

# Transatlantic Business & Investment Conference 2024

*Structures for Success: Building the Pathway for European Investment*

**ORGANIZED BY THE TRANSATLANTIC BUSINESS & INVESTMENT COUNCIL (TBIC)**

<b>Date:</b>	Welcome Reception on August 26/Conference on August 27
<b>Venue and Hotel:</b>	Georgia Tech Hotel & Convention Center, 800 Spring St. NW, Atlanta, GA 30308 (Midtown) <b>Take advantage of our room block and our discounted rate.</b>
<b>Participants:</b>	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**  
Anne-Laure Desjonquères (Consul General, Consulate General of France in Atlanta)

**Setting the Stage: Economic Overview, Outlook & Trends**  
Jonathan Willis (Vice President and Senior Economist, Federal Reserve Bank of Atlanta)

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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**  
"Current FDI Trends & Development"  
**Tess Fay** (Principal + VP of Location Intelligence, Global Location Strategies)

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

**Experts:** **Caitlin Dean** (Head of Political, Press & Public Affairs, British Consulate-General Atlanta)  
**Eike Klapper** (First Secretary – Industry, Entrepreneurship and SMEs/Trade and Agriculture Section, Delegation of the European Union to the United States)  
**Jonathan Willis** (Vice President and Senior Economist, Federal Reserve Bank of Atlanta)  
**Company Rep.** tbc

**Moderation:** **Tess Fay** (Principal + VP of Location Intelligence, Global Location Strategies)

*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"  
**Sean Witry** (Senior Project Manager, TBIC)

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

**Experts:** **Sarah Carnes** (Senior Consultant, Real Estate Strategy & Sustainability, Deloitte)  
**Company Rep.** tbc  
**Infrastructure Expert.** tbc

**Moderation:** **Sean Witry** (Senior Project Manager, TBIC)

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*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)

## 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**

**Experts:**      **Ann Rybka** (Director, Atlas Insight)  
                     **Carter Hendricks** (Executive Director, South Western Kentucky EDC)  
                     **Marketing Expert**, tbc  
                     **Company Rep**, tbc

**Moderation:** Philip Marshall, tbc  
(Manager – Location Strategies & GIS, Evergreen Advisors)

*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.*

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## **CLOSING REMARKS & NETWORKING**

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3.45 pm – 4.00 pm

Closing remarks by Matthias Beier (President, TBIC), networking & end of conference

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