

TBIC CERTIFICATION PROGRAM

„The FDI-Qualified
Community”

Setting the Standard for
FDI Project Management



**NAVIGATOR
CONSULTING**

A New Type of Certification

The FDI-Qualified Community

Foreign Direct Investment (FDI) has become one of the major sources of manufacturing jobs and economic growth in the U.S. As American manufacturers have moved manufacturing jobs to China and Mexico, European manufacturers have stepped into the void and created millions of well-paid jobs in local communities all over the United States. FDI is so important and valuable because these companies have for decades proven that their products can compete on the world market and are looking for long-term investments.

The TBIC Certification Program **"The FDI-Qualified Community"** is a unique certification program embedded in a holistic framework that gives communities the ability to verify their international ambitions and market themselves as "FDI-ready" communities. Its goal is to assess your region holistically and highlight specific community strengths in infrastructure, workforce preparedness, community leadership, cultural competence and intercultural communication that are essential to successfully attracting, securing and retaining international investments (FDI).

This certification is more than an outstanding marketing tool for your community: it will help you to better identify strengths and challenges of your community and to define your unique and successful FDI Strategy.



Certification site visit in LaGrange, Georgia, 2018

With its entirely new approach, this certification program analyses and labels your community from the perspective of your potential prospect – a European manufacturing company.

This program has been developed as a joint project of the TBIC and **Navigator Consulting**. Navigator Consulting is an international consulting firm with locations in the U.S. and Europe. Their expertise lies in international site selection and strategic consulting for Economic Development Organizations (EDOs) in the United States, Canada and Mexico. With years of expertise in

working FDI related in-bound investment projects from various industries, Navigator Consulting offers clear recommendations to communities seeking a more global footprint for their location marketing and business attraction efforts. Being an experienced partner of the TBIC, Navigator Consulting exclusively implements the TBIC Certification Program.



Scope of Work

Certification Stages

0 Application for Certification

- Community officially applies at TBIC for certification
 - TBIC verifies legitimacy (membership-status, geographic extent, etc.)
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1 Community Survey

- Navigator Consulting sends community a specifically designed questionnaire containing information about certification criteria, indicators and scoring systems
 - Upon receiving the information, Navigator analyses community, EDO and industrial site information in order to create a preliminary scorecard for community certification
 - Follow-up with EDO on missing or unclear information (potentially)
 - Navigator will perform an assessment of the industrial site as part of the certification process
 - Navigator and TBIC will suggest an agenda and date for an on-site visit
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2 On-site Assessment

- Preparation of on-site checklist for further evaluation and validation of mainly soft certification criteria
- On-site recommendations of seasoned site

selection professionals

- 1-day visit to community with 2 consultants
 - Mock site visit of pre-defined industrial sites
 - In-depth discussion with ED leadership on long-term vision of the region
 - Stakeholder meetings (on workforce, development projects etc.)
 - Visit of local quality of life assets (culture & recreation, housing, inner city)
 - International company interview
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3 Leadership Training

- Half-day workshop touching on the topics of intercultural competence and differences in business decision-making processes of European executives, as well as site selection project excellence and effectively working with international investment prospects
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4 Award Certification/ Preliminary Certification

- Certification is awarded after leadership training, which concludes the on-site visit
- In the case of not meeting set requirements (i.e. overall scorecard not meeting threshold in all three categories), a preliminary certification is awarded with an action item list to be completed within a 3-month period

Scope of Work

Timeline



Deliverables & Marketing Perks

- Physical and digital FDI-Qualified Community Certification for your marketing materials, website and offices
 - Promotion of your community by sharing information on your certification via all social media channels of TBIC, as well as in the newsletter “TBIC Market Insights”
 - Special recognition of your community in the upcoming edition of the TBIC Membership Directory and a more prominent position of your community on the TBIC website
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Your Community's Responsibilities During the Process

- Close communication with Navigator's analysts in the pre-assessment phase
 - Thoroughly fill out questionnaire and provide requested support materials
 - Assemble local leadership in preparation of on-site visits so that stakeholder meetings can take place
 - Active workshop participation (leadership training) of entire EDO team that is part of the certified region
 - Inform TBIC or Navigator Consulting of ongoing EDO leadership changes within the certified region after certification/recertification has been awarded
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Leadership Training

How to Certify the Soft Aspects? Cultural Differences as Part of the TBIC Certification Program

A unique asset of the FDI-Qualified Community Certification is the workshop designed around training community & EDO leadership on cultural awareness and global differences in investment decision-making processes. These soft factors are crucial in understanding international client needs – a key element of communal FDI readiness.

Navigator Consulting incorporates its proven Global Launch workshop approach into this certification program. The Global Launch workshops specifically address cultural differences and how such awareness can positively affect work with European and other international clients. The training includes insights into what international executives look for and expect when assessing communities as well as properties. Our consultants address a range of comparative business development behaviors, from exchanging business cards and business etiquette in the board room to social behavior in a pub or restaurant.



Impressions of Leadership Trainings during the certification processes in Ozark-Dale County, AL and Brownsville, TX 2018



The Global Launch workshop wraps up with a final segment on “Strategic Planning for FDI”, intended to enhance the EDO’s vision for their region as a prime investment location. Participants are asked to outline their FDI capabilities and define their geographic and industry sector focus. The on-site workshop program will be customized to meet your communities specific needs, based on the pre-assessment, target markets in Europe and potentially identified weaknesses that should be addressed. A selection of workshop sessions are listed below:

Intercultural Awareness
The European Trifecta

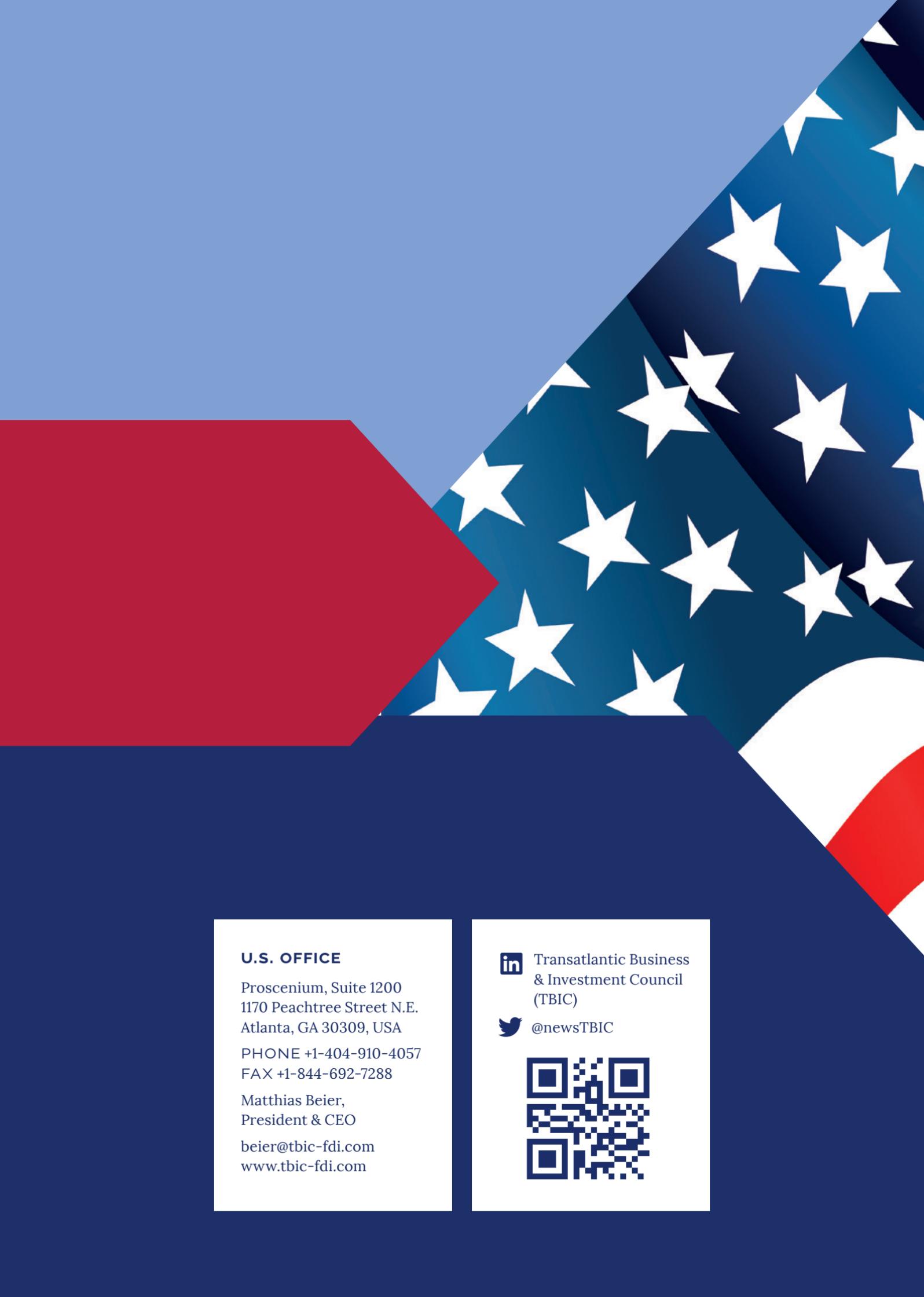
The Site Selection Process
Behind the Scenes

Incentives
Client Expectations

Intercultural Awareness
European Business Culture

A Closer Look at FDI

Your “Elevator Pitch” for International Prospects



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