

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 am – 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

12.30 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 und 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. work-force 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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