



# European American Investment Council

Your Partner for US Market Entry and Expansion Support

Doing Business in the United States  
Istanbul, August 9th, 2017

EAIC Corporate Sponsors



## Introduction

*The European American Investment Council is the leading representative of North American EDOs in Europe. It is our mission to promote transatlantic trade and investment.*

*We assist European companies in expanding their business across the Atlantic. As we receive our funding from our U.S. Member Communities, our services are free of charge to European companies partnering with us.*



**TAİK**



# The EAIC – A Member Organization



## EAIC Team

- Multilingual team (6 full time employees) with offices in Atlanta and Berlin, Germany
- Meets companies at events all over Europe to offer support

## Advisory Council (AC)

- Extensive experience in European FDI in the U.S.
- Well connected with a variety of European investors
- Multidisciplinary (tax, law, site-selection, and more)

## Community & Corporate Members

- The EAIC represents more than 60 members from 19 U.S. States and various corporate Members that can offer support tailored to your needs
- Get access to premium European FDI information and play an active role in our member driven platform
- Directly meet with U.S. representatives from Economic Development Organizations

## The EAIC Advisory Council - 17 Experts in European FDI to the US

**Matthias Beier, Council President**  
**President & CEO, EAIC, LP**

Matthias is the President and CEO of the EAIC. He gained work experience worldwide at an international consultancy and is an expert in European American business relations.

**Florian Stamm**  
**Partner, Head of Site Selection, Smith, Gambrell & Russell LLP**

At Smith, Gambrell & Russell LLP Florian represents European investors, primarily from Germany, Switzerland and Austria. He focuses his practice on site selection and economic development.

**Stefan Aengenheyster**  
**Director European Affairs, EAIC, LP**

As Director for European Affairs Stefan is our permanent representative across the Atlantic and the primary point of contact for European businesses that want to set up shop in the United States.

**Dr. Ullrich Kämmerer**  
**Partner at Rödl & Partner LLP**

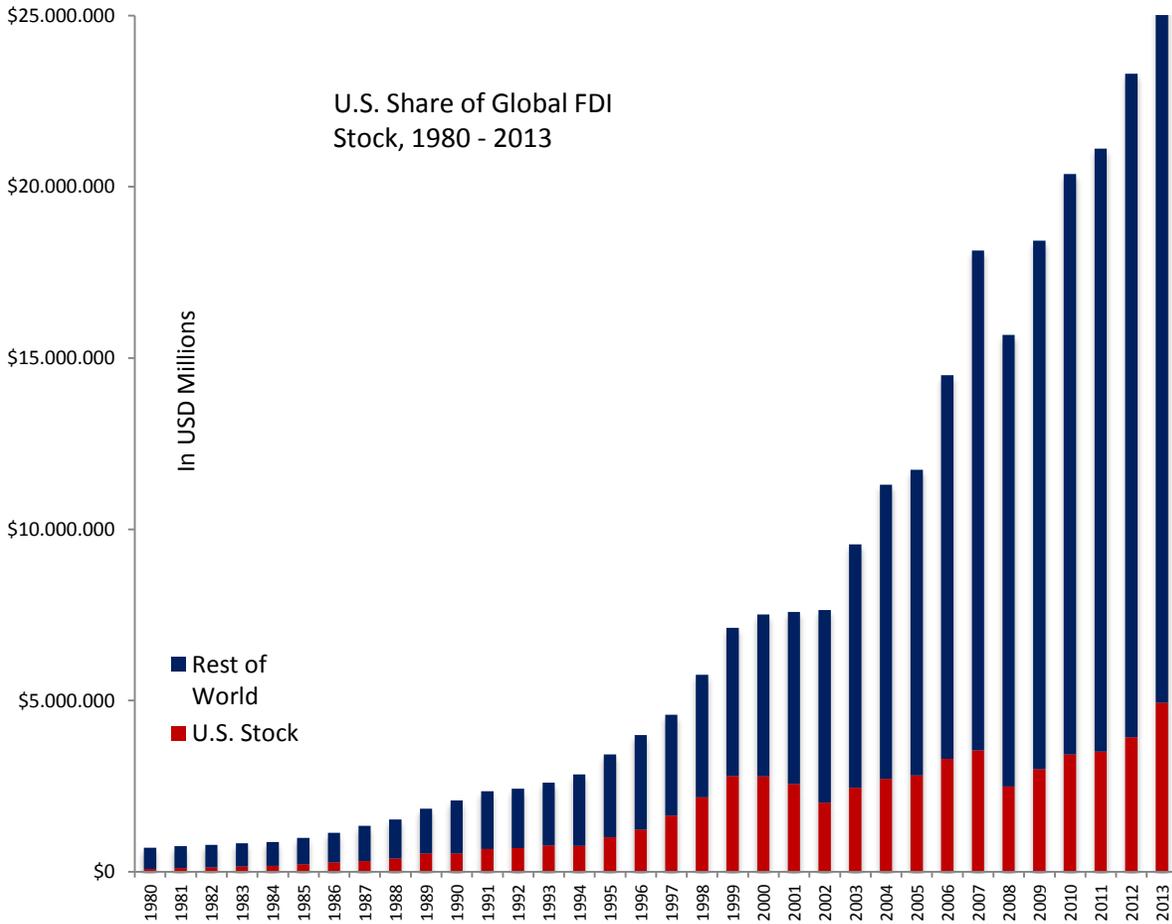
Ullrich Kämmerer is partner at Rödl Langford de Kock LLP, where he focuses on market entry, site selection and taxation of European investors in the USA.

## Our Services to European Companies

- Providing a wide variety of relevant information about the U.S.
- Support in business planning, especially U.S. costs (such as real estate; labor and employment; utilities such as electricity and water; taxes; logistics)
- Regulatory, tax and legal information about the U.S.
- Assistance with forming a U.S. company
- Making contact with potential business partners in the U.S.
- Site Selection in the U.S.

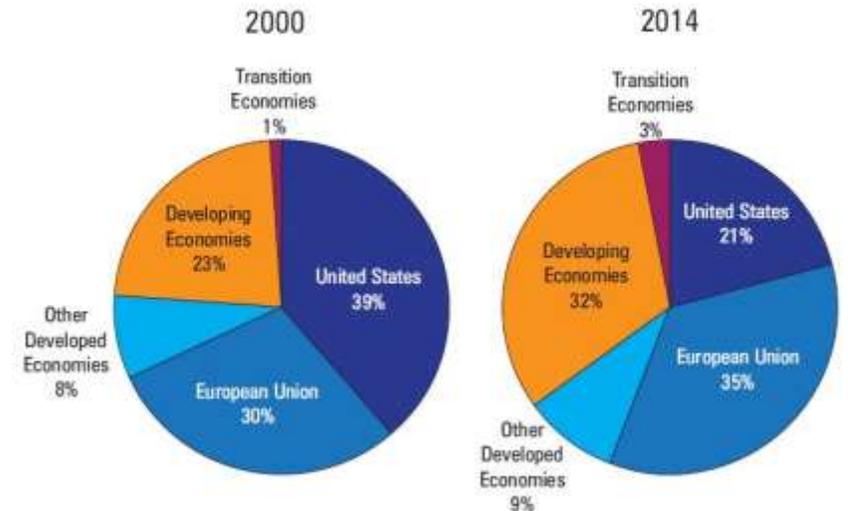
# Global FDI Trends – The U.S. share is declining...

Until the 1980s, the U.S. was the predominant recipient of FDI worldwide. Its proportion has fallen consistently.



Currency displayed at market values. Source: UN Conference on Trade and Development, 2013

Worldwide Inward Stock of Foreign Direct Investment, 2000 and 2014



Source: UNCTAD's *World Investment Report 2015*

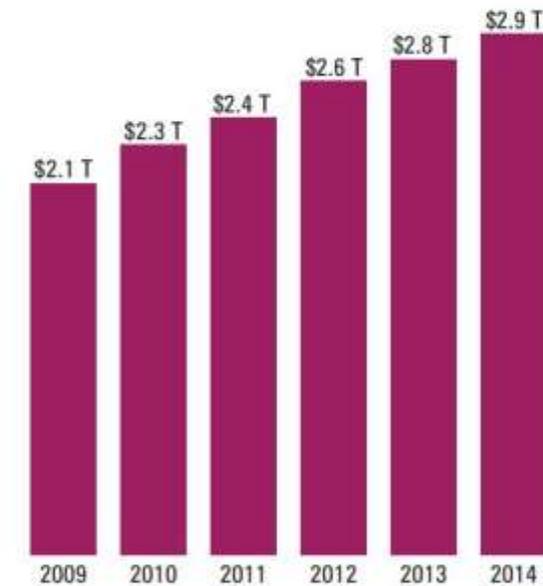
## ...but FDI to the U.S. is growing

FDI flows to the U.S. are growing due to

- the growing U.S. market
- low regulation compared to many competitors
- a transparent legal and regulatory environment

Annual FDI flows are fairly consistent over the years.

**Cumulative Foreign Direct Investment in the United States, 2009-2014**



Data are shown on a historical-cost basis, or cost at time of investment.  
Source: Bureau of Economic Analysis

## Countries of Origin

Classical manufacturing economies:  
Switzerland, Germany, France, Italy, Sweden,  
Denmark, Spain, Japan and South Korea

Note: Volatility indicates distorting effect of  
holding companies, but general trendlines are  
consistent.

(The Netherlands are a typical place for EU based  
conglomerates, like Switzerland and Luxembourg.)

### Inward Investment from Leading Countries, 2013-2014 (in millions of dollars)

Rank	Country	2013	2014	Percent Change
1.	Netherlands	\$8,322	\$38,927	368%
2.	Japan	\$43,619	\$33,765	-23%
3.	Switzerland	\$18,164	\$23,541	30%
4.	Canada	\$24,153	\$21,116	-13%
5.	Germany	\$16,348	\$19,124	17%
6.	Luxembourg	\$31,250	\$16,130	-48%
7.	France	-\$3,765	\$12,882	n/a
8.	U.K. Islands, Caribbean	\$10,204	\$7,292	-29%
9.	Hungary	\$59	\$4,345	7,264%
10.	South Korea	\$6,168	\$4,139	-33%
11.	Bermuda	\$3,761	\$4,081	9%
12.	Italy	\$1,950	\$3,681	89%
13.	Sweden	\$808	\$3,674	355%
14.	Denmark	\$1,985	\$2,775	40%
15.	Spain	\$1,507	\$2,775	84%
16.	Mexico	\$3,508	\$2,421	-31%
17.	Norway	\$1,685	\$2,107	25%
18.	Belgium	-\$7,662	\$1,329	n/a
19.	Ireland	\$9,344	\$1,207	-87%
20.	Singapore	\$1,165	\$1,184	2%



# Countries of Origin

## Largest Sources of FDI in the United States (by UBO)

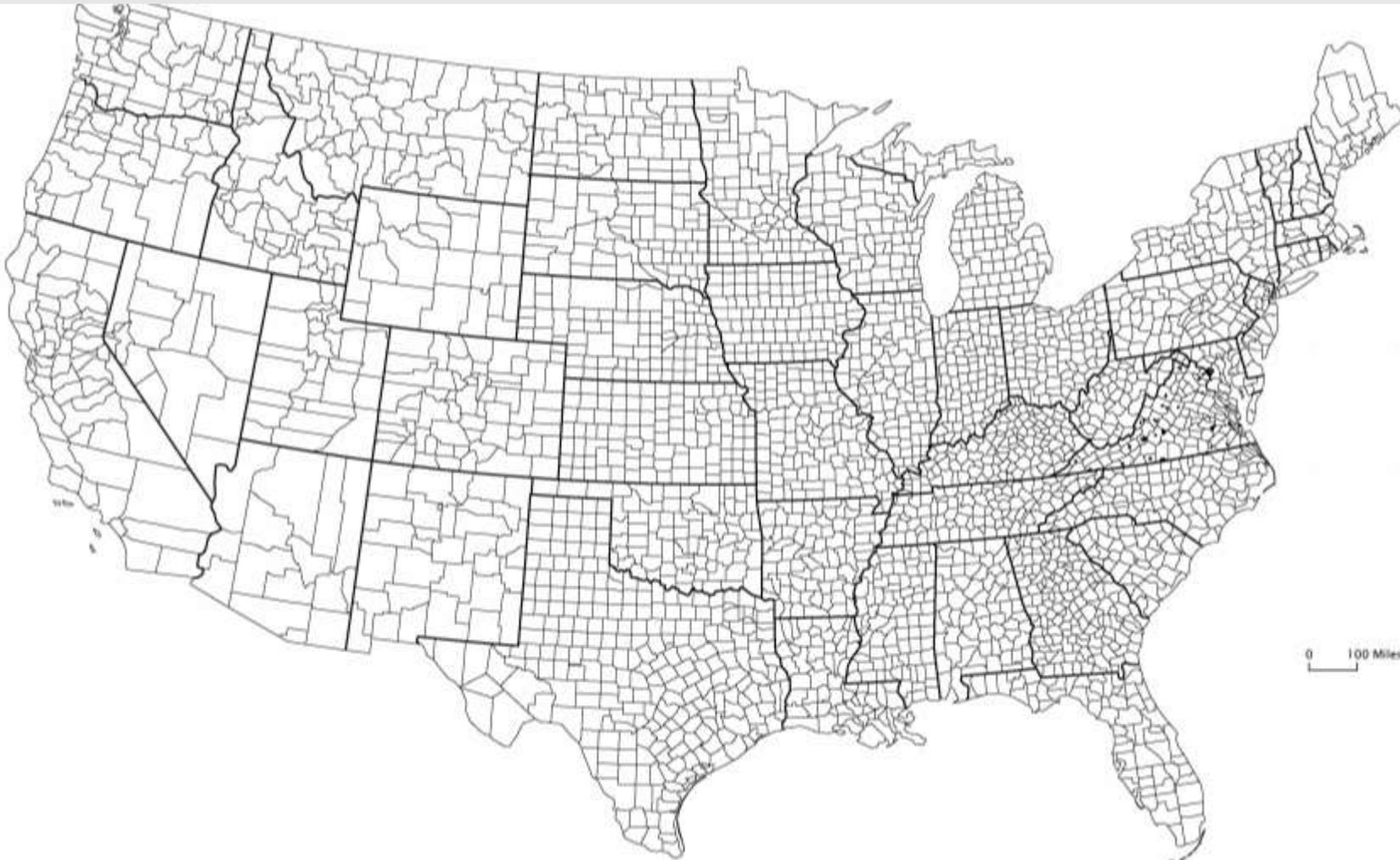
Rank	Market	2016 Position In USD millions	Share Of total
1	United Kingdom	\$598,319	16.1%
2	Canada	\$453,641	12.2%
3	Japan	\$424,347	11.4%
4	Germany	\$372,778	10.0%
5	Ireland	\$279,647	7.5%
6	France	\$267,573	7.2%
7	Switzerland	\$196,595	5.3%
8	The Netherlands	\$191,937	5.2%
9	Singapore	\$73,677	2.0%
10	Spain	\$67,179	1.8%
11	China	\$58,154	1.6%
12	Belgium	\$55,940	1.5%
13	Israel	\$55,362	1.5%
14	Australia	\$54,307	1.5%
15	Sweden	\$52,730	1.4%

## Fastest-Growing Sources of FDI in the United States (by UBO)

Rank	Market	2016 Position In USD millions	CAGR 2011-2016
1	Thailand	\$2,082	55.5%
2	Argentina	\$4,935	46.4%
3	China	\$58,154	44.7%
4	Singapore	\$73,677	36.9%
5	Chile	\$2,614	30.4%
6	Ireland	\$279,647	28.1%
7	Brazil	\$36,869	24.1%
8	Israel	\$55,362	21.3%
9	Turkey	\$1,290	17.2%
10	Greece	\$1,057	16.2%
11	Bermuda	\$33,460	16.2%
12	Belgium	\$55,940	14.7%
13	South Korea	\$38,750	14.4%
14	Denmark	\$17,726	13.0%
15	Canada	\$453,641	12.9%



## Entering the US Market:



### Yes, but where?

- 50 States
- More than 3,000 Counties
- Population of 320,000
- Different regulations on Federal, State and County Level
- Different Cost of Doing Business
- Different Workforce Standards
- Cultural Variety

# EAIC Community Members



## EAIC Corporate Members



## In summary - European FDI in the U.S.

- FDI has become a major source of manufacturing jobs in the U.S.
- The Turkish economy is one of the fastest growing sources of FDI in the U.S.

### **Today we will discuss...**

- ... how can your company benefit from working with the EAIC?
- ... strategies and pitfalls of doing business in the United States?



# European American Investment Council

## Your Partner for US Market Entry and Expansion Support

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