



Economic Development Highlights

Executive Vice President Liu

April 2015

Economic Development

Administration

- Market Research & Targeted Outreach Contract
 - Per Board's direction, the annual contract with Research on Investment (ROI) was signed on March 19. Two ROI staff, Vice President Dan Silverman and Director of Client Services Alice Flourent, are having a two-day familiarization (FAM) tour in McKinney and are present at the Board Meeting today.
- Advertising in Asian Markets
 - Staff has working on the research of advertising opportunities in Korean and Chinese markets. Met with local marketing managers and communicated with California media venue staff. Worked with Director of Marketing Stein for the advertising design with City's Communications Department.
- "Made in McKinney" Video
 - Per the request from City's video team, staff reached out to Wistron GreenTech executive for producing a "Made in McKinney" video focusing on the company. Wistron GreenTech agreed and the shooting date is in the work.

Participated Economic Development Mission

- Select USA Investment Summit, March 23 & 24, 2015.
 - President Wehmeier and Staff participated Select USA Investment Summit in Washington DC on March 23 & 24.

- MEDC staff joined Team Texas with twenty-five statewide Economic Development Offices including Office of the Governor to attend the Summit. Staff attended the Summit programs as well as worked on Team Texas booth to assist prospects from the globe.
- Select USA Investment Seminar is an event organized by US Department of Commerce. This is the second Summit since 2013. US Secretary of Commerce, Penny Pritzker, is the hostess of the Summit.
- US President Barack Obama and Secretary of State, John Kerry, were two keynote speakers.
- Over 2,500 participants from 70+ countries were represented with delegates at the Summit. The participants expressed the general interests in investing and/or learning how to expand the business in the U.S.
- Most of the U.S. Department of Commerce staff working in the U.S. embassy in various foreign countries organized and accompanied the foreign businesses to participate the Summit.
- With 150 delegates from China and 80 from Taiwan, both China and Taiwan are among the top five countries with the most delegates. Staff spent significant efforts in reaching out to those delegates and made connections with the U.S. Department of Commerce staff working at the Embassy overseas.
- Staff was impressed with the scale and the resource of foreign businesses/delegates U.S. Department of Commerce organized in the Summit in Washington DC. With the anticipation of the continuous improvements arising from the event rapid growth, staff ranks highly of the Summit.
- Staff recommends MEDC's attendance in the 3rd Select USA Summit in the future.