION: A WORKSHOP ON HOW TO IMPROVE COMMUNICATIONS WITH FOREIGN INVESTORS (For EDOs)

JEFFERSON WEST

Note: This workshop is geared towards EDOs and space is limited. Please arrive early to guarantee a spot.

In this workshop based on the Design Thinking methodology, participants will have a hands-on learning experience. Through a series of guided exercises, we will apply a human-centered approach, learning how to build trust and relationships through the exploration of the investor's needs. We'll discover how EDOs can be more creative and innovative in promoting their location to foreign investors. Through an engaging format, economic developers will work together to create impactful solutions to improve communications with foreign investors across the globe.

12:00 PM-2:00 PM STARTUP INVESTMENT SPOTLIGHT

HEIGHTS COURTYARD

Engage with early-stage and startup companies from around the world as they pitch their products and ideas. Learn about the newest and most innovative technologies out there, and connect directly with foreign startup companies who are ready to land in the U.S.

1:00 PM-2:00 PM EXHIBITION HALL GRAND OPENING and LUNCH

EXHIBITION HALL

2:30 PM-3:30 PM PLUGGING INTO SMART CITIES

GEORGETOWN EAST

How do cities make smarter decisions for resource allocations, planning and financing using the latest technology? This session will pick the brains behind some of the nation's connected cities, offering

insights to businesses, localities and investors alike. Implementors from both municipal and corporate backgrounds will discuss the topics of attracting investment, securing grants, public-private partnerships, practical innovation, and more.

2:30 PM-3:30 PM

NAVIGATING THE U.S. VISA LANDSCAPE

GEORGETOWN WEST

A key component to investing in the United States is staffing your business with talented and specialized workers. When investing from abroad, it is sometimes necessary to bring skilled workers to the United States for training or managing operations. The procedures, programs, and regulations of the United States Citizenship and Immigration service can be complex and difficult to navigate. This panel will discuss the different visa programs available, including the EB-5 program, as well as provide information on the various types of visas necessary to enter the United States to invest and to work.

2:30 PM-3:30 PM

STARTUP SUCCESS STORIES

JEFFERSON EAST

Hear firsthand from early-stage and startup companies that have made their home in the United States and learn about the hurdles they have experienced in their journeys that have led to the successes they are experiencing today.

2:30 PM-3:30 PM

SOFT LANDING PROGRAMS

JEFFERSON WEST

A well-run soft-landing program can take many of the myriad considerations foreign companies have when deciding to relocate and simplify the entire process. By centralizing resources (e.g. legal services, accounting, business mentoring, business development resources), and engaging local university clusters and trade associations, an enterprise new to the U.S. can not only get a head start on making an impact in the marketplace, but also engage the local business community in a meaningful and productive manner. Hear from experts who run soft landing programs in the U.S. and companies who have successfully navigated

4:00 PM-5:00 PM

FACILITATING INVESTMENT THROUGH BUSINESS TRAVEL PROGRAMS

GEORGETOWN EAST

For companies involved in new U.S. investments, travel and access for executives, employees and entrepreneurs is an important key to ultimate success. Find out how you can use the E-1/E-2 "Entrepreneur and Executive" visas, subject to stringent security requirements to bring key executives to the United States to establish new investments and trade. We will discuss options for executives with both State Department and Homeland Security experts who can explain how to use these tools to further mutual prosperity, including security requirements and required documentation. You will also learn about the U.S. embassy vetting process, when you can and cannot use ESTA for business activities and whether you qualify to apply for Trusted Traveler status to skip the passport line when entering the United States.

4:00 PM-5:00 PM

UNDERSTANDING THE AMERICAN CUSTOMS PROCESS

GEORGETOWN WEST

The United States is home to the busiest land, air, and sea ports in the world. As millions of goods move in and out of the country each day, they are subject to various levels of regulations and taxation. In a country as large and complex as the United States, this process can at times seem daunting. A lack of understanding of customs regulations can be a costly mistake for any business, leading to delays and bottlenecks. This panel will help demystify this process and help you better understand where and how to get the information you need to legally bring your goods and equipment into the country and ultimately to consumers.

4:00 PM-5:00 PM

STATE AND LOCAL TAXES

JEFFERSON EAST

Veteran businessmen and women will often say that operating in the United States is more akin to operating in 50 different countries due to the dispersive nature of America's federal system of government. The relatively high degree of autonomy every state is afforded in writing their tax codes means that each state will have its own distinct set of taxes and tax rates any company operating within their borders will be subject to. This session will cover the essentials for understanding state and local taxes and what resources are available to learn which state's tax structure may be the most beneficial to your industry or business.

5:00 PM-6:30 PM

BREAK

6:30 PM-8:30 PM

WELCOME RECEPTION

THE NATIONAL MUSEUM OF AMERICAN HISTORY

2019 SELECTUSA INVESTMENT SUMMIT AGENDA

****The session topics and timing in the below agenda are subject to change****

Tuesday, June 11, 2019

- 6:45-7:45 AM REGISTRATION & CONTINENTAL BREAKFAST**
- 7:45-7:55 AM PRESENTATION OF THE COLORS**
- 7:55-8:00 AM INTRODUCTORY REMARKS**
Speaker: The Honorable Karen Dunn Kelley, Deputy Secretary, U.S. Department of Commerce
- 8:00-8:15 AM WELCOME ADDRESS**
Speaker: The Honorable Wilbur Ross, Secretary, U.S. Department of Commerce
- INDUSTRY FOCUS: DIGITAL ECONOMY**
The digital economy has had a transformative effect on global business models. The importance of a robust and complex digital infrastructure is becoming an important factor in where international businesses are looking to invest. How has the adoption of digital technology across different sectors affected the FDI strategies of companies considering the U.S. market? How have state strategies adapted to fit changing demands in the digital space? Hear from industry and state leaders on why the United States remains the best place to invest in your digital future.
- 8:15-9:00 AM PLENARY DISCUSSION FEATURING GLOBAL CEOs**
Learn from global CEOs who operate some of the most cutting-edge technologies why the U.S. remains the best place to do business.
- 9:00-9:45 AM DISCUSSION WITH U.S. GOVERNORS**
Hear from U.S. governors on how their states have strategized to attract international investment in the digital space.
- 9:45-10:00 AM CABINET REMARKS: RURAL DEVELOPMENT & FOREIGN INVESTMENT IN AMERICAN AGRICULTURE**
- 10:00-10:30 AM ARMCHAIR DISCUSSION ON INVESTMENT SUCCESS**
Global executives and state leaders will provide their perspectives on business and economic trends and recent successes in foreign direct investment in the United States.
- 10:30-11:00 AM BREAK**
- INDUSTRY FOCUS: ADVANCED MANUFACTURING**
The United States is becoming more competitive than ever, as it becomes less expensive to create higher quality products closer to your consumer base. Advanced manufacturing is quickly changing the way products are developed, produced, shipped and sold. Recent deregulation and lower tax

rates in the United States add to the country's opportunities for unparalleled success in the advanced manufacturing sector.

11:00-11:45 AM

PLENARY DISCUSSION FEATURING GLOBAL CEOs

Global CEOs in the advanced manufacturing sector will discuss opportunities and barriers to investment in the United States.

11:45AM-12:30 PM

DISCUSSION WITH U.S. GOVERNORS

From industrial robots to cyber security, our panel of governors will discuss strategies for attracting global manufacturers.

12:30-1:00 PM

BREAK

1:00-2:00 PM

LUNCHEON AND KEYNOTE SPEAKER

2:00 PM

EXHIBITION HALL OPEN

2:30-3:30 PM

CONCURRENT BREAKOUT SESSIONS

Supply Chain, Logistics & Shipping

Businesses run on logistics. Getting products to the customer on time is one of the most crucial factors of success for any company. In an increasingly globalized world, this process can quickly become complicated, as today's companies have multiple parts from multiple locations coming to be assembled and then shipped off again. This panel will discuss the supply chain and shipping landscape of the United States, including what you need to know in terms of costs of shipping, how to get your goods into and throughout the country, where you can store them, and what kinds of services are available to assist you in navigating this complex process.

Finding the Right Workforce

A skilled workforce is one of the most critical elements a company needs to be successful. The United States is home to one of the most productive, talented workforces in the world, and prides itself on its workforce development programs and technological advances that directly impact labor skill requirements. Session One will provide resources to identify and recruit the best workers for your company. EDO and U.S. Department of Commerce representatives will walk you through the evaluation process of labor costs and skills availability, as well as training and hiring resources to consider.

Trade & Investment Regulations: Paths to Success

Global trade policies continue to evolve with changes in commerce, digital trade, and specific markets' strengths and priority sectors. As these changes manifest in labor policy, trade agreement negotiations and regulations, companies will need to evaluate their investment decisions based on new and rapidly changing factors. This session will discuss how business investors can adapt to and benefit from the changing environment.

3:30-4:00 PM

BREAK

4:00-5:00 PM

CONCURRENT BREAKOUT SESSIONS

Optimizing Partnership Opportunities

Collaboration among corporations, leading research universities, local non-profit organizations, and public institutions is driving innovation across industries. Partnerships like these facilitate synergies among research capacity, entrepreneurship, access to capital and skilled workers to create innovation

centers and innovation-based economies in cities and regions across the U.S. This session will focus on helping investors understand what resources and infrastructure is available for them to partner with incubators, universities, and other research institutions to develop and bring their products to market. Early identification of knowledge gaps, best practices, and strategic partners can help foreign companies find success in the U.S. market.

Opportunity Zones

The Opportunity Zone Program is a federal community development initiative that encourages long-term investments in low-income urban and rural communities nationwide. An Opportunity Zone is an economically-distressed community where new investments, under certain conditions, may be eligible for preferential tax treatment. We'll look at leveraging tools and data to help drive the investment decision, along with a discussion of the 'proposed' EB-5 reduction threshold for foreign investors looking to make smaller scale investments within Opportunity Zones.

Complying with CFIUS and FIRRMA

In this session we'll discuss how FIRRMA expands the scope of CFIUS reviews, the status of investigation timelines and filing fees, along with transaction stipulations and the calendar to full FIRRMA implementation.

5:00-5:30 PM **BREAK**

5:30-7:30 PM **STATE AND LOCAL NIGHT RECEPTION**
Exhibition Hall

Wednesday, June 12, 2019

7:00-8:00 AM **REGISTRATION & CONTINENTAL BREAKFAST**

7:45-8:00 AM **DAY TWO WELCOME REMARKS**

8:00-8:45 AM **ARMCHAIR DISCUSSION**

Global executives and state leaders will provide their perspectives on business and economic trends and recent successes in foreign direct investment in the United States.

8:45-9:00 AM **INTRODUCTORY REMARKS**

9:00-9:15 AM **CABINET REMARKS: TAX AND REGULATORY REFORM**

INDUSTRY FOCUS: FOOD AND BEVERAGE & AGRICULTURE

As the world's largest consumer market, companies see great opportunity in all aspects of the food & beverage and agriculture chain here in the United States. Food processors can get their products onto more tables in less time, delivering fresher products. Packaging companies face fewer supply chain hurdles and lower commodity costs. Industry and state leaders will examine the future of the food and beverage sector and discuss how potential investors can get started in the U.S. market.

9:15-10:00 AM

PLENARY SESSION FEATURING GLOBAL CEOs

Hear from global CEOs about how the state of the industry and the myriad opportunities for potential investors in the food and beverage and agriculture sectors.

10:00-10:45 AM

DISCUSSION WITH U.S. GOVERNORS

Hear from governors about how the United States offers the right ingredients for a winning investment strategy in the food and beverage and agriculture sectors.

10:45-11:00 AM

BREAK

11:00-11:15 AM

CABINET REMARKS: ADVANCEMENTS IN HEALTHCARE & BIOTECHNOLOGY

INDUSTRY FOCUS: BIOTECHNOLOGY

As advances in biotechnology lead to blockbuster medicines and medical devices, the life sciences have become a hotbed of investment. Global competition for developing and retaining top talent, along with access to research and development institutions, lab space, and capital are the keys to innovation. Life science clusters are thriving around the country, but secondary submarkets, where companies can benefit from lower costs are also on the rise.

11:15-12:00 PM

PLENARY SESSION FEATURING GLOBAL CEOs

Industry leaders will address the growing challenges and opportunities for advancement in the biotechnology field as they relate to investment in the U.S. market.

12:00-12:45 PM

DISCUSSION WITH U.S. GOVERNORS

This panel of U.S. governors will discuss why it's important for companies to prioritize location strategies in the face of fierce competition in the biotech and life science industries.

12:45-1:00 PM

CLOSING REMARKS

1:00-2:00 PM

NETWORKING LUNCH IN THE EXHIBIT HALL

2:00-4:00 PM

NETWORKING IN THE EXHIBITION HALL