

COUNCIL OF AMERICAN STATES IN EUROPE

Demystifying Investment in the USA Steps for Success

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Director | European Representative Office
Kentucky Cabinet for Economic Development
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KENTUCKY INTRODUCED & SUPPORT FOR CASE



WHAT MAKES KENTUCKY **BUSINESS FRIENDLY**

Logistics hub of the world

Record-breaking exports + strong international presence

Lowest costs of doing business in the U.S.
(CNBC 2019)

Workforce training initiatives

KENTUCKY'S TOP INDUSTRY SECTORS



CASE - ORIGINS

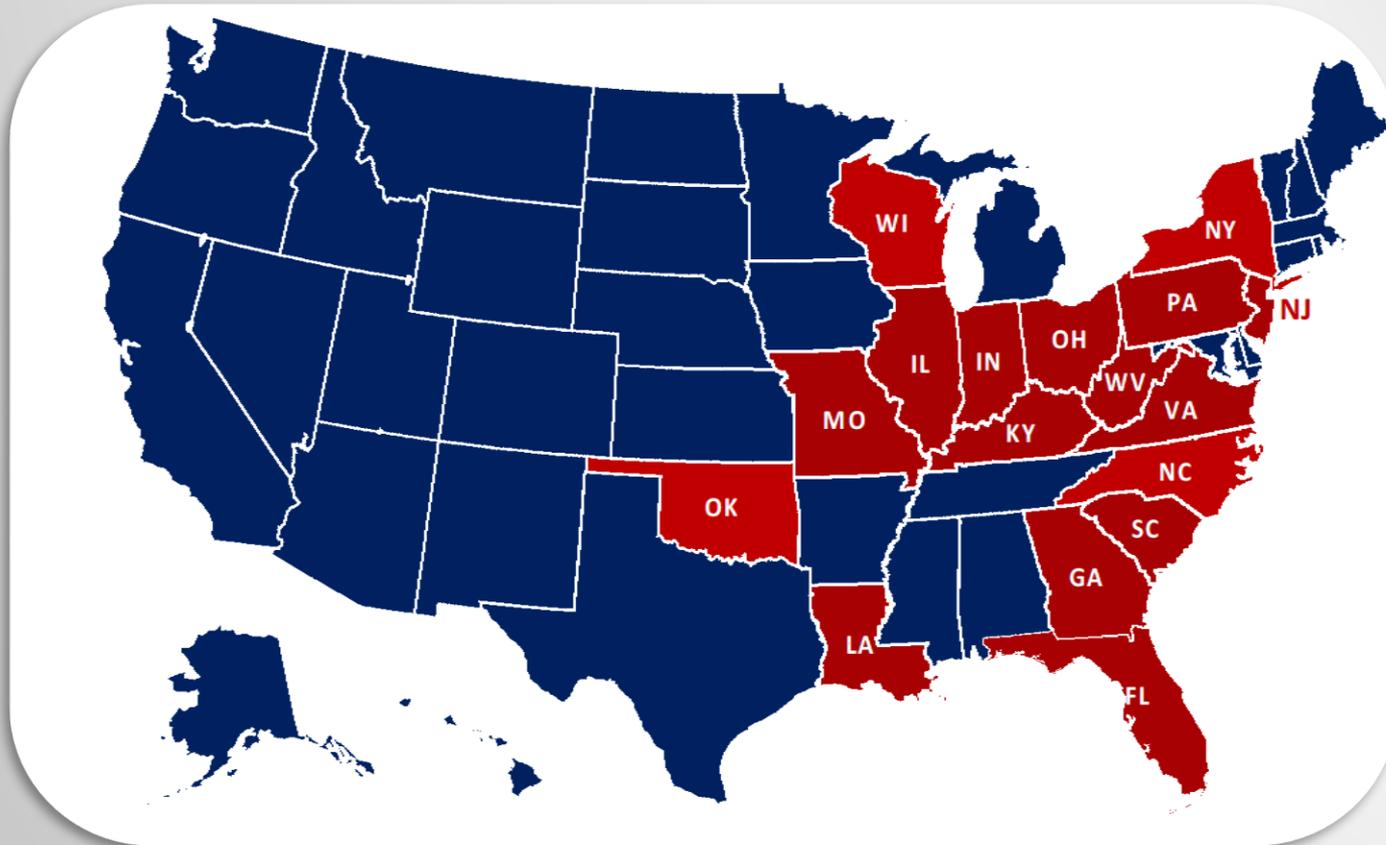
- Founded in **1971** in Brussels, CASE brings together **17 U.S. states** with official representation(s) located throughout Europe.
- Our mission is to provide information and support to European investors in the United States. Demystify the process for a soft landing.
- CASE offers 50+ years of experience working with companies of all sizes and active in all industry sectors.
- CASE is funded by its state members, which serve as direct extensions of their state government's economic development organizations.
- **Free of charge, no obligation & confidential**



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CASE MEMBERSHIP



Florida
Georgia
Illinois
Indiana
Kentucky
Louisiana
Missouri
New Jersey
New York
North Carolina
Ohio
Oklahoma
Pennsylvania
South Carolina
Virginia
West Virginia
Wisconsin

 Participating States



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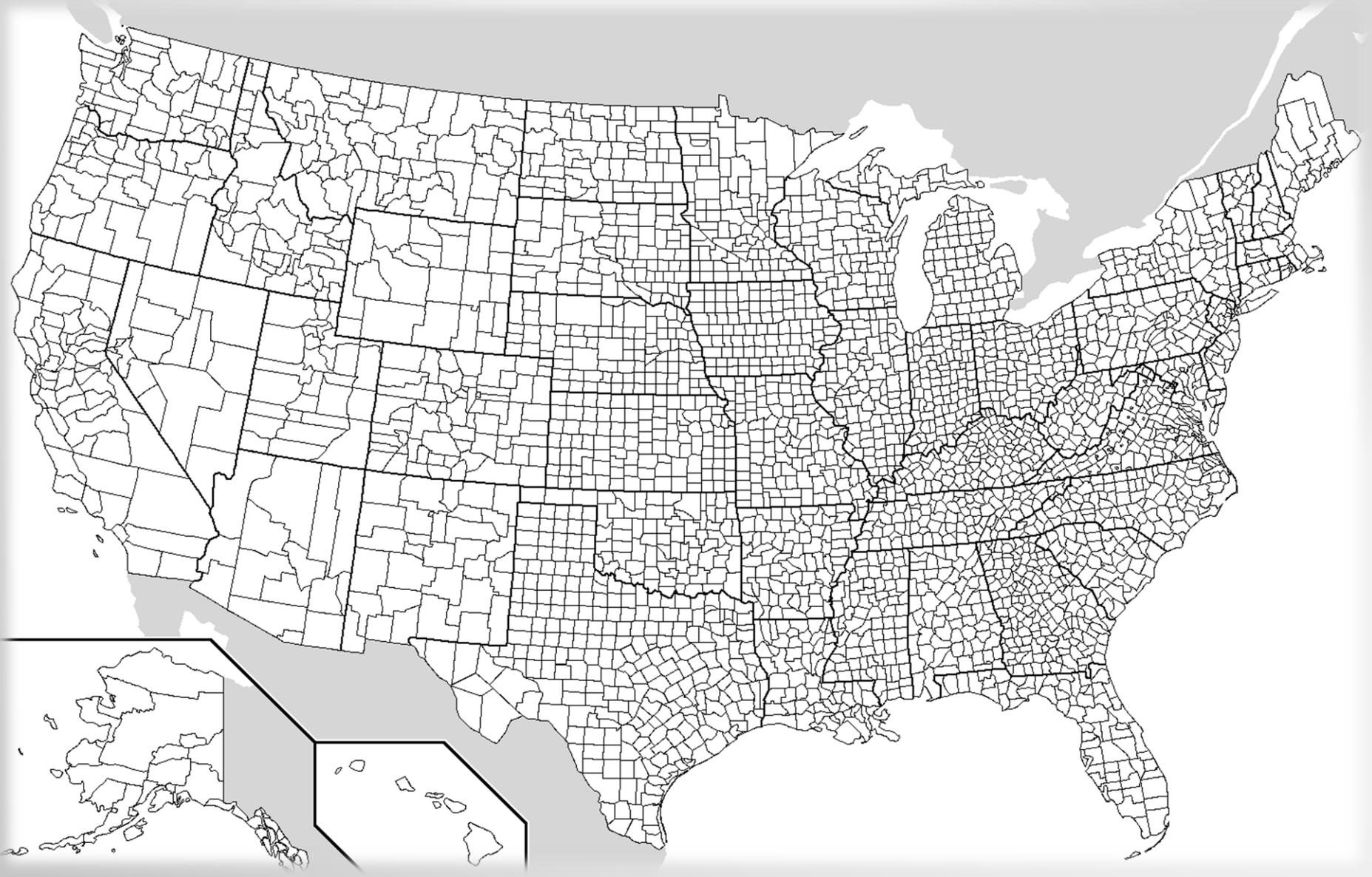
CASE'S ROLE & RESOURCES

- First point of contact with U.S. state representations on the ground → **Access**
- Professional consultative service that is free of charge and confidential → **Expertise**
- Experienced economic development professionals with expertise guiding companies of any size and from any sector → **Ease**



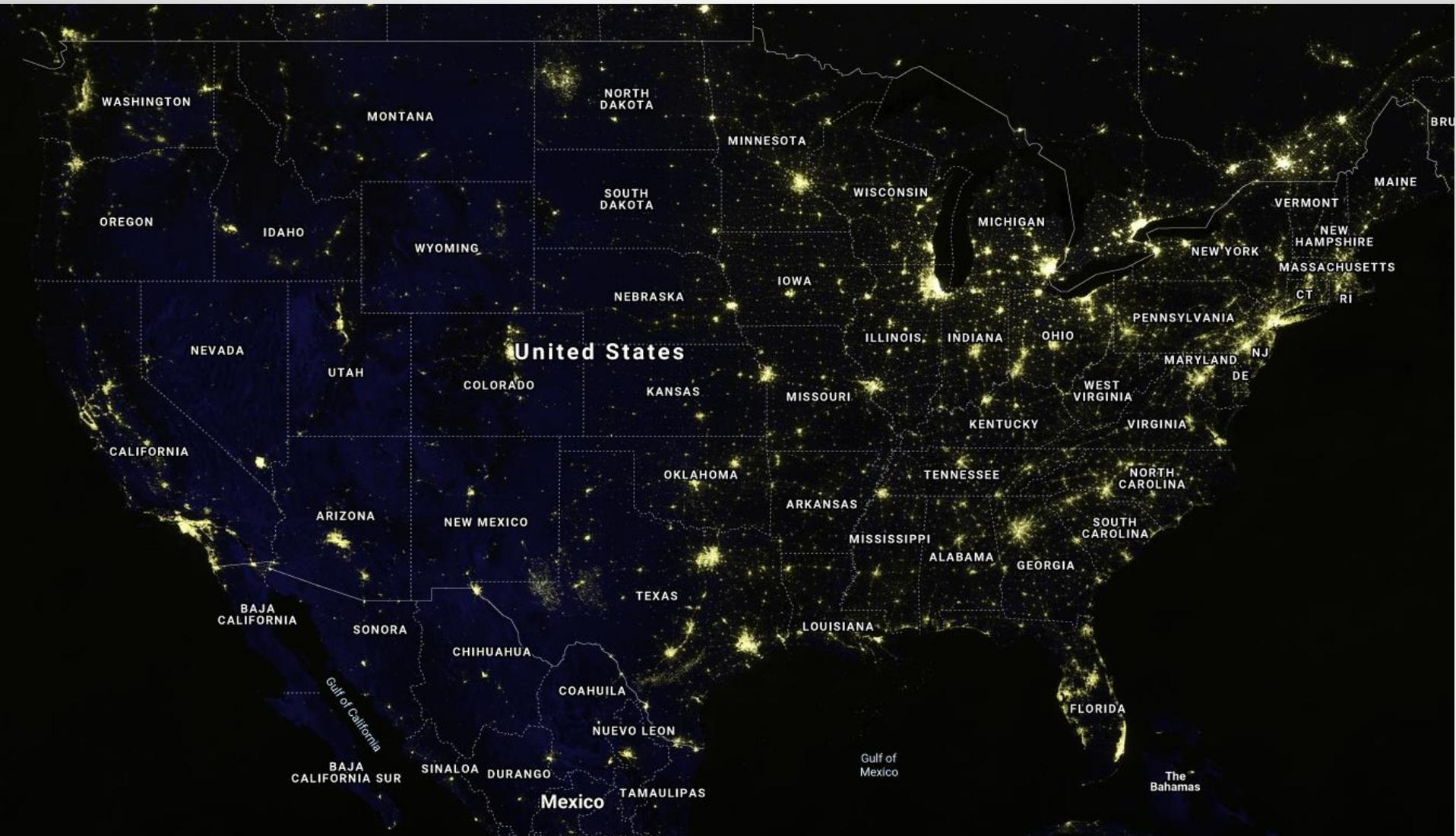
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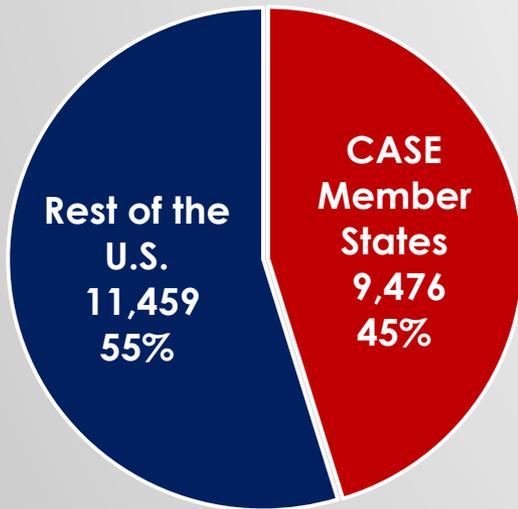
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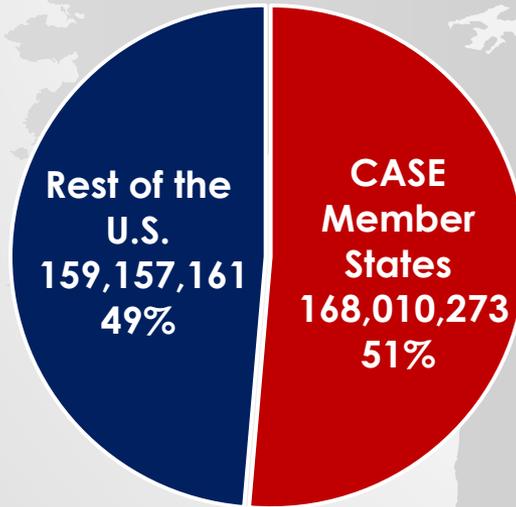
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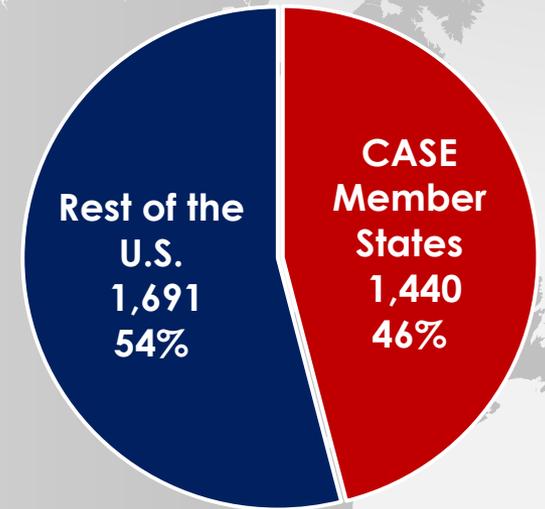
CASE MEMBERSHIP IN NUMBERS



Real GDP
[Trillion USD-2020]



Population
[Est. 2020-50 States]



Number of Counties



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TAKING THE FIRST STEP WITH CASE → WHERE TO START

- **Business Plan:** Existing customers, current footprint & growth potential
- **Regional Focus:** location, location, location!
- **Size & Scope of Project: What we need to know**
 - Commercial/sales office, warehousing, assembly, or production?
 - CAPEX
 - FTEs: Wages, qualifications
 - Investment period & Timeline
- **Project Needs & Requirements**
 - Buildings & sites
 - Comparative Analyses on operational costs: energy, construction, etc.
 - Labor: Wages, labor availability & workforce training
 - Industry sector Information
 - Incentives & support: State & Local Levels



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We promote the United States as a destination for foreign companies to expand their business, create jobs & boost economic development of communities.

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