

Transatlantic Business & Investment Conference 2024

Structures for Success: Building the Pathway for European Investment

ORGANIZED BY THE TRANSATLANTIC BUSINESS & INVESTMENT COUNCIL (TBIC)

Date:	Welcome Reception on August 26/Conference on August 27
Venue and Hotel:	Georgia Tech Hotel & Convention Center, 800 Spring St. NW, Atlanta, GA 30308 (Midtown) Take advantage of our room block and our discounted rate.
Participants:	International site selection consultants and FDI experts, workforce development professionals, European and American industry representatives, bi-national chambers of commerce and TBIC Members

Preliminary Agenda

Monday, Aug 26, 2024 (Optional)

TOPGOLF SOCIAL EVENT (OPTIONAL)

3.00 pm – 5.00 pm Join our group of TBIC Members and guests for a TopGolf fun-competition with catering on a climate-controlled rooftop shooting range in the heart of Atlanta!

(Pre-registration required, shuttle from conference hotel at 2.30 pm)

WELCOMING RECEPTION (GEORGIA TECH HOTEL & CONVENTION CENTER)

6.00 pm – 8.00 pm Networking opportunity with FDI experts, Advisory Council Members and TBIC Team in the Club Lounge of the conference hotel

Tuesday, Aug 27, 2024

CONFERENCE OPENING (GEORGIA TECH HOTEL & CONVENTION CENTER)

8.15 am – 9.00 am **Registration & Networking Breakfast**

9.00 am – 10.00 am **Conference Opening**
Matthias Beier (President, TBIC)

Welcoming Remarks

Keynote Speech

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PERSPECTIVES AND TRENDS IN FOREIGN DIRECT INVESTMENT, TRANSATLANTIC RELATIONS, AND THE GLOBAL ECONOMY

10.00 am – 10.15 am **Kick-off Presentation**
"Economic Outlook and FDI in the US – Overview and Perspectives"

10.15 am – 11.00 am **Expert Panel Discussion with Q&A**

This panel of international FDI experts, companies and diplomatic representatives will shed a light on global perspectives and trends that shape the structure and dynamics of Foreign Direct Investment in the United States.

COFFEE & NETWORKING BREAK

11.00 am – 11.30 am Coffee & Networking

KEY CHALLENGES AND ASSETS OF FDI-READY INFRASTRUCTURE

11.30 am – 11.45 pm **Kick-off Presentation**
"Infrastructure Critical for International Site Selection Projects: Overview & Trends"

11.45 pm – 12.30 pm **Expert Panel Discussion with Q&A**

Power utilities, logistic experts, companies, site selection consultants and workforce experts discuss the most relevant aspects regarding infrastructure demands of international companies planning production facilities in the U.S.

LUNCH & NETWORKING BREAK

12.45 pm – 1.45 pm Lunch & Networking

UPDATE CERTIFICATION PROGRAMS & OFFICIAL HONORING OF CERTIFIED MEMBERS

1.45 pm – 2.00 pm Moderated by Matthias Beier (President, TBIC)

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BEST-PRACTICES FDI PROJECTS WITHIN THE TBIC COMMUNITY

2.00 pm – 2.45 pm **Company & EDO Presentations with Q&A**

Companies present on their successful site selection projects, moderated by EDOs and consultants involved in the projects.

EXPOSURE & PRESENTATION: HOW TO ATTRACT INTERNATIONAL COMPANIES?

2.45 pm – 3.00 pm **Kick-off Presentation**
"Investment Promotion 2.0: How to be seen and what to present?"

3.00 pm – 3.45 pm **Expert Panel Discussion with Q&A**

This panel focusses on how to present a region's local assets critical for site selection consultants and international companies. Marketing experts, consultants, companies and EDOs discuss the relevance of e.g. workforce development programs, RFI deliverables, site selection trends and best-practices in marketing.

CLOSING REMARKS & NETWORKING

3.45 pm – 4.00 pm Closing remarks by Matthias Beier (President, TBIC), networking & end of conference

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