



SURPRISE
ARIZONA

A Surprise For Non-US Companies in Arizona

IEDC Annual Conference
September 18, 2017

A NEW CITY

- Booming NW Greater Phoenix “Spring Training” city that grew overnight
- **Today**: 132,000+ pop., launched new university
- **In 2007**, Surprise was poised for a mall, a biotech center, a new downtown, and its first major employment locate...
- **By 2009**, all projects went on hold...or went away.



A NEW START

- Reuse of vacated “old” city hall space / owned by City of Surprise
- 60,000 square feet in 4 buildings
- 10 tenants, dozens of partners, mentors opened the space, 2010
- Best practices nationally studied
- Proficiency in entrepreneurship, education built in-house
- Accidental discovery in 2011 = temporary space as an incentive



AZ TechCelerator
Surprise, Arizona



A NEW LAUNCH POINT



- 2011: RioGlass



- 2012: Gestamp-Gonvarri



- 2014: First graduate / MD24 / 100 employees in telemedicine

- 2015: Google acquires tenant Athena Wireless



- 2016: IRIS USA

RIOGLASS

Solar Steel
By Gonvarri
Steel Services

IRIS

Google



MD24 House Call

A RETURN TO TRADITIONAL MEDICINE...

A NEW (GLOBAL) FOCUS

2015: Toronto / International Hub

- Memberships: CABC, AmCham Toronto
- Why? “Go where the money is.”
- Hired Toronto contractor for 6 month pilot / 80 market intros, relationships built
- Launched **Global Concierge Program** at AZ TechCelerator – Key Realization

2016:

- Hired contractor #2 / met with 50+ investors, partners
- Welcomed 5 companies through affiliate memberships: 3 Canada companies, 1 from Portugal, 1 from Romania



GLOBAL CONCIERGE PROGRAM

What we do: Assist international companies looking to start-up in the USA using a secure, government owned office.

Services include: translation services, visa support, cultural training, business training and coaching, legal/ regulatory/ approvals/ product certification, relocation assistance, business office space, business license support, and other services as requested.

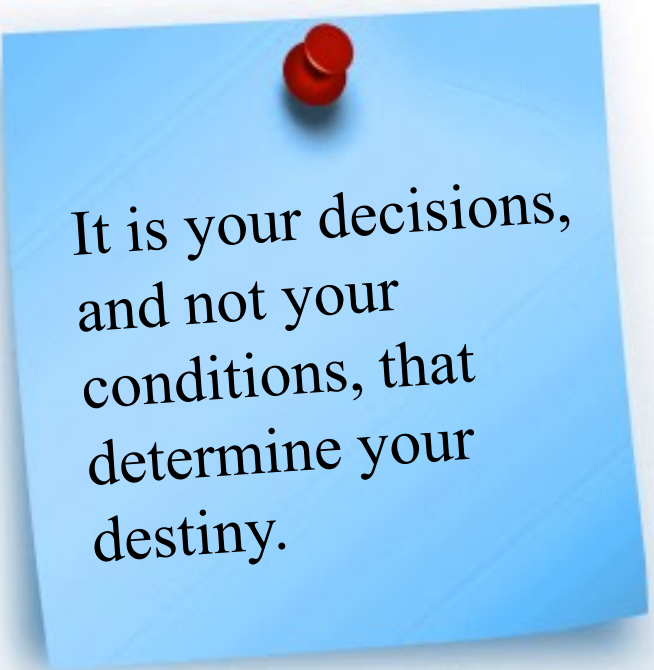


What's Next / 2017-2018:

- Applying for INBIA Soft Landing Certification
- Launch Global Medical Travel Initiative
- Pursue Reciprocal Global Partnerships
- Continue to Offer Space in Large Proposals

MAIN TAKEAWAYS

- Fact: Most examples of successful FDI markets will be intimidating for cities like Surprise (and yours?).
- Have a plan and a vision.
- Be committed to building relationships.
- Lead with what you have, be flexible on the rest.



It is your decisions,
and not your
conditions, that
determine your
destiny.



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Thank you!

Questions:

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