



South Carolina
Department of Commerce

Just right for business.

South Carolina

Leader in International Trade and Investment

Presented by:

Vanessa Göschl, CEcD

Managing Director, Europe Office

Munich, Germany

Strategy for S.C.

Increase global awareness of South Carolina's offerings

FDI

- Increase the number of foreign companies considering SC as a business location
- Provide support for existing SC companies with international roots

Protocol

- Host international delegations looking at growing in S.C.
- Maintaining and building the states sister state relationships

Trade

- Increase export activity for existing exporters from S.C.
- Increase the number of new- to-export companies from S.C.



Meet the Team

Domestic Team



Amy Thomson - Director of International Strategy and Trade

Tony Allen - Senior Program Manager FDI

Clarke Thompson - Chief Protocol Officer

Anita Patel - International Trade Manager

Norris Thigpen - International Trade Manager

Becki Johnson - Administrative Assistant

International Directors

Vanessa Goeschl



David Royer



Zhao Le



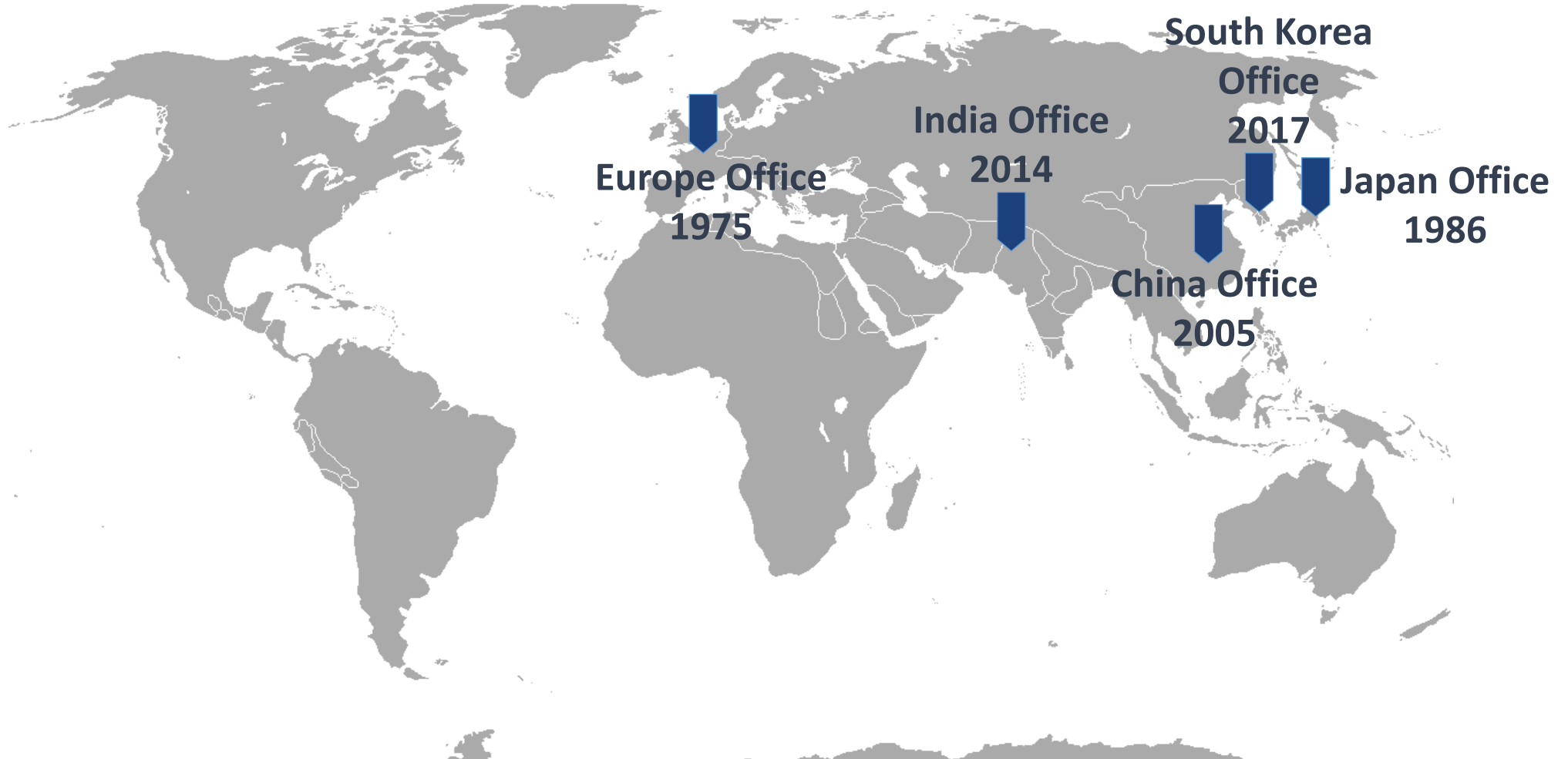
Tarun Gupta



Jonathan Cleave



International Offices



International Strategy (FDI)

- **Outbound missions:** market-specific
- **Manage relationships:** federal governments (SelectUSA, consulates, embassies), trade organizations, international consultants
 - *ie, Council of American States in Europe (CASE), Vice President*
- **Inbound delegations:** hosting prospective investors; market- and/or sector-specific
- **Landing Pad Program:** assisting established, international companies with entry to the U.S. Market



International Strategy (FDI)

Council of American States in Europe (CASE)

- 22 U.S. State offices maintaining full-time offices in Europe.
- Members of the CASE network are the European representative offices of individual U.S. state governments.
- Gateway for European firms into the United States of America.
- Schedule FDI events throughout Europe for firms to attend and speak with individual States.
- South Carolina serves in VP position for CASE



FDI Activities 2017-18

- **Investment missions (14)**

- Canada, China, Finland, UK, Germany, Switzerland, Japan, Korea, Sweden, Belgium, Luxemburg, Netherlands, India, Germany, Austria, Italy, Switzerland, France, Spain, Portugal, Greece

- **International trade shows (4)**





- France, USA, UK, and Germany

- **Inbound delegations (8)**

- Qatar (2), Belgium, France, India, Ireland, Spain



International Office Outreach

| International Office | Events Attended | Sectors Covered | |
|---|-----------------|--|--|
|  | 13 | <ul style="list-style-type: none">• Automotive• Chemicals• Plastics• Bio | <ul style="list-style-type: none">• Electronics• Textile• Aerospace• Energy |
|  | 28 | <ul style="list-style-type: none">• Aerospace• Medical• Automotive• Plastics and rubber | |
|  | 3 | <ul style="list-style-type: none">• Automotive• Food machinery• Aerospace | |
|  | 3 | <ul style="list-style-type: none">• Automotive• Textile | |



Investment Recruitment by Country 2017

Investment Recruited by Country of Origin



Domestic, 49%



Germany, 18%



Sweden, 16%



S. Korea, 7%



All Others, 10%



Foreign Direct Investment

Announced Foreign Investment
(2011 – 2017)

\$16.6 Billion
38,000+ jobs
32 Countries

#1 FDI per capita in U.S.



Exports



South Carolina Exports

\$34.6

billion in export sales

#1

*in the export sales of
passenger vehicles and tires*

14th

*among the 50 states in
exports*

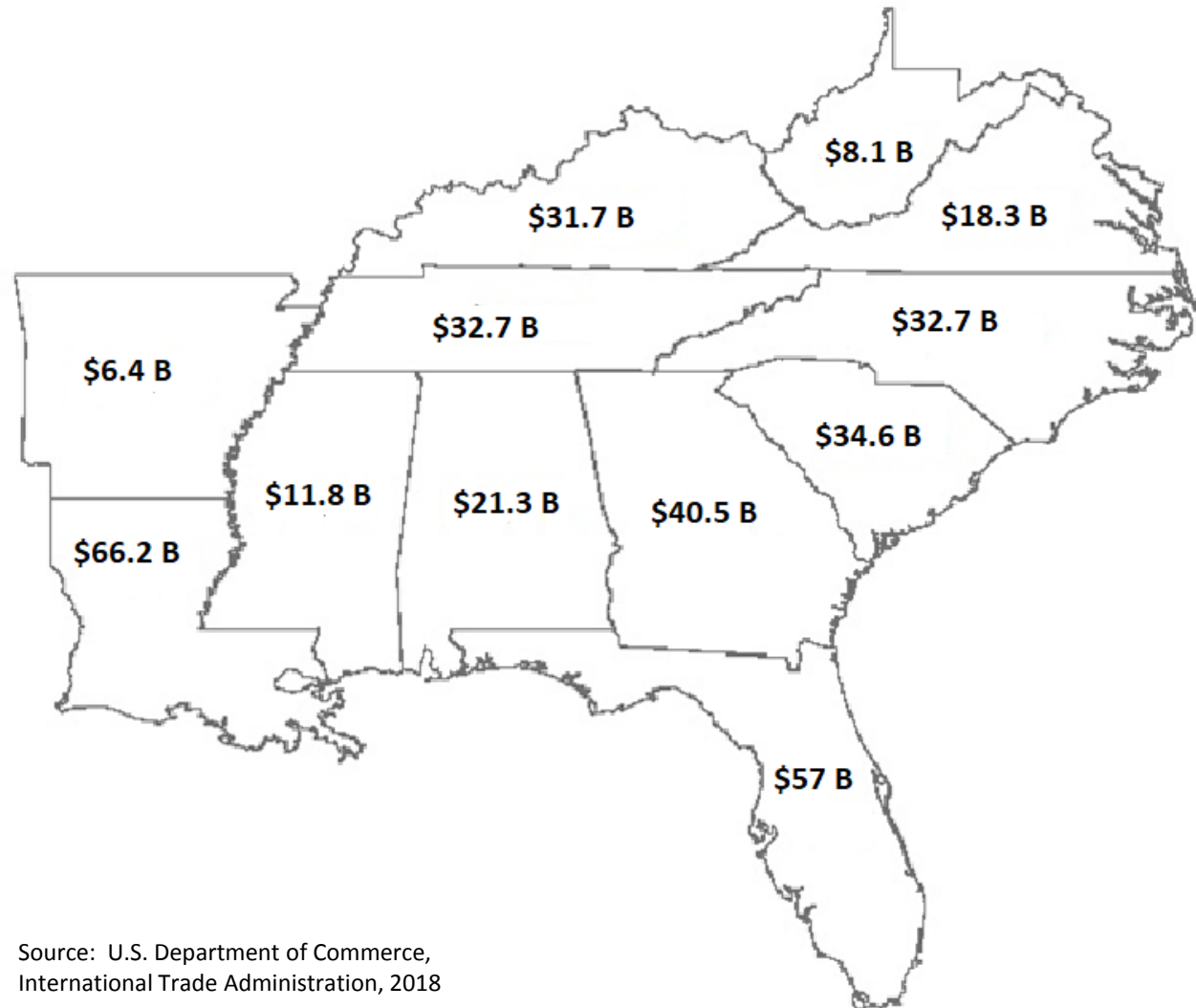
33%

*South Carolina's exports
to FTA markets*





International Trade from the Southeast

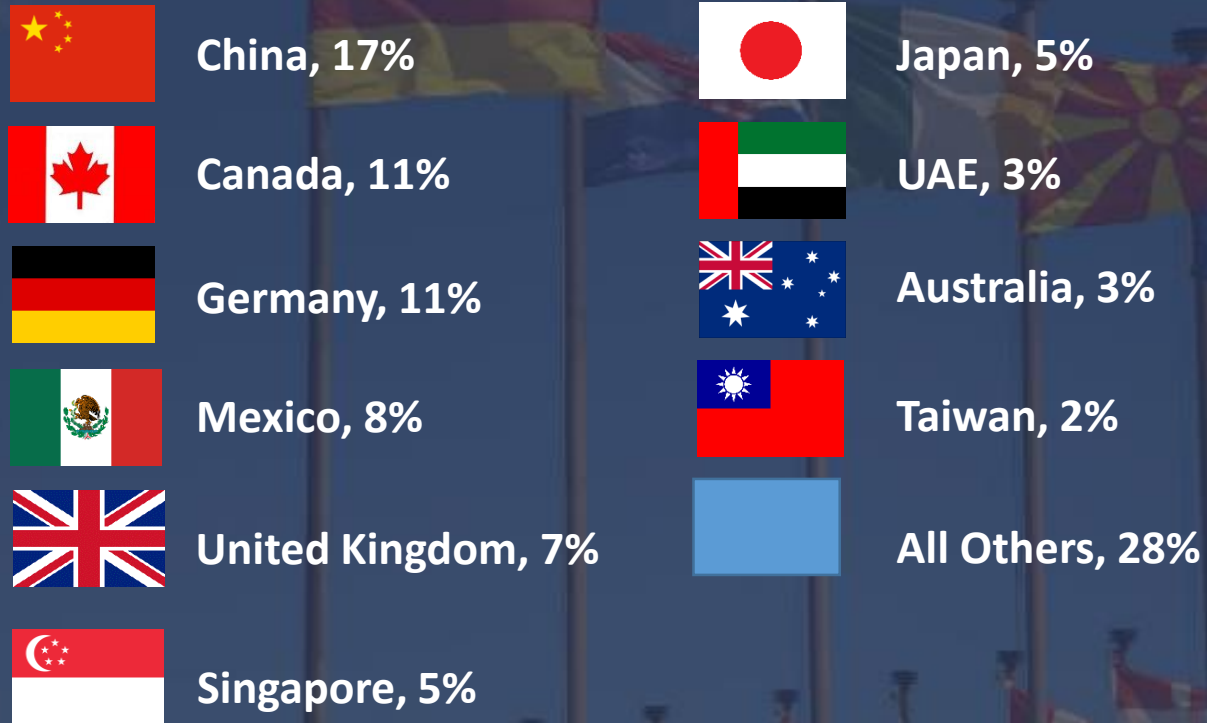


2018 Export Sales Totals



S.C. Top Export Markets

S.C.'s Top Export Markets in 2018



International Sales Services

- **Trade counseling** on product export potential, methods, procedures and logistics
- **Export training** seminars and conferences
- **International trade missions** and **trade shows** with companies for overseas sales meetings
- **South Carolina Export Incentives Program**



Trade Services: Export Incentive Program

Overview/Purpose

Increase the number of new-to-export small businesses and
raise value of exports for those small businesses already trading

State Trade Expansion Program (STEP)

Federally funded by the Small Business
Administration (SBA)

U.S. Small Business Administration



Your Small Business Resource

S.C. Opportunities for Promoting Exports (SCOPE)

State funded trade and export initiative funded by
the South Carolina Department of Commerce



SOUTH CAROLINA OPPORTUNITIES FOR PROMOTING EXPORTS



Export Incentive Program: Activities Covered

Package 1: Trade Missions

- Participate in South Carolina led trade missions or U.S. Commercial Service Programs.
(cost of B2B meetings covered and travel stipend)

Package 2: Trade Shows

- Participate in either an international trade show that best fits their industry or take part in co-exhibiting with South Carolina at NPE 2018: The Plastics Show or Farnborough Airshow.
(booth space and travel stipend)

Add-ons:

- Translation and design of marketing materials
- Website translation and SEO upgrades
- Shipping of products or booth to a trade show
- International compliance testing
- Participation in S.C. District Export Council's general export seminars or workshops
- Participation in the South Carolina Export Leadership classes.



Export Growth 2011-2018

S.C.'s Total Export Sales Since 2011



Export Incentive Program: Results 2018



58

Small &
Medium-Sized
Firms
Participated



33

New
Jobs
Created



43

Trade
Shows
&
Missions
Attended



\$55M

In Export
Sales
Achieved



33

New
Markets
Reached

Strategy for S.C.

Increase global awareness of South Carolina's offerings

FDI

- Increase the number of foreign companies considering SC as a business location
- Provide support for existing SC companies with international roots

Protocol

- Host international delegations looking at growing in S.C.
- Maintaining and building the states sister state relationships

Trade

- Increase export activity for existing exporters from S.C.
- Increase the number of new- to-export companies from S.C.





South Carolina
Department of Commerce

Just right for business.

Questions?

Vanessa Göschl, CEcD

Managing Director, Europe Office

Munich, Germany

+49 160 96349837

vgoeschl@sccommerce.com