

DEMYSTIFYING THE USA:

Ways to be Effective in the American Markets

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ДОБЪР ДЕН

Topics

- The States and Regions of the U.S.
- Lesser Known U.S. Regions
- U.S. Economic Development Agencies
- Doing Business With Americans

States and Regions of the U. S.



Lesser Known U.S. Regions

- Atlanta, Georgia
- Jacksonville, Florida
- Charlotte, North Carolina
- Piedmont Triad, North Carolina
- Research Triangle, North Carolina
- Columbia, South Carolina
- Greenville/Spartanburg, South Carolina
- Memphis, Tennessee

Atlanta, Georgia

- 2005 population: 4.9 million (Metro Atlanta adds 100,000 people per year)
- 2005 - Atlanta saw more than 70,000 new housing starts
- Nearly 1,600 international companies from over 40 countries employ about 80,000 in the region
- 55 world governments have consular offices and/or trade representation in Atlanta
- 3rd largest concentration of Fortune 500 companies in the U.S.
- Least expensive major city in the U.S. (Source: KPMG 2006 Competitive Alternatives Study)
- 80% of consumers in the U.S. market are within a 2hr flight or 2 days delivery by truckload
- 71 international destinations in 40 countries are accessible by direct flight
- One of the largest inland ports in the world with extensive railroad and highway networks

Jacksonville, Florida

- 14th largest city in the U.S.
- Population of more than 1,000,000
- Ranked #1 three times in the last ten years as “America’s Hottest City”
- The City of Jacksonville covers 841 square miles (217,559 hectares)
- Four modern seaport facilities
- Largest urban park system in the U.S.
- Center for medical research, treatment and technology and financial services

Charlotte, North Carolina

- Population of over 2.2 million
- Regional unemployment rate around 4%
- Workforce of 1.2 million
- Educated and skilled labor force, in both rural and urban settings
- Headquarters of the #1 and #3 largest U.S. banks
- 9% population increase (5.9% U.S. average)
- 9.8% workforce increase (5.9% nationally)

Piedmont Triad, North Carolina

- **Total population: 1.5 million**
- **Total labor force: 800,000**
- **Unemployment: 5.2%**
- **Transportation infrastructure - five interstate highways / international airport**
- **Workforce - skilled, experienced, productive**
- **Education - 11 four-year universities/colleges**
- **High Point Market - world's largest furnishings industry trade show**

Research Triangle, North Carolina

- Population- 2.7 million
- Unemployment rate - 4.2% in July 2006
- 41% of adults have at least a 4-Year college degree
- Life sciences companies: 528
- Life sciences jobs: 28,917
- Largest science park in the United States
 - 7,000 acres
 - 20 million sq. ft. of built space
- Home to 145 companies with 39,000 high-tech employees
 - 82% work for multi-national companies
 - Combined annual payroll of \$2.7 billion

Columbia, South Carolina

Innovista Project

- Has been designed with the sole purpose of setting the new standard for integrating public and private sector research and researchers, within a vibrant, contemporary, urban landscape
- Mixture of world-class, high density, high tech workplaces, medium density housing, waterfront recreational opportunities and abundant green space, all combined with retail commerce, creating an environment that inspires the mind as well as the soul

Greenville/Spartanburg, South Carolina

- Population: 1.267 Million
- 1st in the nation for overall real estate market
- Least costly mid-sized U.S. location for business
- 5th in the nation of top cities for locating a new facility
- U.S. headquarters for Michelin
- Home to BMW's only U.S. manufacturing facility

Memphis, Tennessee

- #1 Busiest cargo airport in the world
- #1 in per cent of logistics workforce
- #3 in Class I railroad service in the U.S.
- #3 trucking corridor in the U.S.
- #4 U.S. inland port
- Home of Elvis Presley - Graceland



U.S. Economic Development Agencies

- State
- City/County
- Regional
- Public Private Partnerships

STATE AGENCIES

- Almost all of the 50 U.S. states have development agencies, most often known as “Department of Commerce” or “Office of Economic Development”
- Almost all of the funding comes from the state’s budget

CITY/COUNTY AGENCIES

- Many larger cities and counties have their own economic development departments in order to ensure that the city's priorities are considered
- Generally have responsibility for dealing with existing industry
- Rarely include private-sector investments

REGIONAL AGENCIES

- Usually made up of several cities or counties
- Marketing resources are combined to attract jobs and investments to the region
- Often have private-sector partners (law firms, banks, construction companies, energy companies, and others who benefit from new or increased jobs and investments)

PUBLIC PRIVATE PARTNERSHIPS

- Often called “partnerships” or “alliances”
- Usually responsible for “marketing” a region
- Include one or several regional or city agencies or departments
- Contain private-sector investors (law firms, banks, construction companies, energy companies, and others who benefit from new or increased jobs and investments)

Doing Business With Americans: Key American Concepts and Values

- The concept of **individualism** in the US plays a significant role in the lives of many Americans. American culture emphasizes individual initiative and personal achievement.
- Americans are **task centered** and thus the primary purpose of communication is to exchange information, facts, and opinions.
- An important element of American culture is the **concept of equality**. Despite the many differences within American society, there is a collective understanding of the notion of equality that underlines many social relationships in the US.
- **Personal competence, professionalism, and accountability** for individual performance are highly valued in American business culture.

Typical U.S. Business Practices

- Patient
- **Persistent**
- Consistent
- Networking
- **Follow-up**
- Coordinating Private Sector Resources
- Excitement
- Enthusiasm
- Passion

Russ' Philosophy

- “It’s better to lose money than trust.”
- “Investment goes where it knows it’s wanted, and stays where it’s well treated.”
- Find out what people need and give it to them with a smile.

БЛАГОДАРЯ И УСПЕХ

Thank You and Good Luck!