



## ANNUAL RECAP & OVERVIEW 2021

# TBIC Annual Recap & Overview 2021

December 15, 2021

Transatlantic Business & Investment Council (TBIC)

Gold Sponsor



Silver Sponsors



Bronze Sponsors



# Agenda

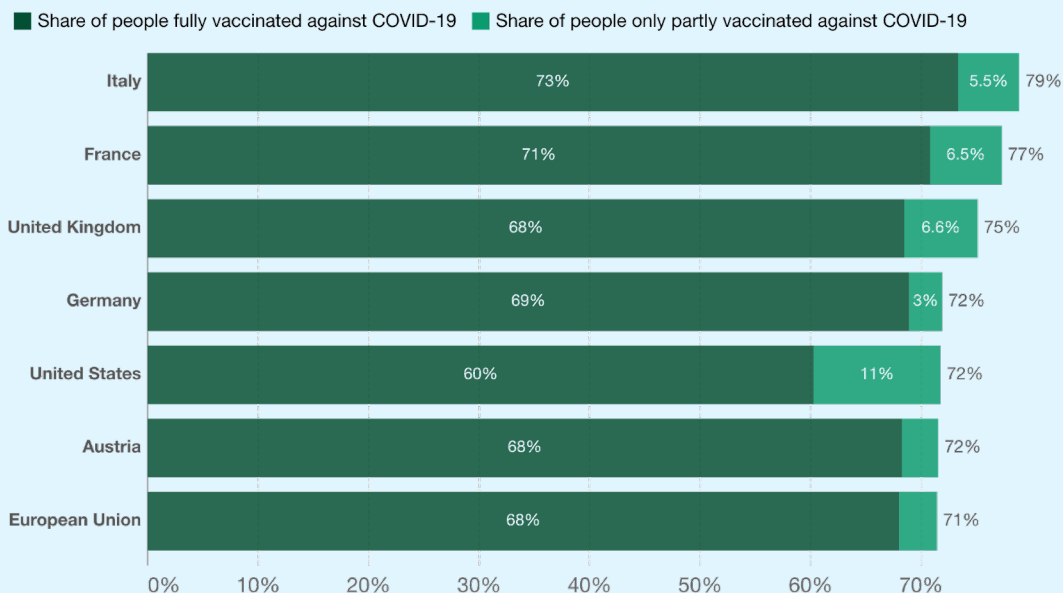
- Europe: Overview of the Economy and Covid-19
- Current TBIC status: Facts and Figures
- Review: TBIC Activities 2021
- Current TBIC Planning
- Outlook & Event Policy 2022
- Virtual Networking





Share of people vaccinated against COVID-19, Dec 11, 2021

Our World in Data



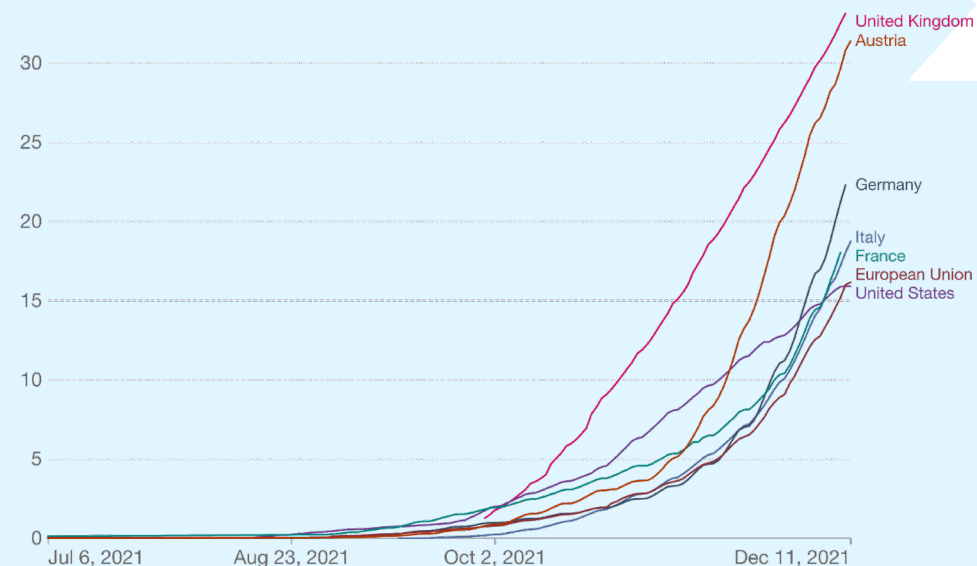
Source: Official data collated by Our World in Data  
Note: Alternative definitions of a full vaccination, e.g. having been infected with SARS-CoV-2 and having 1 dose of a 2-dose protocol, are ignored to maximize comparability between countries.

CC BY

COVID-19 vaccine booster doses administered per 100 people

Our World in Data

Total number of vaccine booster doses administered, divided by the total population of the country. Booster doses are doses administered beyond those prescribed by the original vaccination protocol.



Source: Official data collated by Our World in Data

CC BY

Source: <https://ourworldindata.org/covid-vaccinations> 12/11/21

Between 70 and 80 percent of the population has been at least partially vaccinated in Western Europe. As the effect of the summer vaccinations is wearing off, booster campaigns are in full swing.

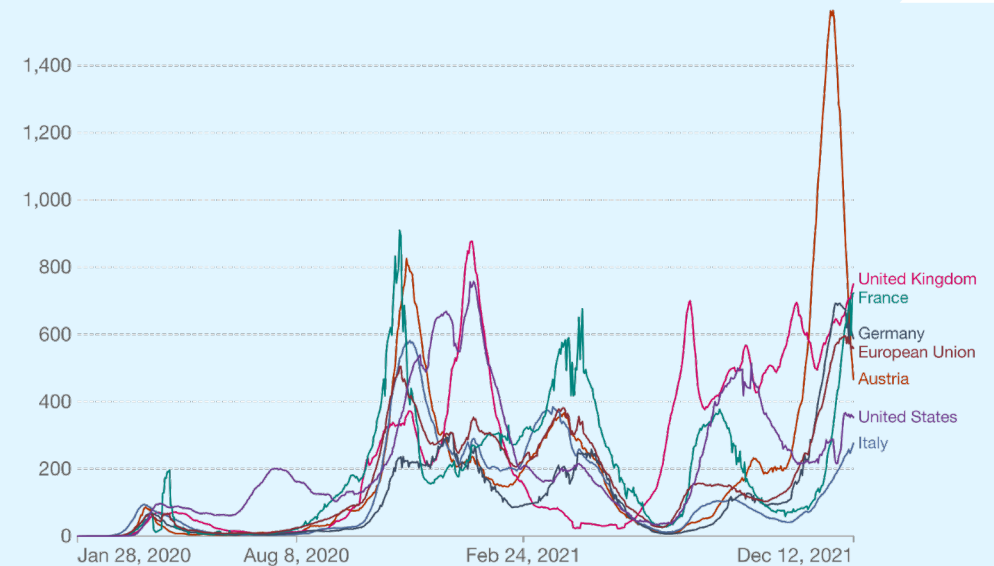
The **fifth wave** of Covid-19 is unfolding in Europe and in the United States, coupled with a fear of the new **Omicron variant**, which prompted governments to put **restrictive measures** in place.

In **Austria**, the high infection rate was effectively cut down by a lockdown in late November. Lockdown measures have been lifted for vaccinated or recovered individuals, while a nation-wide curfew at 11pm stays in place.

The **new German government** was introduced last week. Measures to curve down infections are currently discussed by the new coalition. A lockdown appears unlikely as the booster shot program shows positive results as of today.

Daily new confirmed COVID-19 cases per million people

7-day rolling average. Due to limited testing, the number of confirmed cases is lower than the true number of infections.

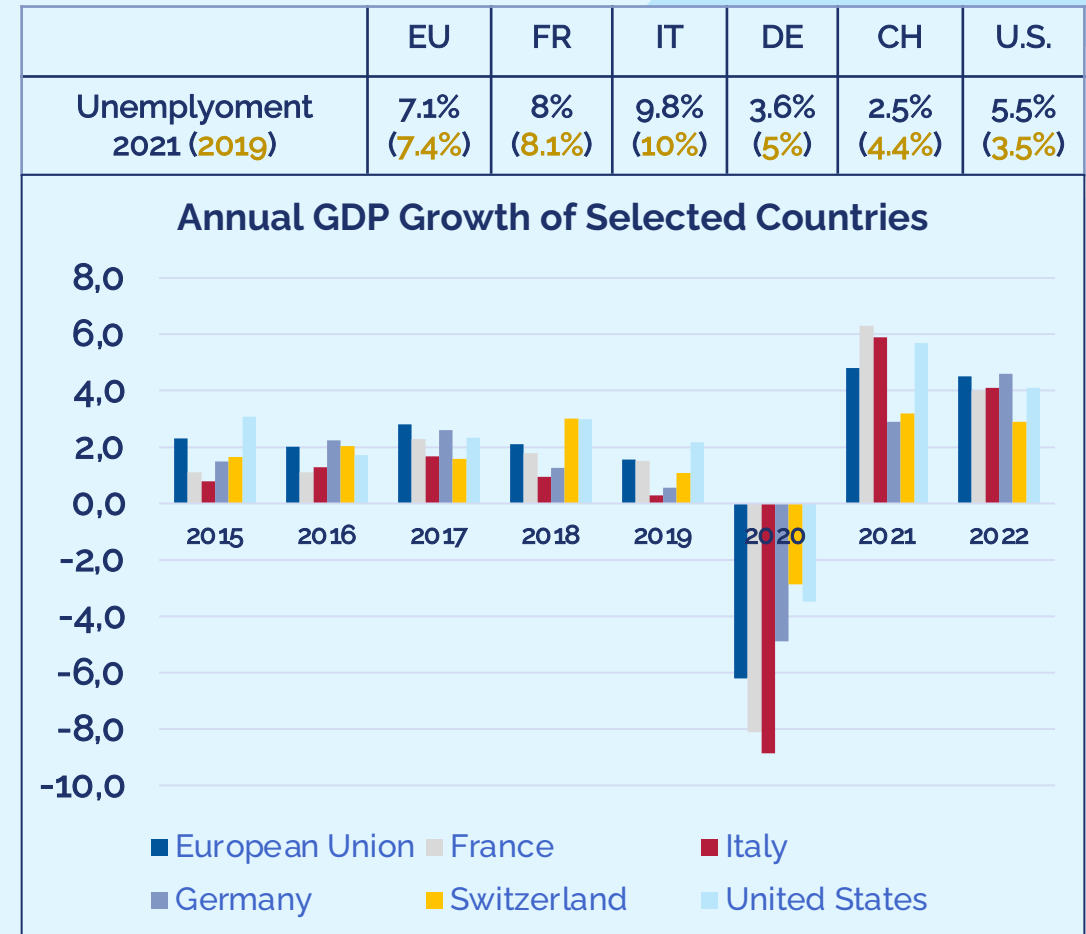


Source: Johns Hopkins University CSSE COVID-19 Data

CC BY

Source: <https://ourworldindata.org/covid-vaccinations> 12/13/21

- **From Recovery to Expansion** – in the 3rd quarter of 2021, the EU economic output and unemployment levels reached pre-pandemic levels.
- Driving forcing of the recovery are the revival of **private consumption and tourism**, recovering **investments** and a stronger demand for **EU exports**. This trend will be reinforced by the deployment of the \$905 billion European recovery fund.
- In fact, consumption went up so fast that supply could not keep up, causing **logistical backlogs and shortages in raw materials and components**. **Surging energy prices** similarly contribute to upwards price pressure.
- These growth impediments are expected to phase out in the upcoming quarters, setting **Europe on track for a steady economic expansion**.



Sources: EU Economic Forecast November 2021; OECD Economic Outlook, Interim Report September 2021; UNCTAD World Investment Report 2021



## TBIC 2021 IN NUMBERS

**113**

Member  
Communities

**18**

Corporate Members

**29**

U.S. States with  
TBIC Activities

**113**

European Multipliers  
met since 2016

**427**

Meetings arranged  
between European  
companies and TBIC  
Members since 2016

**81**

Companies located  
In the U.S. by our  
Advisory Council  
since 2010

**7.9**

Billion USD of Investments  
in the U.S. with involvement  
of TBIC Advisory Council  
Members since 2010

**15,012**

Jobs created in the U.S.  
through projects of our  
Advisory Council since 2010



### 27 Members of the TBIC Advisory Council strengthen our network among companies in Europe:

- Adam Murray, Tennessee Valley Authority (TVA)
- Alessia Paolicchi, Italy-America Chamber of Commerce
- Alexander Kos, The American Dream – US Visa Service
- Dr. Andreas Eckstein, Invest in Niedersachsen USA
- Aryan Zandieh, NRW.INVEST (North America) LLC
- Bernard VanderLande, Tula Executive Search
- Charlotte Nytoft, CNR-Consulting/TBIC Office Nordics
- Christopher D. Lloyd, McGuireWoods Consulting
- Emily J. Smith, American Electric Power
- Florian Stamm, Smith, Gambrell & Russell LLP
- Gene A. Stinson, Southern Economic Development Council (SEDC)
- Henning von Gersdorff, Commerzbank
- James Blair, Navigator Consulting
- Jeff Forsythe, Forsythe & Associates
- Katharina Streng, HWF Hamburg Business Dev. Corp.

- Matthias Oertzen, OERTZENGroup
- Paige Webster, Webster Global Site Selectors
- Sabrina Greenman, Frenkel & Company
- Roberta Marcenaro Lyon, IMARK
- Sabrina Greenman, Frenkel & Company
- Sebastian Eich, NAVIGO Corp.
- Stefan Aengenheyster, Federal Chancellery of Germany
- Taurus Wright, Entergy Mississippi
- Thomas Schwegmann, Pons Atlantic Partners
- Ullrich Kämmerer, Rödl & Partner, LLP
- Werner Beermann, Gray Construction
- Yvonne Bendinger-Rothschild, European-American Chamber of Commerce New York





## RECOGNITION OF TBIC CORPORATE SPONSORS

### Gold Sponsor



### Bronze Sponsors



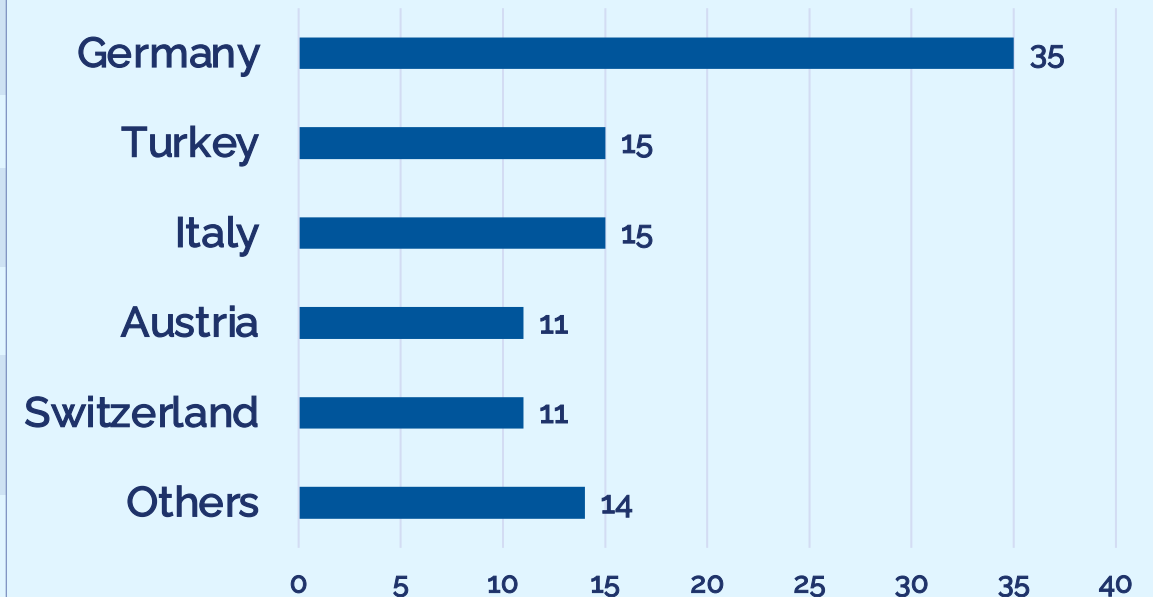
### Silver Sponsors

### The year 2021 in Numbers: Activities Organized & Companies Connected

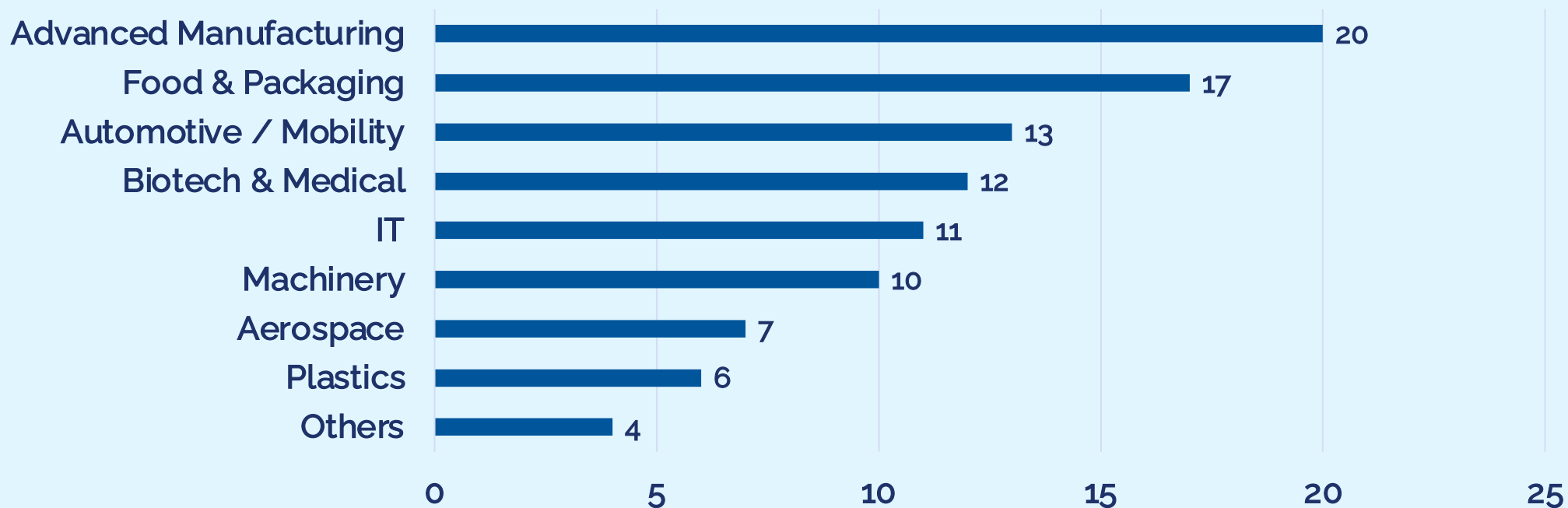
#### Activities 2021 (2020 / 2019)

Delegation Trips to Europe	2 (1 / 7)
Virtual Meeting Rounds/Virtual Recruitment Trips	6 (4 / 0)
TBIC Market Insights	6 (6 / 6)
RFIs sent to Members	8 (5 / 7)
Number of European Multipliers that have been connected with TBIC Members	11 (7 / 45)
Number of European companies that have been connected to TBIC Members	101 (38 / 97)

#### Companies Connected, by Country



### Companies connected, by Industry



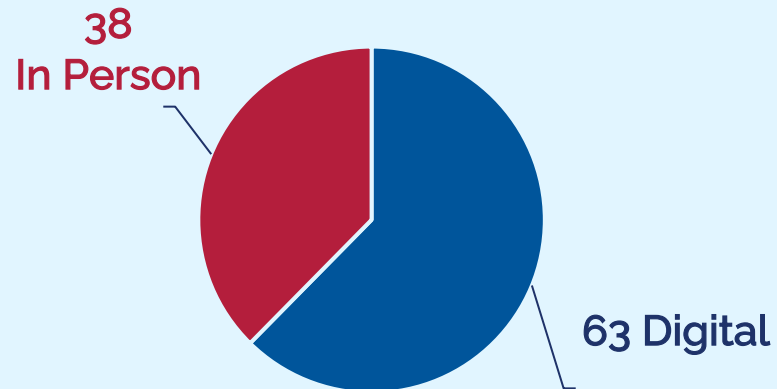


### TBIC Activities in 2021 by Numbers: Companies Connected throughout 2021

A successful year despite Covid-19 restrictions

- 101 companies connected throughout the year
- 29 during Digital SelectUSA alone

#### 101 Companies Connected



### COVID-19 Adaption: in Person as Often as Possible

- **Februar & August 2021:** TBIC Webinars on the status of the economy & Covid-19 in Europe
- **Two virtual trade shows** with the digital Hanover Messe & digital SelectUSA, and a TBIC-organized Aerospace Week of digital meetings
- **Four virtual FDI trips** to Switzerland, Germany, Israel and Turkey
- **A successful return to in-person events (!)**
  - Austria, South Germany & IAA in September
  - Switzerland and Italy in December
  - 4 trade shows (IAA, Anuga, MEDICA, Battery Show Europe)



## TBIC Conference 2021 in Atlanta





### Review: TBIC RFI/Project Distribution in 2021

#### Projects Shared:

- Grip (Smith, Gambrell & Russell/in-house)
- Bumblebee (TBIC)
- Singularity (PONS Atlantic Partners)
- Reincarnation (NAVIGO Corp.)
- Visual Focus (Navigator Consulting)
- Green Pea (CNR Consulting)/Double Power (Smith, Gambrell & Russell/Roedl USA/in-house)
- Bear (TBIC)

#### Projects Concluded:

- Spectrum
- Sublime
- Taylor

#### MANUFACTURING

### Germany's Heiche plans Alabama manufacturing facility with 73 jobs

**Dr. Schneider Automotive Systems establishing manufacturing operations in Lee County** **11/03/2021**

\$22.5 million corporate investment creating up to 400 jobs over six years

### SCHOCK to Invest \$85M in Virginia Facility, Add 355 Jobs

Gov. Ralph Northam says quartz composite sink inventor SCHOCK will invest \$85 million in its first U.S. manufacturing operation in southern Virginia, creating hundreds of jobs.



### Review: European Office Representation 2021

#### Current Office Representation Mandates:

- COSTEP, TX
- East Montgomery County, TX
- Tupelo, MS
- Tunica, MS
- Waller County, TX

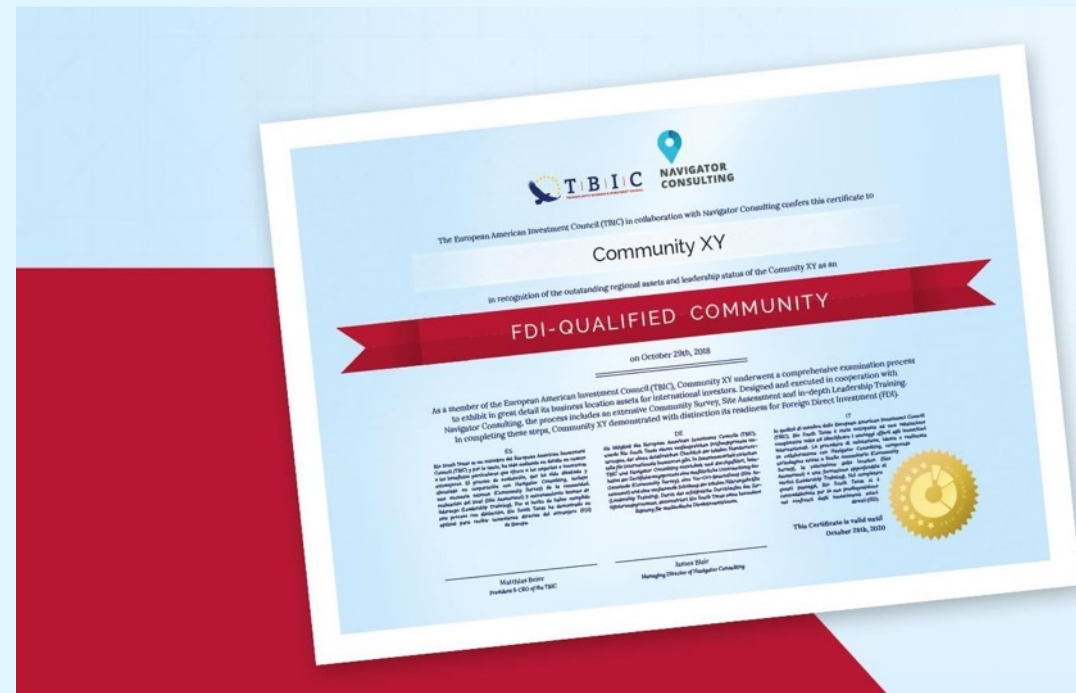
#### Areas of support:

- Prospect/Retention Follow-up
- Trade Show Visits
- Sister City Program
- Research
- (Virtual) FamTour Support



## Review: „The FDI-Qualified Community“ Certification

- Joint Certification (TBIC and Navigator Consulting)
- Site Selection Consultant & TBIC Executive
- Holistic Framework for assessment:
  - Infrastructure & Logistics Assets
  - Workforce Preparedness
  - Community Leadership
  - Cultural Competence
  - Intercultural Communication
- 5-Week Process with site visit, workshop & site assessment
- Identify strengths & weaknesses of your FDI strategy
- Self assessment and EDO Benchmarking
- Market your Community as „FDI-Qualified“



# 9 FDI-Qualified Communities (+ 1 currently on hold)





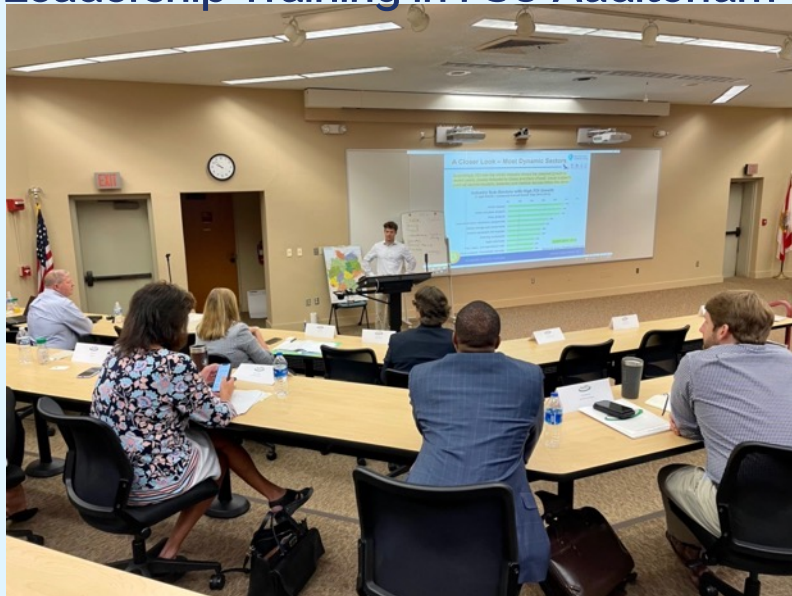
## 2021 Certifications



PANAMA CITY  
BAY COUNTY, FL  
✓ Certified August 2021

Advanced Manufacturing  
Innovation Institute

### Leadership Training in FSU Auditorium



### FTZ Site Visit and Industrial Park Tour







## Congratulations!

- Best overall scoring achieved so far
  - Workforce Score: 91%
  - Strategic Location Score: 87%
  - Community Strength Score: 91%
- Strong community leadership
- Pro-Active FDI attraction strategy
- Many international assets due to location and QoL
- Long-term strategy to build advanced manufacturing cluster

# 2021 Community Re-Certifications

## WAPAKONETA & AUGLAIZE COUNTY, OH

January 2021



**WHY**  
**Wapakoneta**  
Roads. Rail. Ready!

## GALLUP, MCKINLEY COUNTY, NM

June 2021



**GREATER  
GALLUP**  
ECONOMIC DEVELOPMENT CORPORATION  
*moving forward*

## EAST MONTGOMERY COUNTY, TX

September 2021



**East Montgomery County  
Improvement District**



# Increased Visibility in the Foreign Direct Investment Community

1. New marketing literature for FDI Qualified Communities
2. Specifically designed to speak to international prospects
3. Multilingual (English and German in initial roll-out)
4. Presenting FDI Qualified Communities and their FDI assets in a 2-page flyer

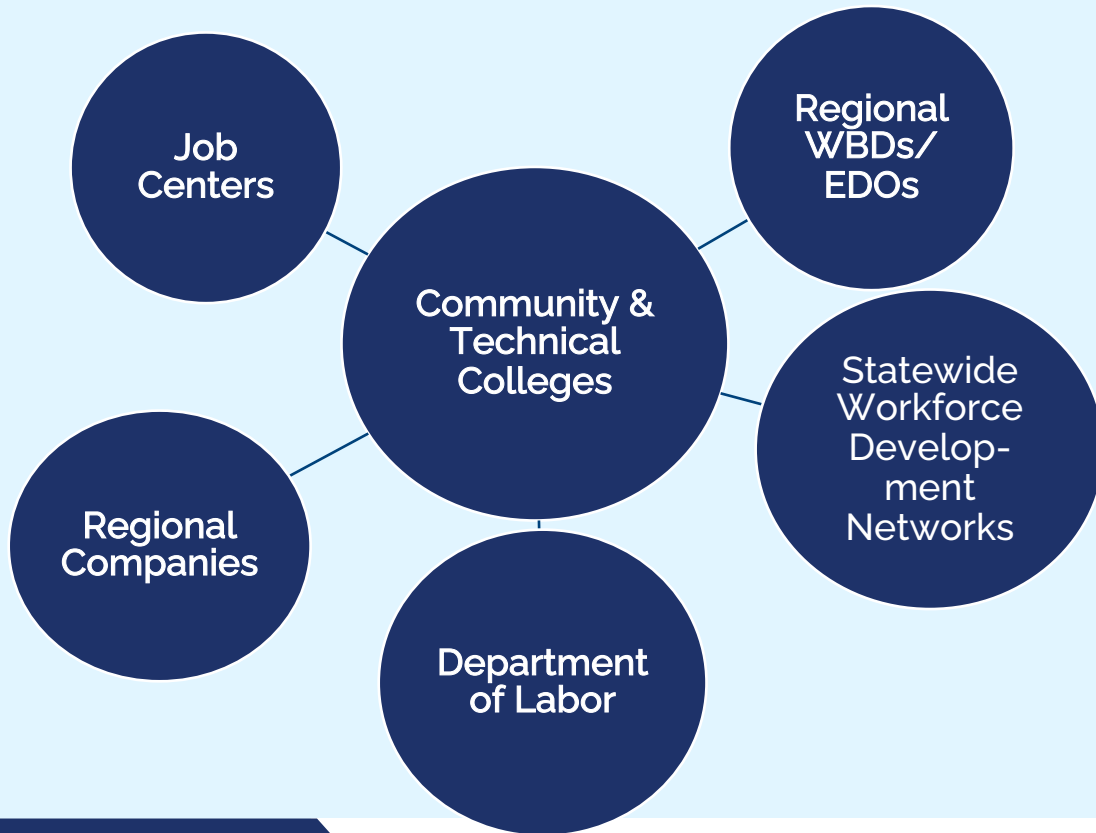


# TBIC COLLEGE CERTIFICATION PROGRAM

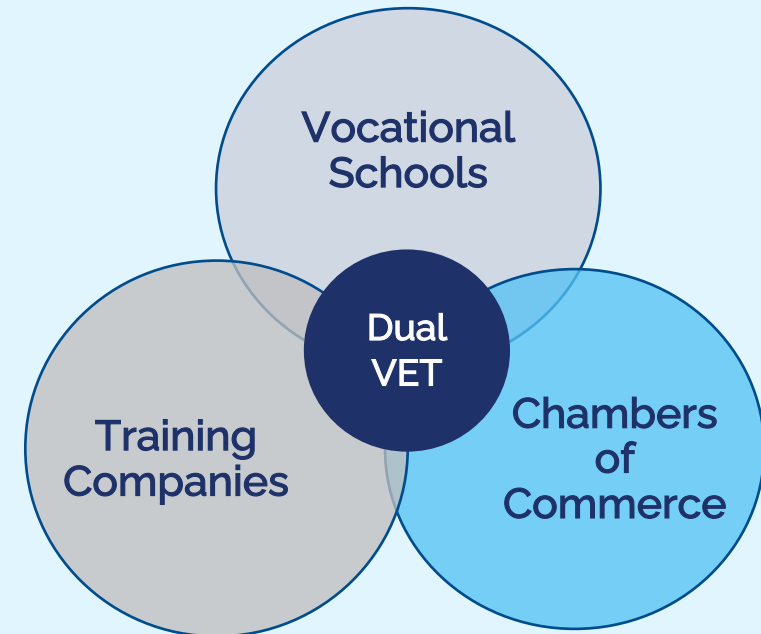




U.S. workforce development system: a multitude of not always coordinated stakeholders



German dual VET: integrated & institutionalized workforce development system



### 1 In-Depth Assessment

- I. Technical Education
- II. Cooperation with Local Industry
- III. Practical Training
- IV. International Orientation & Cooperation
- V. Future Vision/Long-Term Planning

### 2 Fact-Finding & Networking Mission to Europe

1-week Trip to Europe accompanied by TBIC staff

Pre-arranged Meetings with  
European Workforce Development System  
Representatives:

- Vocational Schools
- Chambers of Commerce
- Governmental Actors

# College Certified in 2021: Patrick Henry Community College, VA



Patrick Henry Community College Certification



Recognition of PHCC's Certification  
during the TBIC Conference 2021



## Colleges Certified by the TBIC



2020

2021

2022

# Current TBIC Planning

- FDI Trip 2022 Austria & Southern Germany
- NEW EDITION: 2022 Membership Directory
- Planning of joint booths programs for Hannover Messe and SelectUSA Investment Summit 2022
- Positioning TBIC and its members in new target industries ecosystems, e.g. at trade shows (e.g. Automatica Munich, Battery Show Stuttgart, Board Game Show Nuremberg)
- Developing new strategic alliances with European Chambers of Commerce (joint events as soon as possible again), e.g. Project Bear
- Annual Member Survey

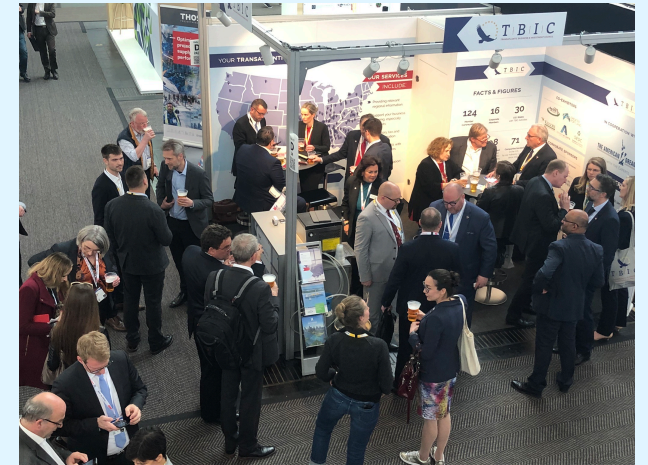


# Outlook 2022: Event Policy



All Events will be planned as in-person events again!

Virtual Events will be complementary opportunities, e.g. 2-day virtual meeting rounds, webinars and the Annual ReCap Meeting





### United States to Europe

- What are the necessary documents for U.S. travellers to enter Germany?
  - ONE of the following: a proof of vaccination, recovery, OR a negative test result (PCR no more than 72 hours old, antigen test no more than 48 hours old)
- What are the necessary documents for U.S. travellers to enter Austria?
  - Either a proof of vaccination or a proof of recovery. **Unvaccinated individuals** must be negatively tested and have to **quarantine for 10 days**.

### Back from Europe to the United States

- Since December 6, all passengers departing to the U.S. need to show a negative Covid-19 test taken no more than 1 day before departure.

In preparation to our FDI delegation to Germany and Austria in February 2022, TBIC will organize a Webinar on the latest travel conditions in mid-January.

Due to the situation, TBIC currently only travels with fully vaccinated or recovered participants.





## Outlook 2022 (I)

Date	Event
February 2 - 6	Trade Show Visit: Spirit of Play, Nuremberg, Germany
February 14 - 18	FDI Trip #1: Advanced Manufacturing in Austria & South Germany
March 8 - 12	Natural Expo West, Anaheim, CA
March 21 - 25	<b>NEW</b> FDI Trip #2: Advanced Manufacturing in South Germany and Switzerland
April 25 - 29	FDI Trip #3: Germany & Hanover Messe – TBIC Joint Booth at the Hanover Messe
May 24 - 27	U.S. Trade Show Support: Natural Products Expo West, Anaheim, CA
May 31 - June 1	Trade Show Visit: World of Private Labels, Amsterdam, Netherlands
June (tbd)	Virtual Meetings Round #1 : Tech & IT (Tech Open Air Berlin)
June 21 - 24	Trade Show Visit: Automatica, Munich, Germany



## Outlook 2022 (II)

Date	Event
June 22 – 25	Trade Show Visit: ILA Berlin Air Show
June 26 – 29	TBIC Joint Booth at SelectUSA Investment Summit 2022, Washington, D.C.
July 18 - 22	Trade Show Visit: Farnborough Air Show, United Kingdom
August (tbd)	Transatlantic Business & Investment Conference 2022, location tbd
August 15 - 17	TBIC Open Bar @ SEDC Annual Conference (San Antonio, TX)
September (tbd)	FDI Trip #4: Advanced Manufacturing & Heavy Industry in Turkey
September 12 – 17	Trade Show Visit: Hannover Messe USA, Chicago, IL
September 20 - 25	Trade Show Visit: IAA Commercial Vehicles Hannover, Germany



## Outlook 2022 (III)

Date	Event
September 27 – 29	Trade Show Visit: Fachpack (Packaging), Nuremberg, Germany
October 10 – 14	FDI Trip #5: Automotive and International Supplier Fair (IZB) in Germany
October 19 – 26	Trade Show Visit: K-Show (Plastics & Rubber), Düsseldorf, Germany
November 14 – 18	FDI Trip #6: High-tech & Med-tech in Germany & Israel , incl. MEDICA Trade Show
November 28 – December 2	FDI Trip #7: Advanced Manufacturing & Food Processing in Italy & Switzerland
December 15	Annual Recap & Outlook (virtual)





## Q&A



## TBIC Member of the Day:

Kent Heerman,  
President of RDA of East Central Kansas





....and now: happy virtual networking!



## YOUR **PARTNER** FOR **U.S. MARKET ENTRY & EXPANSION SUPPORT**

**Matthias Beier, President & CEO**

beier@tbic-fdi.com

**Christopher Huppertz, Director European Affairs**

huppertz@tbic-fdi.com

**Hanna Rohde, Consultant**

rohde@tbic-fdi.com

**Baptiste Michellod, Project Assistant**

michellod@tbic-fdi.com

Transatlantic Business  
& Investment Council (TBIC)

### U.S. Office

1201 Peachtree Street N.E.  
Building 400, Suite 100  
Atlanta, GA 30361

Phone: +1-404-910-4057  
Fax: +1-844-692-7288

info@tbic-fdi.com  
tbic-fdi.com

### European Office

Kurfuerstendamm 29  
10719 Berlin  
Germany

Phone: +49-30-5461-1947  
Fax: +1-844-692-7288

info@tbic-fdi.com  
tbic-fdi.com

### TBIC Representation Nordics

c/o CNR-Consulting, IVS  
Fruebjergvej 3, Symbion  
2100 Copenhagen, Denmark

Phone: +45-4160-9119

nytoft@tbic-fdi.com  
tbic-fdi.com