



RESEARCH
CONSULTANTS
INTERNATIONAL

Global Pivot: The Transition to Virtual Investment Attraction Strategies

June 4, 2020

1980 Sherbrooke, St. West, Suite 888
Montreal, Quebec, H3E 1E8

www.researchFDI.com

AGENDA



Moderator: Erika Magder, VP Global Sales and Products

Research Consultants International, FDI
erika@researchfdi.com



Joe Melvin, CEC Director
Business Development
North Carolina's Southeast
joem@ncse.org



Nicole Sedlacek, CEC,
Senior Economic Development
Consultant
Nebraska Public Power District
njsedla@nppd.com



Michael Philpot, CEC, Vice
President Economic Development,
Jonesboro Unlimited
mphilpot@jonesborounlimited.com



Aaron Brossoit, CEO
Golden Shovel Agency
abrossoit@goldenshovelagency.com

ABOUT US

Research Consultants International FDI, Inc., was founded in 2010 and is a specialized market research firm that offers services for economic development and trade organizations worldwide. Our experienced team of consultants have generated projects for more than 500 government and private sector clients.

All members of our research team have been comprehensively trained in economics, business development and investment attraction and are fluent in numerous languages with worldwide market experience in North America, South America, Asia, the Middle East, Europe, and Australia.



75 Consultants



Global Reach



500+ Clients Served



Over \$50 billion in CAPEX



Over 1,000 Greenfield Projects

OUR PEOPLE AROUND THE WORLD

Staff Language Capabilities

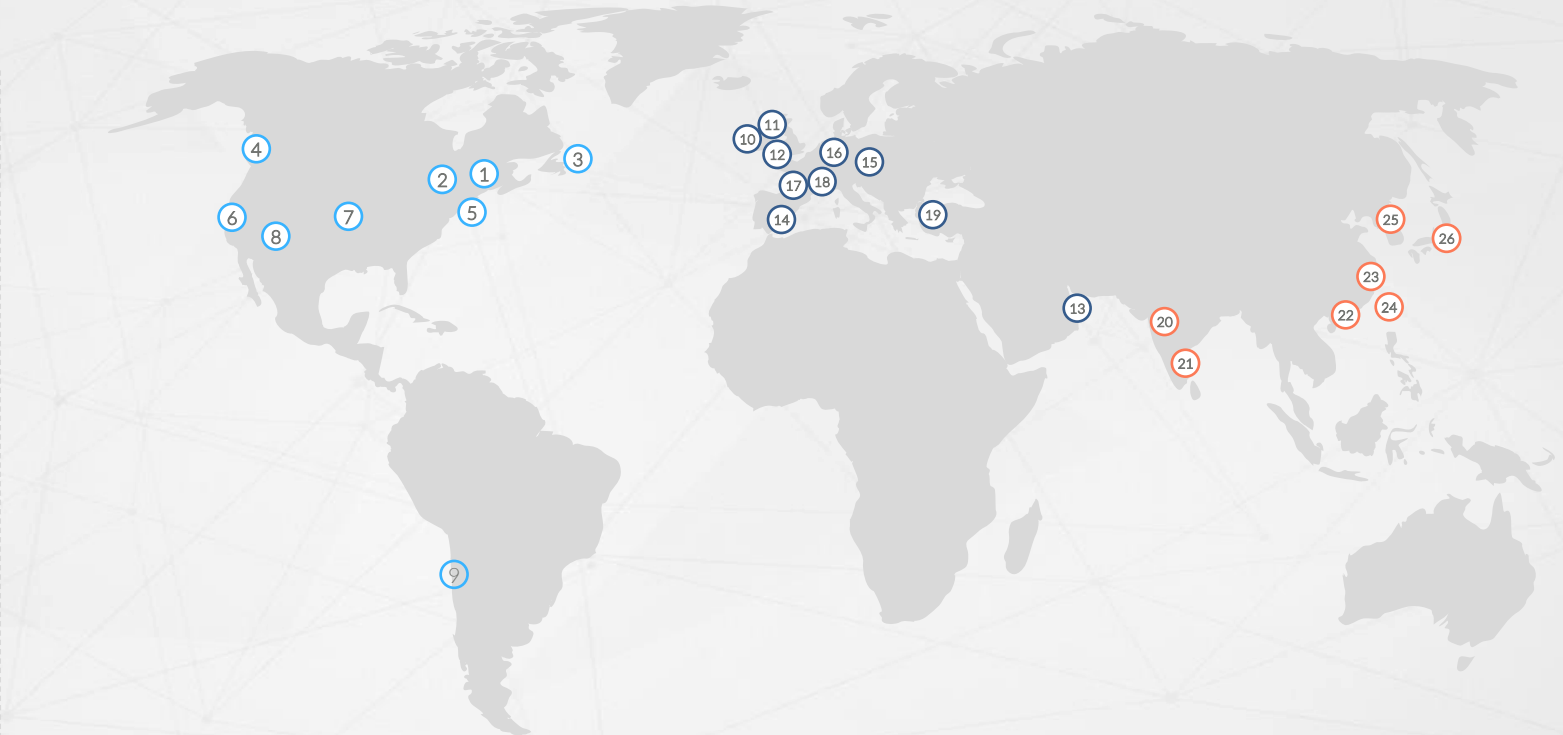
English, French, Spanish, German, Italian, Arabic, Japanese, Mandarin, Hindi, Russian, Romanian, Croatian, Serbian, Cantonese, Japanese, Korean

Data Products

FDI365, fDi Markets, Incentives Monitor, fDi Accounting, fDi Professionals, fDi Benchmark, Company Databases

International Presence

Consultants in 24 leading business hubs



Research Consultants International

- | | |
|--------------|------------------|
| 1 Montreal | 6 Silicon Valley |
| 2 Toronto | 7 Oklahoma City |
| 3 St. John's | 8 Phoenix |
| 4 Vancouver | 9 Santiago Chile |
| 5 Boston | |

WAVTEQ EMEA

- | | |
|-------------|--------------|
| 10 London | 15 Vienna |
| 11 Cork | 16 Berlin |
| 12 Belfast | 17 Marseille |
| 13 Dubai | 18 Frankfurt |
| 14 Valencia | 19 Istanbul |

WAVTEQ ASIA

- | | |
|--------------|-----------|
| 20 Mumbai | 24 Taipei |
| 21 Bangalore | 25 Seoul |
| 22 Hong Kong | 26 Tokyo |
| 23 Shanghai | |

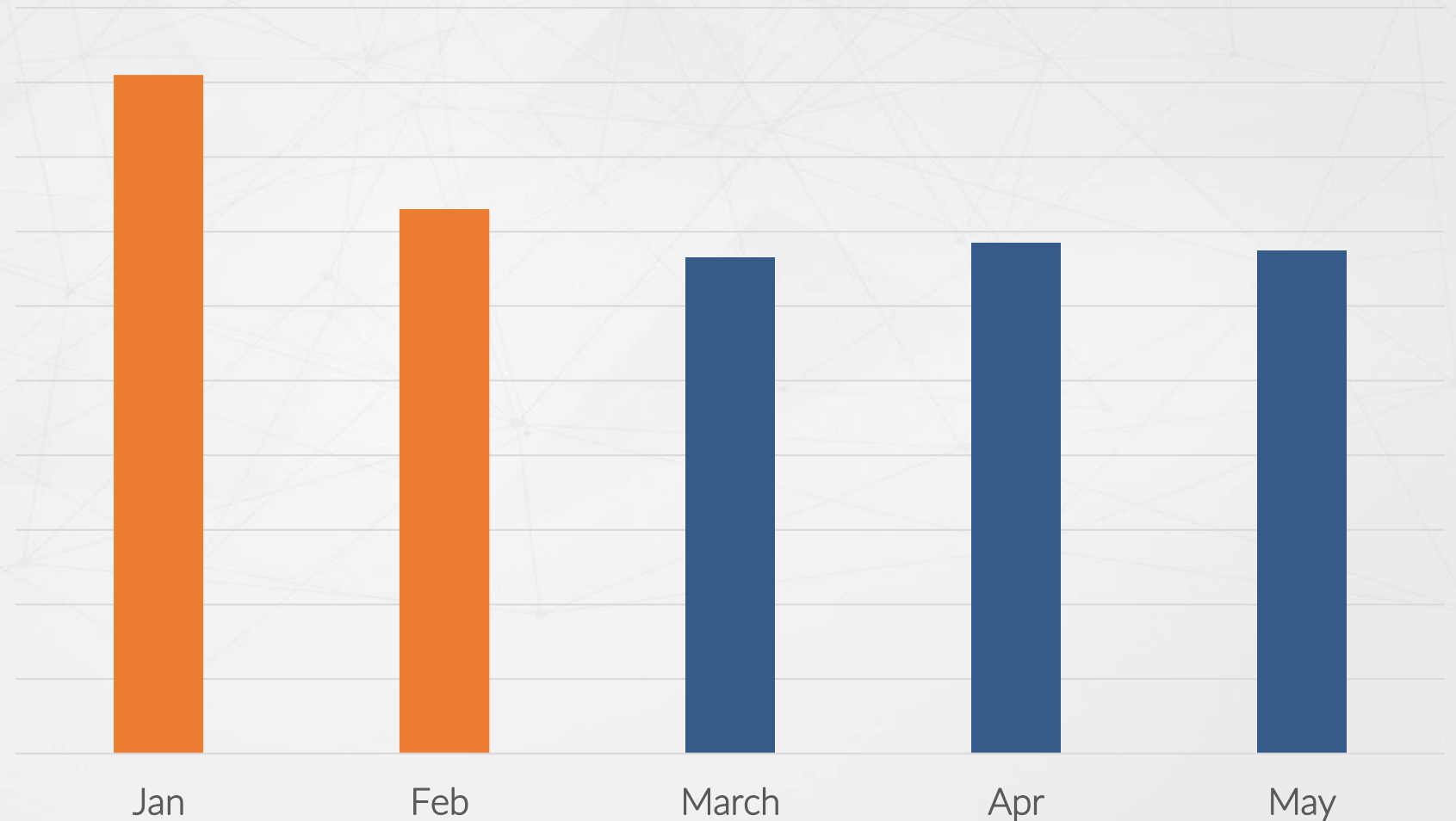


investment attraction continues —

MEETINGS BOOKED BY MONTH

You can see a slight dip in meetings from January and February to March – April. We have still been able to maintain a consistent flow of meetings.

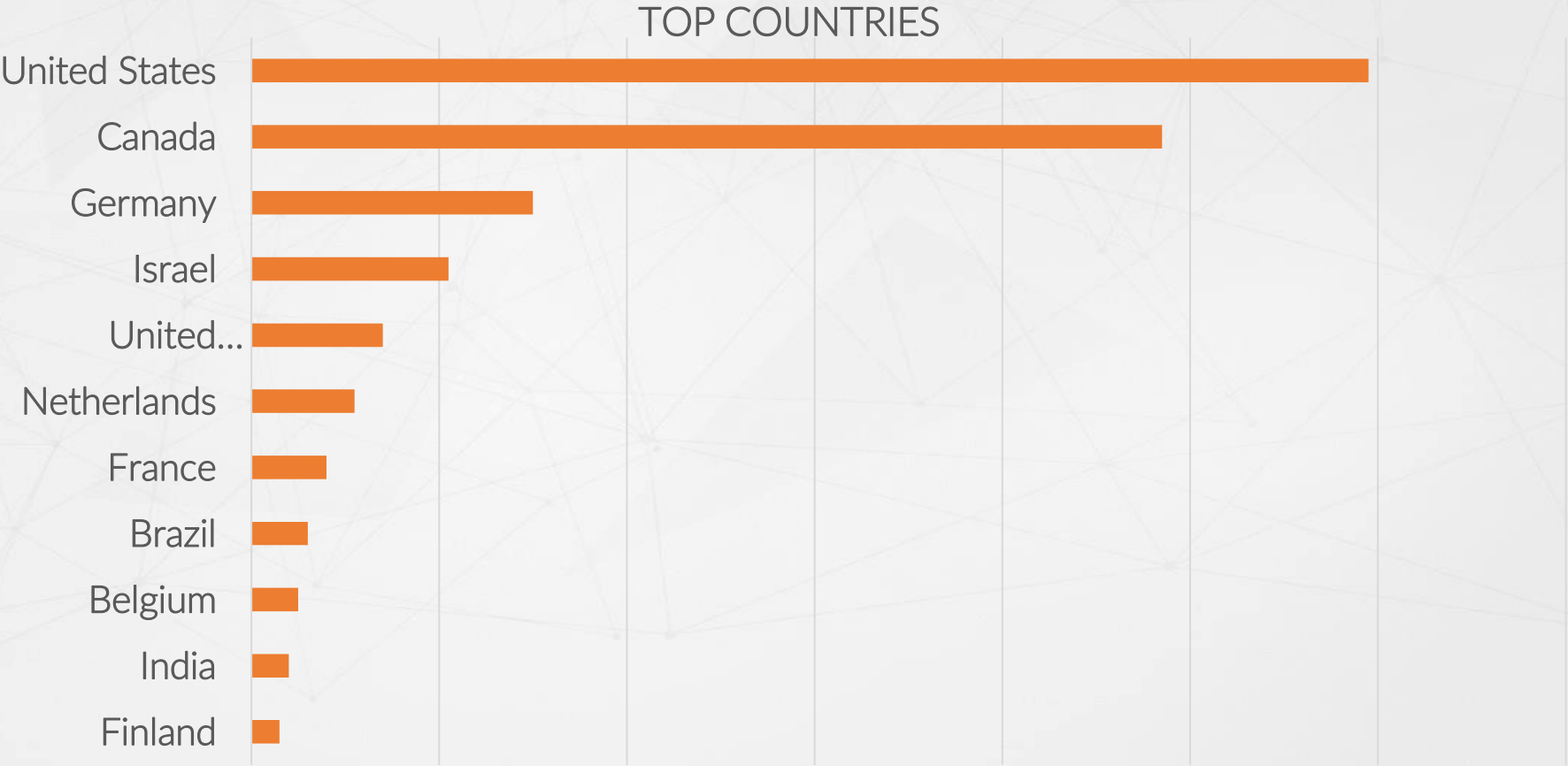
The lower meeting count can also be attributed to tradeshow being cancelled which is usually a large source of meetings



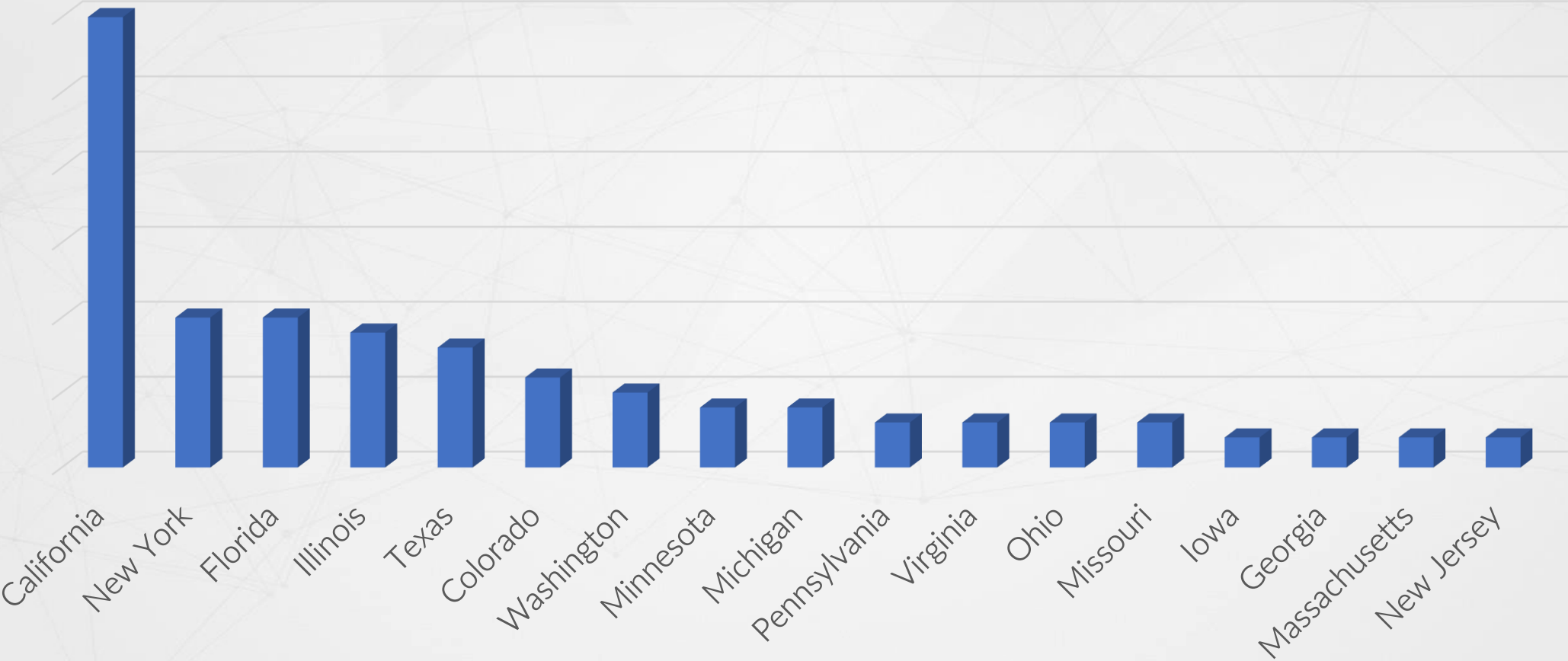
LEADS UNCOVERED GLOBALLY SINCE MARCH 2020

The U.S. is still our largest source of meetings followed by Canada.

Europe is also a strong market for meetings in March-May 2020



MEETINGS BOOKED BY U.S. STATE SINCE MARCH 2020





economic opportunities —

OPPORTUNITIES - SUMMARY

Based on the conversations that our team has had with executives around the globe we have identified some key opportunities for economic development organizations to focus on including:



Material Sourcing – Supply Chain



Medtech and Life Sciences



Advanced Manufacturing



Food Production and Packaging



Technology



OPPORTUNITIES – MATERIAL SOURCING

Companies are looking to dual source their raw materials and goods needed to complete their processes. This presents an opportunity for manufacturers in low costs countries as companies are seeking contingency plans for their Chinese facilities.

American, European and Canadian manufacturers are also able to compete for this business if they have sufficient automation in place to compete against lower cost labor.

An American automotive component manufacturer that supplies the automotive sector spoke with one of our economic development consultants stating:

“The company is looking to limit its risk exposure by only having one manufacturing facility in China and as a results is looking to diversify its production across Asia.”

- Interview date: March 25, 2020 with the VP of Operations

OPPORTUNITIES – ADVANCED MANUFACTURING

Manufacturing companies depending on the types of customers that they serve are still considering moving forward with expansion and/or relocation plans in order to continue to service demand. In some cases plans for onshoring may already have been in place and COVID-19 has not derailed those plans.

A Michigan-based precision manufacturing company serving many industries including oil and gas, nuclear, rail, etc. was previously considering expanding to be closer to some of its clients throughout the U.S.

“The company is interested in setting up a new 40,000 sq. ft. facility by Q3 2021 creating 15- 30 jobs initially. The facility will help account for its projected YOY growth of 10-15%

- Interview date: April 30, 2020 with the CSO



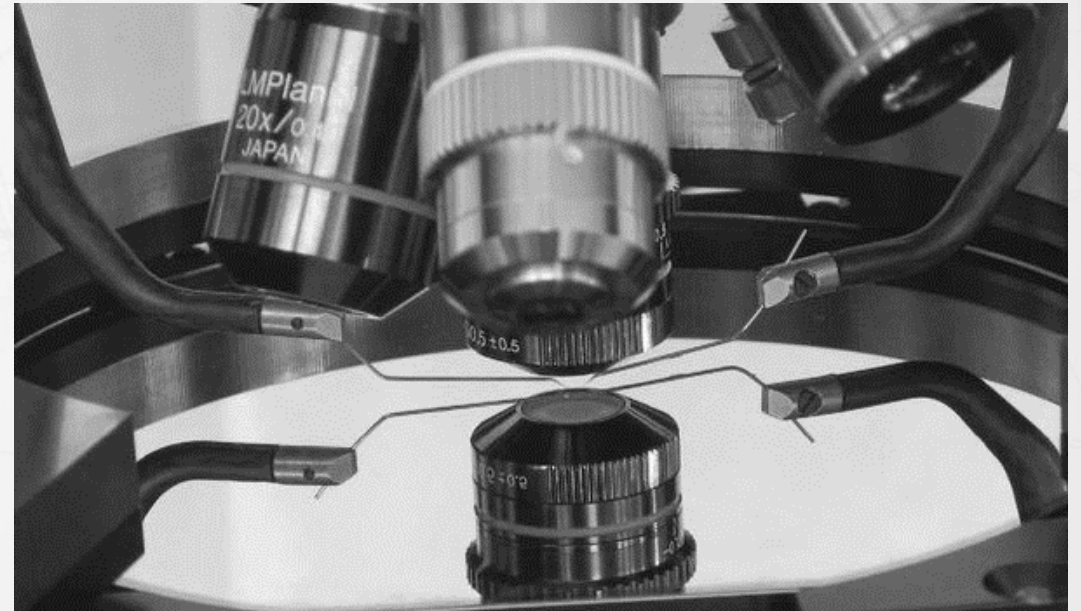
OPPORTUNITIES – ADVANCED MANUFACTURING

European companies are still looking to gain a foothold in the North American market especially companies that provide automation/engineering solutions for advanced manufacturing given the anticipated increase demand in the U.S. for industrial automation.

A German manufacturer of laser systems for industrial applications that supplies the semiconductor and industrial manufacturing industry is looking to setup a U.S. subsidiary.

“The company’s President would like to setup a U.S. subsidiary within 6-12 months creating up to 50 new jobs in the region.”

- Interview date: May 28, 2020 with the President



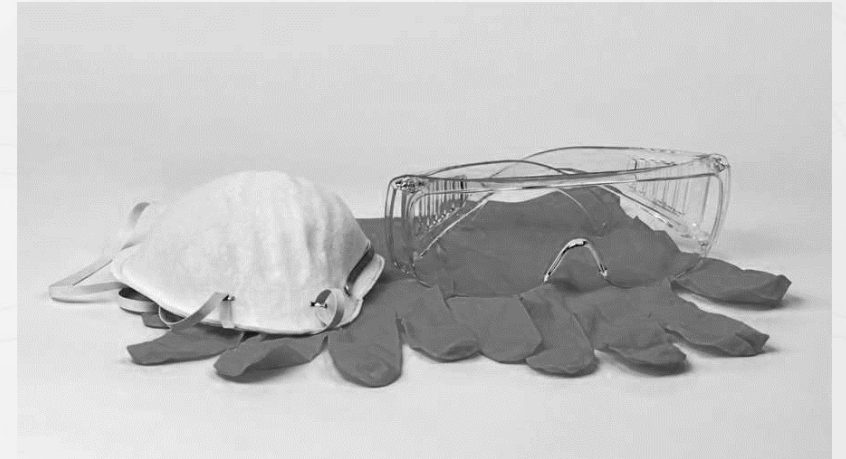
OPPORTUNITIES – MEDICAL EQUIPMENT

Demand for medical equipment and especially PPE supplies has grown tremendously over the past few months. This presents an opportunity for many parts of the country including areas that have different manufacturing capabilities but that can convert those skills and facilities to produce medical equipment, textiles and PPE

A medical device company based outside New York City is looking to relocate its facility outside of the North East.

“The company is seeking to create 20-25 jobs and would require a 45,000 sq. ft. manufacturing facility in the U.S. The relocation would take place within the next 24 months approximately.

- Interview date: May 12, 2020 with the CFO



OPPORTUNITIES – HEALTH AND SAFETY

Demand for solutions for industrial cleaning systems has led to a surge in demand for companies providing UV cleaning systems as well as companies providing HVAC and filtration systems.

An American company that manufacturing UV cleaning systems, that primarily supplies hospitals, pharmaceutical companies and food processing companies is planning additional expansion within the U.S.

“The company’s CEO mentioned that the company would require an additional manufacturing facility as a result of an increase in demand due to COVID-19. The company would hire 30 engineers and setup a new facility within 24 months requiring up to 25,000 sq. ft.

- Interview date: May 19, 2020 with the President & CEO



OPPORTUNITIES – FOOD PRODUCTION

Companies providing technology and automation for food processes and packaging are continue to grow amid the pandemic as companies are looking to adapt their processes, use new materials and adapt packaging.

A Canadian company that provides innovative packaging, process automation, consulting and engineering services to help companies optimize their packaging lines is considering further expansion to the U.S.

“The company is seeking to open a manufacturing facility within 24 months in the U.S. and is seeking to employ upward of 30 people initially”

- Interview date: May 15, 2020 with the VP Logistics



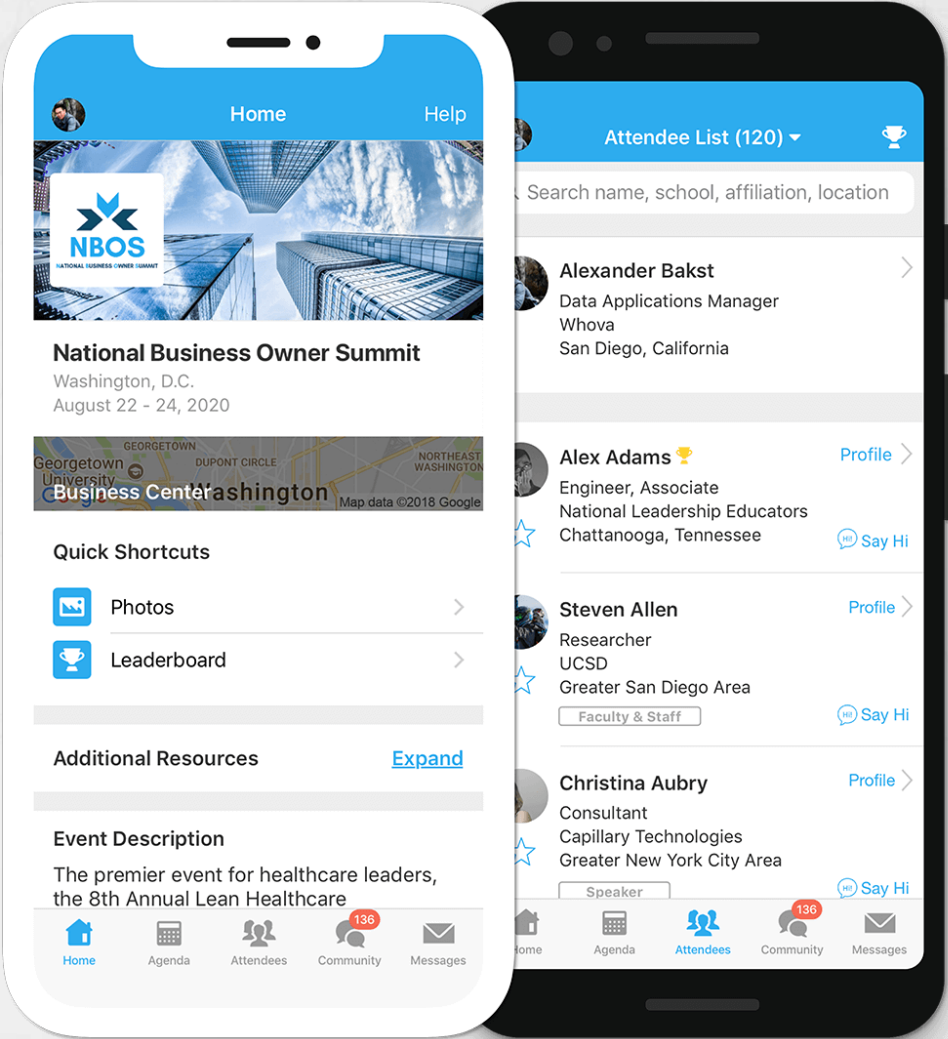


virtual investment attraction —

INVESTMENT ATTRACTION PRE COVID-19

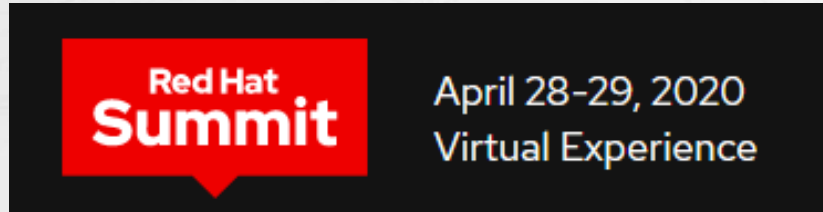


INVESTMENT ATTRACTION – POST COVID-19



ONLINE CONFERENCES

Some conferences have started to embrace the move to virtual conferences. Apps are continuously being developed for this purpose and we expect this sector to grow in the next coming months



VIRTUAL INDUSTRY SWEEPS

For some regions investment attraction must continue in order to ensure that the region is well placed when the recovery begins.

Virtual Industry Sweeps allows regions to focus on a few key target sectors and to target high-growth companies in that sector regardless of their geographic location.

Meetings take place virtually with executives via video or telephone conference.



WEBINARS

Webinars can be an effective and cost effective way to reach a large audience of potential investors. It is best to concentrate on a specific sector or subsector in order to provide very customized content.

Steps to consider:

- | | |
|--|------------------------|
| ✓ Technology Support | ✓ Moderating the Event |
| ✓ Building Content | ✓ Targeted Marketing |
| ✓ Speaker Recruitment | ✓ Driving Attendance |
| ✓ Attracting Potential Partner Organizations | ✓ Post Event Follow Up |



BR&E PROGRAMS

Many EDOs have had to divert a significant portion of their budget and time to helping their existing businesses during this extremely trying time. BR&E programs in the wake of COVID-19 include surveying existing companies to identify those in need of support.

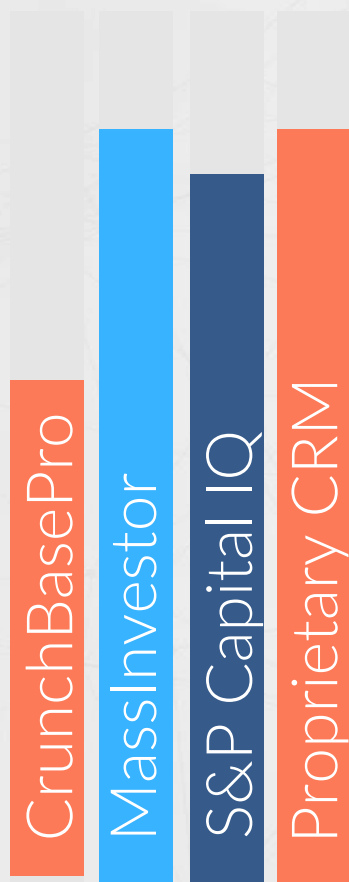


Business Retention and Expansion Programs Place Companies into one of the Following Categories:

Description	Lay-offs Required
Critical: Company is unable to earn profit or bring in enough revenue to cover expenses	Many lay-offs have happened
At Risk: The Company has a reserve of cash flow to meet expenses for a limited period of time	Some lay-offs have happened
Stable: The company is currently generating adequate cash flow to meet expenses	No lay-offs

BUSINESS INTELLIGENCE

Business Intelligence support is needed to support investment attraction activities and to ensure that the time spent on business development is spent on the right companies with significant growth indicators



Human Curated and Predictive Intelligence

Combining online predictive indicators and human curation



Real-Time Reporting

Each user has access to a visualization tool that displays current data status, metrics and breakdown of targeted opportunities.



Customized Pipeline

Each opportunity is user-specific, guaranteeing information accuracy and providing the ability to instantly prospect.



Selection Rationale

Each company profile includes selection rationale detailing each prospect as a viable, elite opportunity for targeting.



Program Flexibility

Ability to focus on any industry, geography, trade mission, M&A, industrial park, trade and export or targeted conference.



CRM Capability

Our platform has a built-in capability to be used as a simplified lead management tool. All data can also be extracted in almost any format and imported into your CRM solution.

Release Date After

Release Date Before

28-May-2020

Posicube
[Press Release](#)

Destination: Global
Timeframe: 2021
Project: Undisclosed

www.posicube.com
South Korea
Oh Sung-jo, CEO
contact@posicube.com

13-May-2020

Nanit
[Press Release](#)

Destination: International
Timeframe: Ongoing
Project: Undisclosed

www.nanit.com
United States
Sarah Dorsett, CEO
help@nanit.com

04-May-2020

ODMedia
[Press Release](#)

Destination: France
Timeframe: Ongoing
Project: Office

www.odmedia.com
Netherlands
Marc Eckstein, CEO
info@odmedia.com

04-May-2020

BlockFi
[Press Release](#)

Destination: Singapore, APAC
Timeframe: Ongoing
Project: Office

www.blockfi.com
United States
Zac Prince, CEO
zac@blockfi.com

04-May-2020

Mota Ventures Corp
[Press Release](#)

Destination: Europe
Timeframe: Ongoing
Project: Undisclosed

www.motaventuresco.com
Canada
Ryan Hoggan, CEO
ir@motaventuresco.com

04-May-2020

Zeux
[Press Release](#)

Destination: Europe
Timeframe: Ongoing
Project: Undisclosed

www.zeux.com
United Kingdom
Frank Zhou, CEO
info@zeux.com

30-Apr-2020

Family Zone Cyber Safety
[Press Release](#)

Destination: United States
Timeframe: Ongoing
Project: Office

www.familyzone.com
Australia
David Dunstan, CMO
mobilezone@familyzone.com

30-Apr-2020

Jack Wolfskin
[Press Release](#)

Destination: United States
Timeframe: 2020
Project: Undisclosed

www.jack-wolfskin.com
Germany
Melody Harris-Jensbach, CEO
presse@jack-wolfskin.com

OVERVIEW OF OUR VIRTUAL SERVICES



Virtual Lead
Generation



BR&E
Programs



Virtual
Training



Marketing
Strategy
Development



Trade & Export
Development



FDI365
Business
Intelligence



Webinar
Planning



Company/
Industry
Reports

Email: erika@researchfdi.com



Joe Melvin, CEcD
North Carolina's Southeast



NCSE REGION



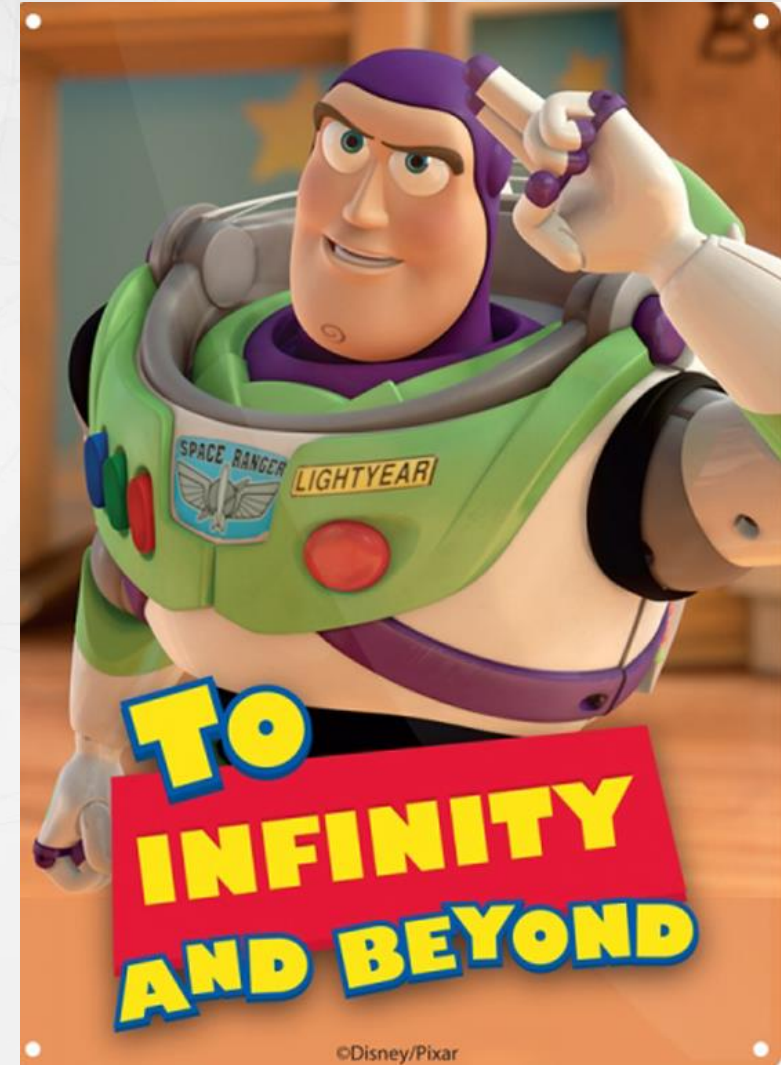
VIRTUAL INVESTMENT STRATEGIES



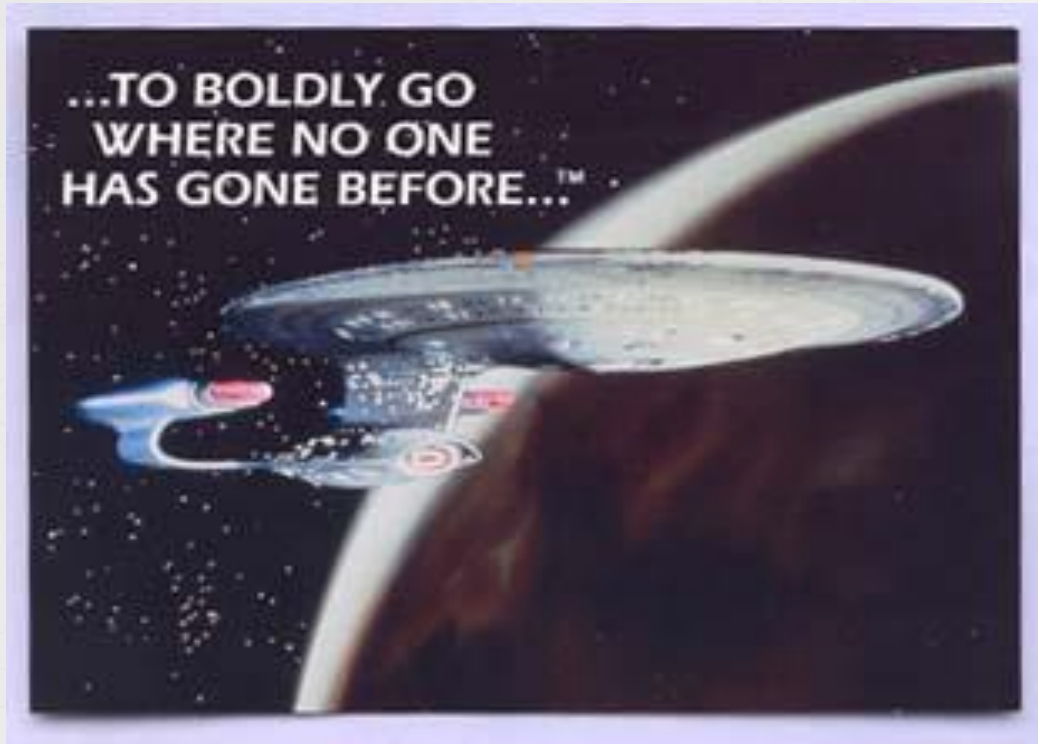
- Innovate – Creativity
- Integrate – Across Platforms
- Initiate – Start Now

VIRTUAL INVESTMENT STRATEGIES

- Not a One-off Strategy
- Long Term Commitment
- Quality and Quantity



VIRTUAL INVESTMENT STRATEGIES



- Normal is Ahead, Not Behind
- New Target Markets
- Repurpose Resources

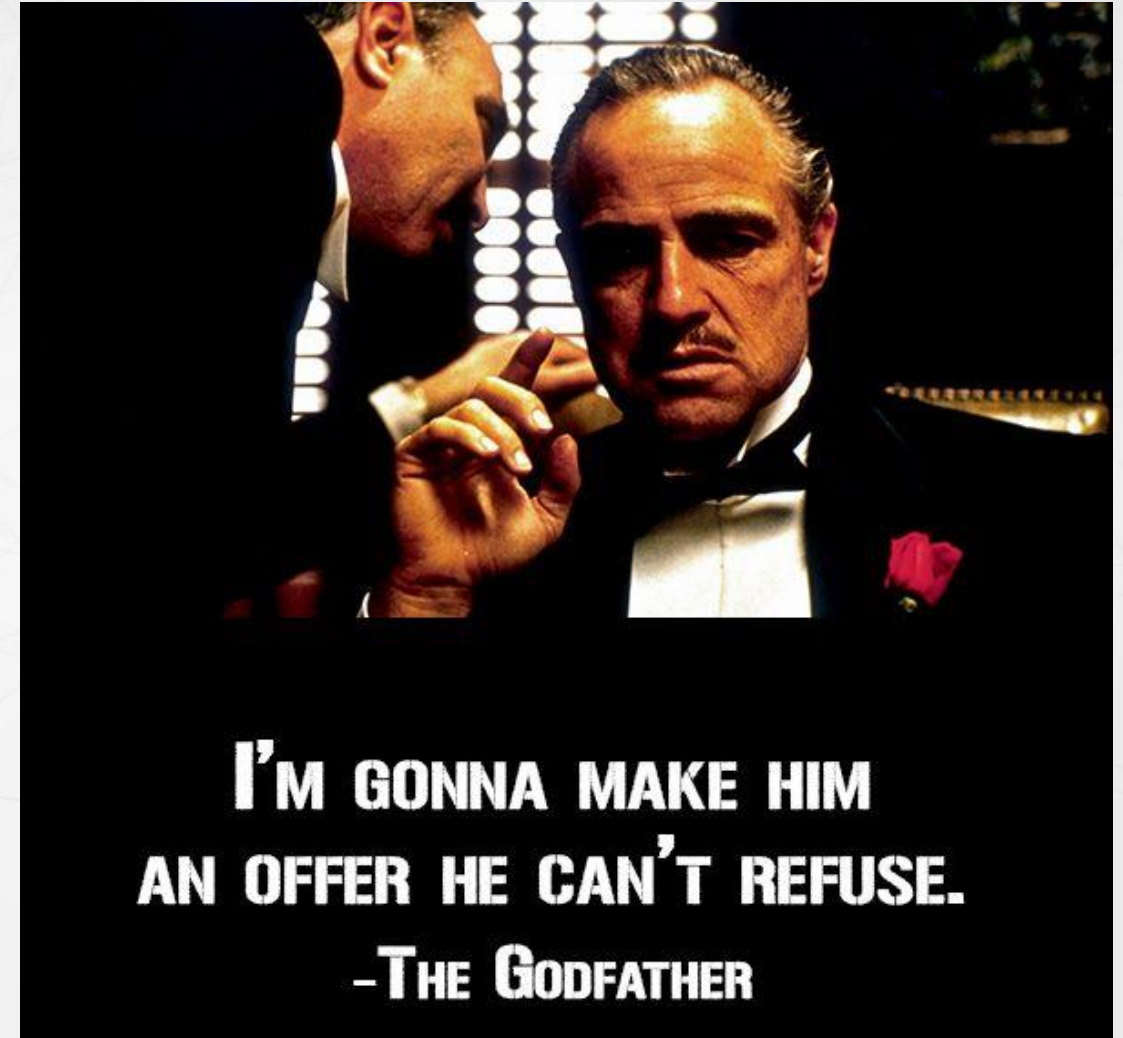
VIRTUAL INVESTMENT STRATEGIES

- PP – Promote the Product
- MM – Meeting Medium
- EE - Engaged Experience



VIRTUAL INVESTMENT STRATEGIES

- Virtual is Reality
- Virtual Landscape
- Virtual Visit



Joe Melvin
Director of Business Development
North Carolina's Southeast
910-876-4406
joem@ncse.org



Michael M. Philpot, CEcD
Jonesboro Unlimited

JONESBORO UNLIMITED

- Within an hour's drive of interstate 40 and 55 and one hour from Memphis
- Interstate 555 located less than two miles from the 1,500-acre Craighead Technology Park



TRANSITION TO REMOTE WORKING

- Staff remote working daily calls with zoom or by phone
- Embraced technology tools that allows us to connect with companies searching for new locations some of the technology used including GoToMeeting and zoom
- Use Research Consultants International for pre-qualified meetings via zoom/Conference Calls



COMPANY FEEDBACK SINCE COVID-19

- We have found 4 main themes in our connections with people since the pandemic started:
 - **Companies** are open to speaking via video calls many of the calls setup by Research Consultants International have been with executives that are interested and willing to meet
 - **Site consultants** have more time to speak so we have focused on connecting with them
 - Companies that were in the midst of **site searches** prior to March are still interested in continuing their research during this time
 - **Supply chain** concerns are a real concern for companies looking for alternative locations/solutions

INVESTMENT ATTRACTION CONTINUES...



Increase in Requests for Information



Domestic Projects (paused)



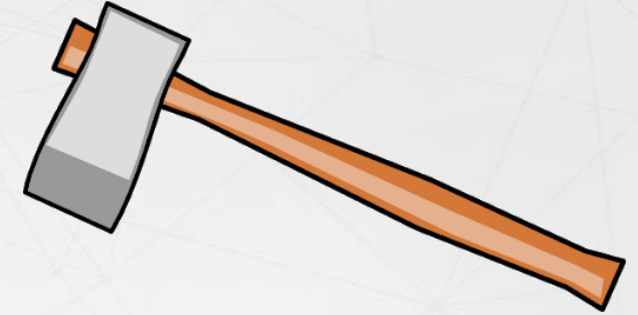
International Requests Up

April 2020

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

TACKLING THE SECOND HALF OF 2020

- Focused on our social media presence
- Enhancing our website and graphics for video meetings and social media tools
- Providing “useful” information via our channels



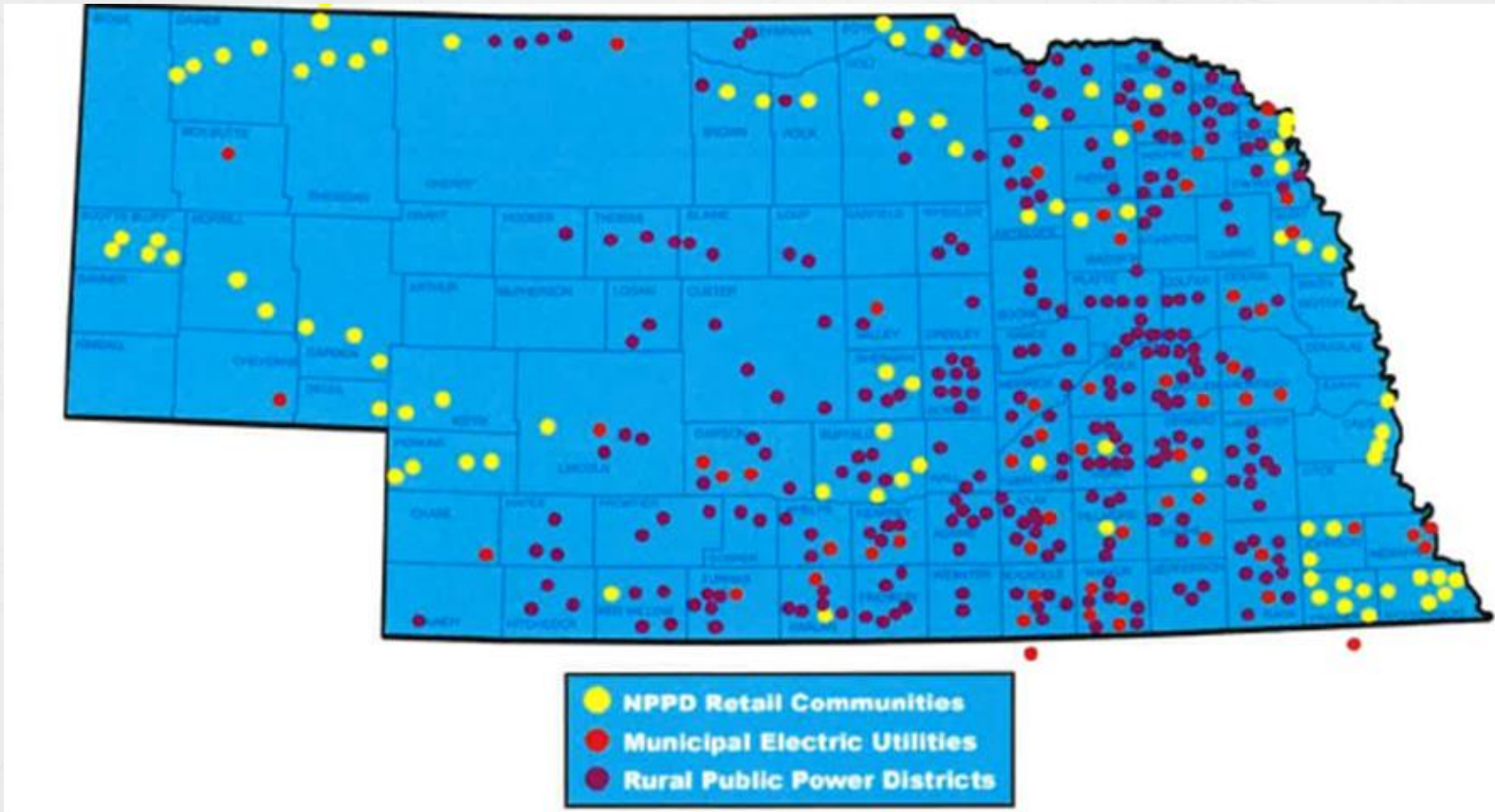
Questions?
Mike Philpot, VP Economic
Development
mphilpot@jonesborounlimited.com
O: 870-336-9074



Nicole Sedlacek, CEcD
Nebraska Public Power District —

NEBRASKA PUBLIC POWER DISTRICT

- NPPD serves all or parts of 86 of Nebraska's 93 counties.
- Work in partnership with our public power partners to help serve more than 600,000 Nebraskans
- Fully dedicated economic development team within the utility



OUTBOUND NOW IN PLACE



UTILIZED RESEARCHFDI
FOR LEAD GENERATION
SERVICES



ROADSHOW
APPOINTMENTS TURNED
INTO PHONE CALLS



BUILDING TRUST AND
RELATIONSHIPS OVER THE
PHONE



FOLLOW UP & REGULAR
CHECK-IN CRITICAL

BUSINESS RETENTION & EXPANSION



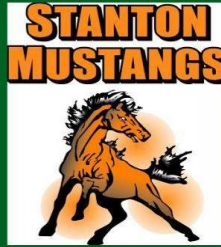
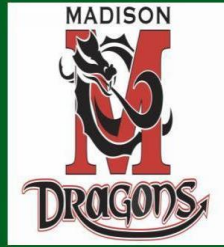
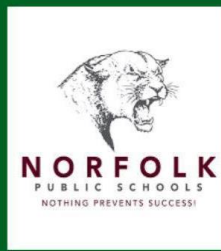
Regular interaction with customers via electronic survey



Special emphasis on Nebraska's core industries



Working with partners at Nebraska Department of Economic Development



Public Private Partnerships

- Schools & Nucor Detailing Center partner up to 3D print face shields
- Ethanol plants pivot for hand sanitizer
- State & Nebraska Manufacturing Extension Partnership Connecting Smaller-Scale Suppliers with local hospitals/medical providers



FEATURED PROPERTIES & SITE READINESS

Good Life.  Great Location.
Nebraska Public Power District

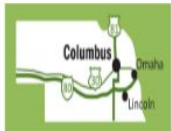
Good Life.  Great Location.
Nebraska Public Power District

 AREAS

 MY FAVORITES

Showing 10 of 10 sites by Acres High ▼

 Add All To Favorites  Remove All From Favorites



FEATURED PROPERTY 162+/- Acres
Columbus, NE
162 Acres
Sale Price: \$12,000/acre

    2.0 mi.  50.0 mi.

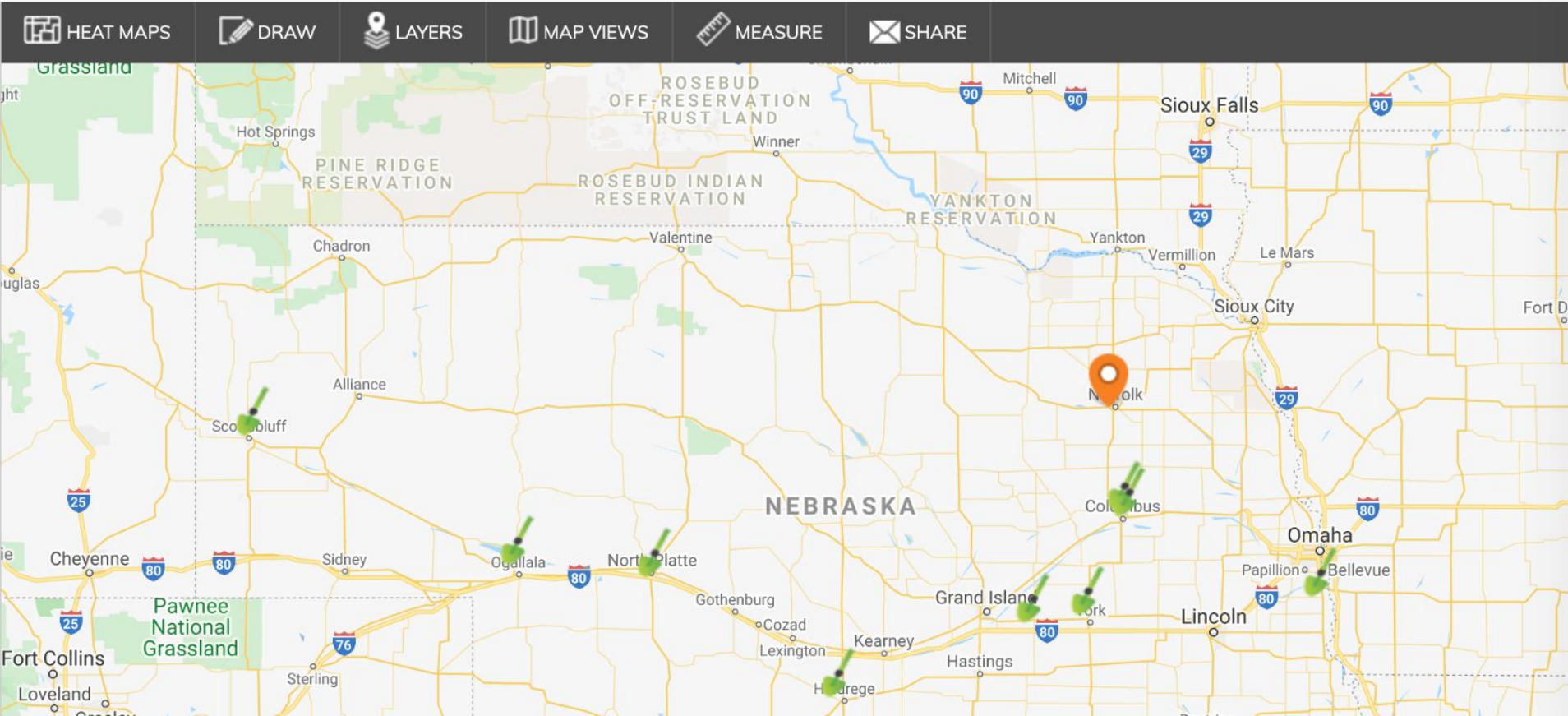


FEATURED PROPERTY Norfolk, NE: 140 Acres - Bradford Business Park
Norfolk, NE
140 Acres
Lease Rate: N/A
Sale Price: \$35,000 / Acre

    5.0 mi.  70.0 mi.

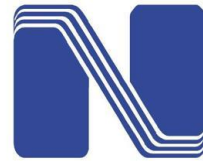


FEATURED PROPERTY 135 Acres
Aurora, NE
135 Acres
Sale Price: \$25,000 to \$100,000 an acre based on location on property/Negotiable



QUESTIONS?

Nicole Sedlacek
402.336.5332
njsedla@nppd.com



Nebraska Public Power District

Always there when you need us



Aaron Brossoit
Golden Shovel Agency

QUESTIONS



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joem@ncse.org



Nicole Sedlacek, CEcD,
Senior Economic Development
Consultant
Nebraska Public Power District
njsedla@nppd.com



Michael Philpot, CEcD, Vice
President Economic Development,
Jonesboro Unlimited
mphilpot@jonesborounlimited.com



Aaron Brossoit, CEO
Golden Shovel Agency
abrossoit@goldenshovelagency.com



**RESEARCH
CONSULTANTS**
INTERNATIONAL

Keep in touch with us

RESEARCH CONSULTANTS INTERNATIONAL
RIGHT PLACE, RIGHT TIME

Research Consultants International is a specialized market research firm that works with economic development organizations and regional promotion agencies to identify and capture direct investment opportunities.



Address

1980 Sherbrooke Street West
Montréal, QC



Contact Info

Email: info@researchfdi.com
URL: www.researchfdi.com



Telephone

Phone: +1 (514) 559-0530
Fax: +1 (514) 488-3711



**RESEARCH
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INTERNATIONAL

www.researchFDI.com