

International Business Strategy

2006 Status and Developments

For ED&H Committee, February 20, 2007



Purpose

- ◆ **To review the International Business Division's strategic approach**
- ◆ **To highlight 2006 efforts and results with detailed focus on China and Mexico**
- ◆ **To review the World Affairs Council of Dallas/Fort Worth grant agreement for economic development and protocol services and recommend renewal authorization at the February 28 council meeting**
- ◆ **To identify next steps, describe performance indicators and outline FY 06-07 goals**

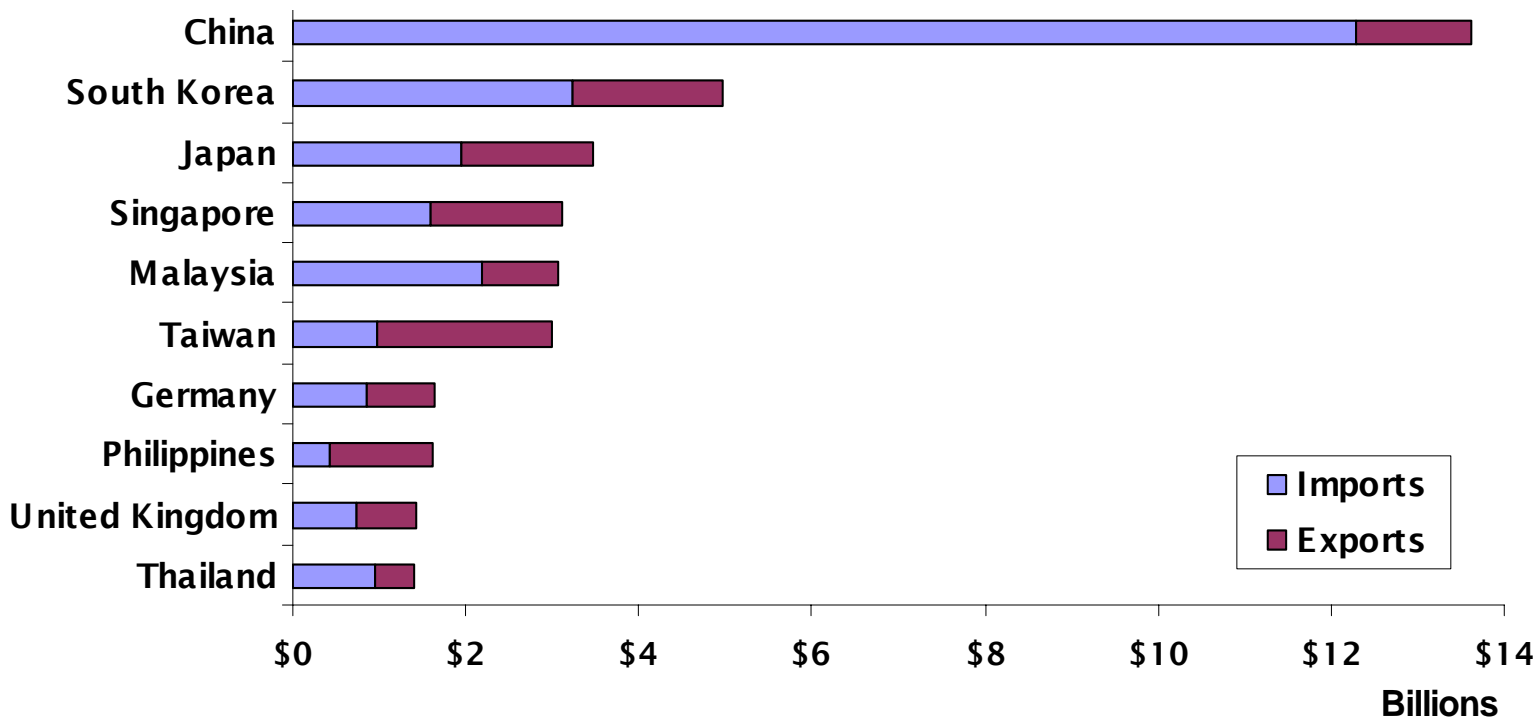


International Business Strategy

- Continue to integrate an international team to aggressively recruit foreign companies
- Focus primary efforts on Asia and Latin America with concentration on China, Mexico and Dallas' top trading partners
- Coordinate with the African Chamber to explore potential trade and distribution opportunities with African countries
- Consult with local business leaders on the International Advisory Task Force to receive strategic policy guidance and enhance business target list
- Leverage relationships with the World Affairs Council, Greater Dallas Chamber of Commerce, Dallas Committee on Foreign Relations and U.S. Mexico Chamber to increase business contacts
- Continue to invest in infrastructure at southern sector business parks and International Inland Port of Dallas (IIPOD)
- Promote foreign company awareness of growing southern sector distribution capabilities

Dallas' Trading Partners

Dallas Area's Top Ten Trading Partners 2005



2006 Results

- ◆ International Business Division formed 10/1/05
 - Assistant Director Li leads the team
 - Staff members fluent in Chinese Mandarin and Spanish
 - Additional analyst to be hired 1st quarter of 2007
- ◆ International Advisory Task Force formed in May 2006
 - Meets quarterly (2 meetings in 2006)
 - Members recruited for strong international business background (see Exhibit A)

2006 Results (cont.)

- ◆ Joint efforts with the World Affairs Council (WAC), Greater Dallas Chamber (GDC) and Dallas Committee on Foreign Relations (DCFR) and U.S.-Mexico Chamber resulting in increased international activities:
 - Economic Development Director Zavitkovsky presented City's international strategic plan to GDC's International Committee and to DCFR leadership group
 - Worked with WAC to host the Dallas Consular Corps Summit in October, 2006
 - Worked with WAC and local community leaders to sponsor Sister/Friendship Cities initiatives including Taipei (Taiwan), Saratov (Russia) and Sendai (Japan)
 - 8 Ambassadors including China, Japan, Korea and Saudi Arabia, and 16 high-level dignitaries of foreign countries and numerous trade and cultural delegations visited Dallas in 2006
 - Participated in U.S.-Mexico Chamber annual meeting in Mexico City and a trade mission to Guanajuato
 - 10 international partnership programs conducted
- ◆ 2006 Bond program reflects continued strategic Infrastructure investment in Southern Sector Industrial Parks
 - \$19.4M in Pinnacle Park
 - \$35M in International Inland Port of Dallas (IIPOD)

2006 Results (cont.)

- ◆ Promotional trips to China and Mexico increase foreign company awareness of growing Southern Sector distribution capabilities
 - Two trips to China in July and September, 2006 included meetings with business and government officials in 13 cities ranging in population from 4.5 million to 17.5 million
 - Council Member participation a key component
 - Eight reciprocal visits to Dallas from Chinese delegations between September and December 2006
 - Five trips to Mexico in 2006 (Mexico City, Guanajuato and Monterrey) focus on IIPOD promotion
 - Governor of Guanajuato and cabinet members visited in October, 2006 and U.S.-Mexico Mayor's conference brought senior mayors and government officials from Guanajuato in January, 2007
- ◆ Promotional trip to Cameroon and Kenya led by Council Member Hill briefed at February 5th ED&H Committee meeting

2006 Results (cont.)

□ 2006 Performance Scorecard

	<u>GOAL</u>	<u>ACTUAL</u>
· # of outbound/inbound business delegations to promote international business:	20	31
· # of international partnership programs conducted:	8	12
· # of meetings with the int'l business community:	75	97
· # of foreign companies recruited to Dallas; or	2	6
· # of job created as a result of recruiting	NA	48
· % of requests for information resolved within 5 business days	90%	94.8%

◆ Highlights

- 24 inbound business delegations visited Dallas in 2006
- 2 outbound business delegations visited China and 5 to Mexico
- Five Chinese companies and one French company opened offices and operations in Dallas, creating 48 jobs in 2006

Keys to Successful Recruitment: China

- ◆ Concentrate on companies with U.S. distribution needs
- ◆ Create awareness (most Chinese companies don't know Dallas well)
- ◆ Focus on “Second Tier City Concept”
 - Beijing and Shanghai are saturated
 - More potential in other large cities (Chengdu, Chongqing, Shenyang, Qiandao, Suzhou, Tianjin, Wuhan, Xian, Nanjing, Wenzhou, Dalian, Fuzhou and Xiamen)
- ◆ Conduct three to four outbound trips per year
 - Coincide with key international business networking conferences when feasible
- ◆ Visit with Central and Provincial government officials as well as targeted manufacturing companies
- ◆ Build relationships – face to face meetings a must
- ◆ Emphasize importance of high level receptions when Chinese delegations visit Dallas



Chinese Business Recruitment

◆ 2 Trips to China in 2006

- July 19 - August 1, 2006
 - 9 Cities visited
- September 10 - September 26, 2006
 - 5 Cities visited



- ◆ Visited cities in China with a population from 4.5 million to 17.5 million; Built relationship with Chinese governmental officials
- ◆ Visited Chinese companies with annual gross revenue between US\$300M and US\$8.2B

July 2006 China Trip

- July 19-August 1, 2006
- 9 Cities visited:
 - Shanghai – Population: 17.5 million
 - Wuxi – Population: 4.5 million
 - Suzhou – Population: 5.7 million
 - Beijing – Population: 13.8 million
 - Tianjin – Population: 10.2 million
 - Qingdao – Population: 7.3 million
 - Xian – Population: 7.1 million
 - Wuhan – Population: 8.3 million
 - Hong Kong – Population: 6.9 million
- City Delegation: Council Members Blaydes, Natinsky, Oakley and Economic Development Director Zavitkovsky and Assistant Director Li

July 20 & 21 – Shanghai, China

- **Businesses visited:**
 - ✓ Shanghai Safe Software Co.,
 - ✓ Shanghai Municipal People's Government Economic Commission and Industry Investment Bureau
 - ✓ Shanghai Waigaoqiao Modern Service Trade Development
 - ✓ Shanghai Waigaoqiao Port/Customs
- **Business focus/discussion:**
 - ✓ Shanghai government's economic direction
 - ✓ Dallas economic orientation
 - ✓ Collaboration on supply chain management
 - ✓ Briefed Shanghai's customs and port operations



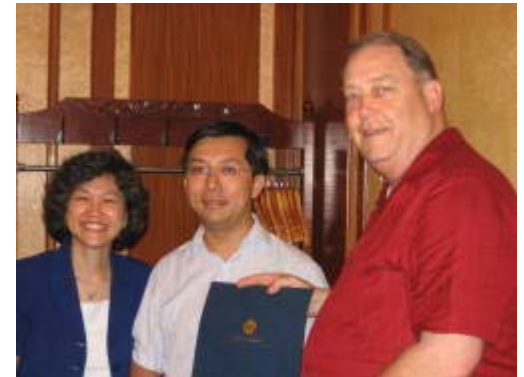
Saturday, July 22 – Wuxi & Suzhou, China

- **Businesses visited:**
 - ✓ Wuxi Municipal People's Government; Visited Executive Deputy Mayor Gong
 - ✓ Wuxi National Hi-Tech Industrial Development Zone
 - ✓ Faw Jiefang Automobile Ltd, Wuxi Diesel Engine Works Co.,
 - ✓ Suzhou Industrial Park and Inland Port Administration
 - ✓ Suzhou Real Estate Development Council; Met a dozen of developers
- **Business focus/discussion:**
 - ✓ Wuxi's industrial development
 - ✓ Faw Jiefang Auto operations and opportunities in Dallas
 - ✓ Inland Port operation in Suzhou and future collaboration
 - ✓ Workshop with Suzhou developers to encourage investment in southern Dallas



Sunday, July 23 – Beijing, China

- ◆ **Business visited:** Beijing China Central Television (CCTV) and Economic Channel
- ◆ **Business focus/discussion:**
 - ✓ Discussed possibility of filming a TV series to introduce Dallas' history and transformation to a diversified economy to mainland China business TV viewers
 - ✓ Talked about Dallas' strategic industries



Monday, July 24 – Tianjin, China

- ◆ **Businesses visited:**
 - ✓ Tianjing Economic-Technological Development Area (TEDA)
 - ✓ Tianjin Municipal People's Government
 - ✓ Makor Furniture International; one of largest furniture manufacturers
 - ✓ Ting Hsin International Group (Master Kung); one of largest instant noodle and food manufacturers
- ◆ **Business focus/discussion:**
 - ✓ Collaboration with TEDA and thanks for opening an office in Dallas in April, 2006
 - ✓ Promoted Dallas as a key US distribution center for furniture and foods
 - ✓ Discussed possible US expansion with Samsung



Mon.-Tue., July 25-26, Qingdao, China

- **Businesses visited:**

- ✓ Qingdao Municipal People's Government; Met with Vice Mayor Yu
- ✓ Hair Company - China's #1 Electronic/appliance manufacturer
- ✓ Tsingtao Brewery - China's #1 Beer company
- ✓ Hisense Company - China's #3 electronic/appliance/cell phone manufacturer
- ✓ Met with various companies at hotel conference room

- **Business focus/discussion:**

- ✓ Discussed business collaboration with municipal government
- ✓ Conducted a workshop to introduce Dallas as a strategic distribution hub in N. America
- ✓ Briefed Qingdao's industries and promoted Dallas as a distribution center to Hair and Hisense
- ✓ **Signed MOU with the Qingdao Municipal People's Government on July 25, 2006**



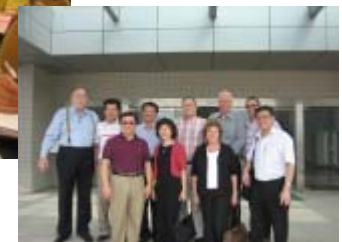
Wed. – Thu., July 27 & 28 – Xian, China

- **Businesses visited:**

- ✓ Xian's Municipal People's Government; Met with Vice Mayor
- ✓ Xian Chamber of Commerce
- ✓ Met with more than 25 companies at hotel conference room

- **Business focus/discussion:**

- ✓ Discussed business collaboration with municipal government
- ✓ Conducted a seminar for Xian businessmen, then mini work sessions next day
- ✓ Visited Shaanxi Auto, the biggest truck maker in China
- ✓ Briefed Xian's industries and promoted Dallas as a distribution center to workshop participants as well as Shaanxi Auto
- ✓ **Signed MOU with the Xian Municipal People's Government on July 27, 2006**



Saturday, July 29, Wuhan, China

- **Businesses visited:**
 - ✓ Wuhan Municipal People's Government; Met with Vice Mayor Yuan
 - ✓ East Lake High Tech Development Zone
 - ✓ Met with various companies from Optics Valley of East Lake High Tech Development Zone
- **Business focus/discussion:**
 - ✓ Discussed business collaboration with municipal government
 - ✓ Conducted a workshop at East Lake High Tech Development Zone's Administrative Building to introduce Dallas to Wuhan businesses
 - ✓ Briefed Wuhan's industries and promoted Dallas as a key distribution center
- **Signed MOU with the Wuhan Municipal People's Government on July 28, 2006**



Sunday-Monday, July 30-31, Hong Kong, China

- **Businesses visited:**
 - ✓ Hutchison Port Holding Company – Largest port operator in the world
 - ✓ Hong Kong Trade Development Council
 - ✓ Hong Kong Logistics Development Council – Governmental Agency
 - ✓ Orient Overseas Container Line (OOCL) – one of world's largest international container transportation/logistics company
- **Business focus/discussion:**
 - ✓ Discussed business collaboration with governmental agencies
 - ✓ Discussed possibility for Hutchison to be the International Inland Port of Dallas (IIPOD's) port operator
 - ✓ Introduced Dallas' IIPOD to OOCL and discussed future collaboration



September 2006 China & Taiwan Trips

- September 10-September 26, 2006
- **5 Cities visited:**
 - Nanjing - Population: 5.2 million
 - Wenzhou - Population: 7.6 million
 - Qingdao - Population: 7.3 million
 - Shenyang - Population: 6.7 million
 - Taipei (Taiwan) - Population: 2.6 million
- **City Delegation:** Councilmember Natinsky and Economic Development Assistant Director Li; Deputy Mayor Pro Tem Garcia led a week-long Sister City Program to Taipei, Taiwan

Mon.–Tue., September 12-13, Nanjing, China

- **Businesses visited:**

- ✓ Nanjin Municipal People's Government; Met with Deputy Mayor Jin
- ✓ Nanjing Chamber of Commerce, Nanjing Chamber of International Commerce and Bureau of Foreign Trade and Economic Cooperation
- ✓ Panda Electronics Group Co. (Electronic/appliance)
- ✓ China Yurun Food Group and Jiangsu Dihua Industrial Group (Frozen food processing and real estate development)

- **Business focus/discussion:**

- ✓ Discussed business collaboration with municipal government
- ✓ Briefed Nanjing's companies and promoted Dallas as a key U.S. distribution center



Wed.-Thur., September 14-15, Wenzhou, China

- **Businesses visited:**

- ✓ China Council for Promotion of International Trade Wenzhou sub-council (CCPIT)
- ✓ Wenzhou Municipal People's Government Economic and Trade Affairs
- ✓ China Baoxiniao Group (Saint Angelo brand Suits)
- ✓ Kangnai Group Co., (Shoes and leather goods)
- ✓ Met with more than 10 companies at CCPIT

- **Business focus/discussion:**

- ✓ Discussed business collaboration with CCPIT and municipal government
- ✓ Conducted a workshop to introduce Dallas to Wenzhou businesses
- ✓ Briefed Wenzhou's industries and promoted Dallas as a key U.S. distribution center to workshop participants



Sat.-Mon., September 16-18, Qingdao, China

- **Businesses visited:**

- ✓ 2nd trip to Qingdao; Visited municipal government again
- ✓ Qingdao Doublestar Group co., (China's #1 in shoes; #7 in tires)
- ✓ Qingdao Huanghai Rubber Group co., (Yellow Sea brand tires)
- ✓ Dragon Group and Qingdao city Logistics Association
- ✓ Qingdao Customs District
- ✓ Qindao International Procurement Exchange Center (IPEC)

- **Business focus/discussion:**

- ✓ Met with Vice Mayor Yu to discuss Friendship City and business cooperation
- ✓ Visited Doublestar and Huanghai Rubber and invited them to set up a distribution center and tire operations in Dallas
- ✓ Met twice with the Dragon Group to discuss supply chain management and shipping logistics between U.S (Dallas) and Qingdao, as well as “port economy” to mark out import and export processing and international logistics
- ✓ Learned about Qingdao IPEC, which is supported by Qingdao Municipal Government and aimed at helping more enterprises to enter into the supply chain of multinational firms; helping buyers to set up representative offices by offering relevant laws, regulations consultancy, office site locations, staffs recruitment services.



Tue.-Wed., September 19-20, Shenyang, China

- **Businesses visited:**
 - ✓ Shenyang Municipal People's Government of Heping District
 - ✓ Shenyang High-Tech Industrial Development Zone and Hunnan New Urban Area
 - ✓ Neusoft Group Ltd. (China's leading software company)
 - ✓ Shenyang Brilliance Jinbei Automobile Co.,
 - ✓ Shenyang Machine Tool (Group) Co.,
- **Business focus/discussion:**
 - ✓ Discussed business collaboration with municipal government
 - ✓ Briefed Shenyang's auto industry and reviewed possibility for them to export and set up a distribution center in Dallas
 - ✓ Briefed Shenyang's software and machinery industries and promoted Dallas as a site for future U.S. operation



September 22-26, Taipei, Taiwan

◆ **Businesses visited:**

- ✓ Taipei City Government and City Council; Visited Mayor/met Deputy Mayor
- ✓ Taiwan Semiconductor Manufacturing Company
- ✓ Lite-On Semiconductor Corp.
- ✓ Science-based Industrial Park Administration
- ✓ Hsinchu City Government; Met with Mayor
- ✓ Taiwan External Trade Development Council (TAITRA)
- ✓ Met with more than 100 participants at the Trade Development Center

◆ **Business focus/discussion:**

- ✓ Sister City visit and exchange program between two cities
- ✓ Conducted a seminar sponsored by Taiwan's Ministry of Economic Affairs
- ✓ Visited Science-based Industrial Park Administration to hear about successful stories
- ✓ Discussed collaboration with TAITRA
- ✓ Visited Lite-On Semiconductor and thanked them setting up an operation in Dallas this year (August 2006)
- ✓ Increased awareness of Dallas being the most competitive big city in N. America to the workshop participants



September 22-26 Taipei -Dallas Sister City Program

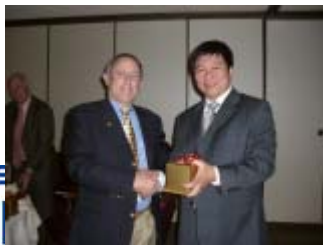
- Sister City Program held in Taipei of Taiwan, including meeting with the Taipei Municipal Government and conducting a seminar for more than 100 businessmen



Numerous Reciprocal Visits from Chinese Delegations

As a result of the City's China trips, 8 reciprocal visits to Dallas from Chinese delegations between September and December 2006

- Wuhan's East Lake Industrial Park, September 7, 2006
- Qingdao's Municipal Government (Vice Mayor), September 8, 2006
- Tianjin's TEDA Office, October 11, 2006
- Suzhou's Logistics Center and Customs Office, October 16, 2006
- Qingdao's DoubleStar Group; largest shoe and tire maker, October 29, 2006
- Suzhou's four major developers, October 31, 2006
- Jincheng Municipal Government (Mayor), November 29, 2006
- Shanghai's Waigaoqiao Modern Service Trade Development Co., December 14, 2006



2006's Chinese Investments - Open Offices and Operations in Dallas

Five Companies/Agencies

- ◆ Goldenvale Inc. (China - Motorcycle)
- ◆ TEDA (China - Quasi-Govern. Agency)
- ◆ Galaxy Powersports LLC., (China - Dirt bike, ATV)
- ◆ Parsun Inc., (China - Portable generator)
- ◆ Diodes of Lite-On Semiconductor Corp. (Taiwan-This company set up in California first, then relocated to Dallas)



Keys to Successful Recruitment: Mexico

- ◆ Build on established relationships with Port Authorities and Federal and State Government officials on Mexican Pacific Coast
- ◆ Utilize International Business Advisory Task Force to assist in identifying Mexican companies to invest in Dallas (Mexico is Texas' largest trading partner but untapped potential in Dallas)
- ◆ Focus initially on targeted industries such as media, food processing/distribution and prefabricated building materials
- ◆ Attend Mexican sponsored trade and logistics conferences in conjunction with Inland Port Initiative
- ◆ Partner with U.S. – Mexico Chamber, Greater Dallas Chamber and State of Texas Mexico City office to help identify potential leads
- ◆ Work with consulate trade commission of Mexico and local Hispanic community to identify potential leads
- ◆ Schedule trips to visit prospective companies



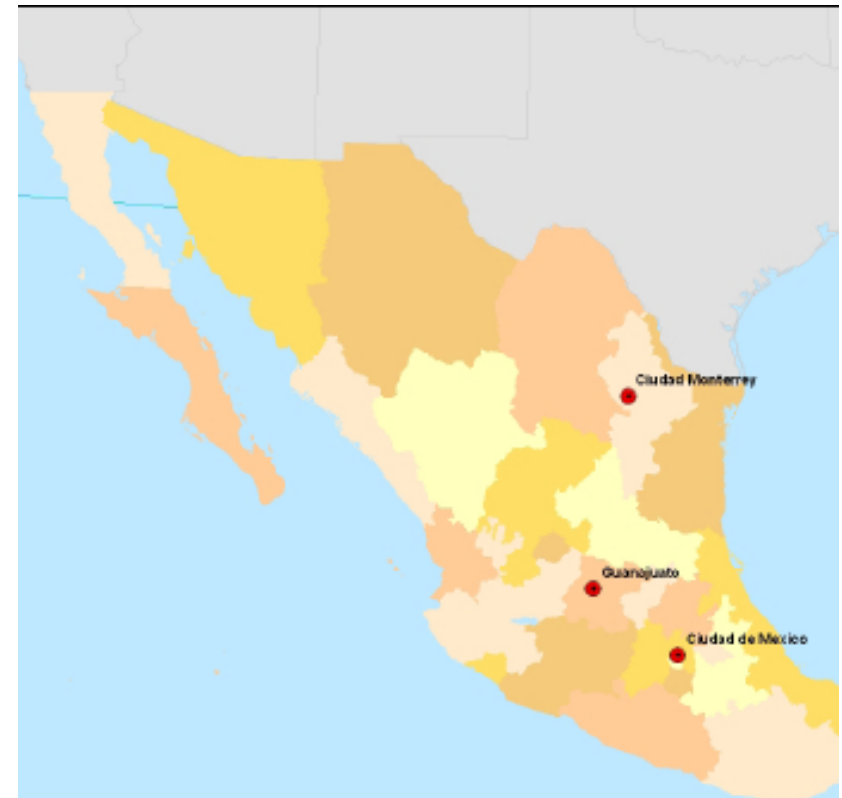
Mexico Business Recruitment

◆ Trips

- July 31- August 1, Mexico City
- August 28-30, Mexico City
- September 21-24, Guanajuato
- October 17-19, Mexico City
- October 29-31, Monterrey

◆ City Delegation

- Councilmember Salazar and Economic Development Manager Stevens-Thompson



July 31-August 1 , Mexico City

◆ **Business visits:**

- ✓ Undersecretary of the Secretary of Communications and Transportation
- ✓ National Institute for Federalism and Municipal Development
- ✓ Managing Director of Maersk, Mexico City
- ✓ U.S. Ambassador to Mexico
- ✓ Director of State of Texas, Office of Mexico City
- ✓ Board of Directors of American Chamber of Commerce in Mexico
- ✓ President's Office of Public Policy

◆ **Business focus/discussion:**

- ✓ Discussed IIPD and collaboration with companies and Mexican government

August 28-30, Mexico City

- ◆ **Business Participation:**

- ✓ Participated in the “Invest in Texas Seminar” in conjunction with the State of Texas
- ✓ Approximately 200 Mexican companies interested in investing in Texas

- ◆ **Business focus/discussion:**

- ✓ Discussed collaboration with companies and promoted Dallas as the best distribution center in North America
- ✓ Gave speech on “Why Invest in Dallas”
- ✓ Recruited companies to visit Dallas and open office or distribution center in Dallas



September 21-24, Guanajuato

◆ **Business Participation:**

- ✓ Joint venture with U.S.-Mexico Chamber of Commerce on this trip
- ✓ Met with Governor of Guanajuato
- ✓ Met with new Mayor of Guanajuato municipal government and Councilmembers

◆ **Business focus/discussion:**

- ✓ Discussed collaboration with government and promoted Dallas as a key U.S. distribution center
- ✓ Learned about new inland port development in Leon, Guanajuato
- ✓ Gave briefing on Why Dallas and the development of IIPOD to key State officials as well as municipal government
- ✓ Persuaded officials from Guanajuato to pay a visit to Dallas



October 17-19, Mexico City

◆ **Business Participation:**

- ✓ Attended U.S.-Mexico Binational Commission meeting
- ✓ Attended annual meeting of the U.S-Mexico Chamber of Commerce and met with 150 senior business and government leaders attending conference such as:
 - Mexico government officials including Undersecretary for Foreign Investment and International Trade Practices, Secretariat of the Economy, Finance, and Communications and Transportation
 - Chief Representative, Bombardier Mexico
 - Wal-Mart de Mexico
 - Governor of the State of Aguascalientes
 - Union Pacific de Mexico
 - Aeromexico
 - Mexican Ambassador to the U.S.

◆ **Business focus/discussion:**

- ✓ Discussed collaboration with companies and Mexican government
- ✓ Arranged meeting with Mr. Eduardo Escamilla, Undersecretary of Multimodal Development in Secretary of Communications and Transportation to discuss the transportation issue
- ✓ Gave speech on IIPOD and promoted Dallas as a key U.S. distribution center

October 29-31, Monterrey

- **Business Participation**
 - ✓ Attended Mexico Business Summit
- **Business focus/discussion:**
 - ✓ Discussed International Inland Port of Dallas (IIPOD) to detail developing efficient transportation routes in Mexico with high-level government officials and business leaders such as:
 - Governors and high-ranking officials of the States of Nuevo Leon, and Sonora
 - Business leaders of Gruma of Mexico (picture), Nestle of Mexico, Vitro, DHL of Mexico, Wal-Mart of Mexico, Union Pacific of Mexico, ITW Welding
 - Council on Foreign Relations
 - Former U.S. Ambassador to Mexico
 - President of Institute of the Americas and former Ambassador to Mexico
 - American Chamber of Commerce in Mexico
 - Other former U.S. high-rank officials



Reciprocal Visits from Mexican Delegations and Investment Leads

- ◆ Governor of Guanajuato and Cabinet members, October 14, 2006
- ◆ US-Mexican Mayor's Conference, January 21-23, 2007
 - Many Senior Mayors and Government Officials made trip to Dallas from Guanajuato
 - Several business leaders attended as well
- ◆ Recent Mexican Investment Leads
 - Cantera y Arte (Mexico City trip)
 - Bicycletas Navidad (Guanajuato trip)
 - ECLE furniture Inc. (Mexico City trip)

Investments and Leads from Other Countries

- ◆ **Pyromeral Systems**

(A French company manufacturing Heat and Fire Resistant System and Ceramic Coating, opened a Dallas sales office and started operation in June, 2007)

- ◆ **South Korean opportunities**

- Dallas' 2nd largest trading partner

World Affairs Council (WAC) Grant Agreement Renewal

- ◆ Since February 2003, the City has contracted with the World Affairs Council of Dallas/Fort Worth for economic development and protocol services (See Exhibit B - Scope of Services)
Responsibilities include:
 - Work with the Mayor, City Council Members and City staff to promote Dallas to the world and market Dallas to international dignitaries visiting the City
 - Support the International Business Division of the Office of Economic Development to promote foreign investment, particularly in the southern sector
 - Manage the Sister Cities Program
 - Provide protocol and logistical support for international delegations visiting Dallas

World Affairs Council (WAC) Grant Agreement Renewal (cont.)

- ◆ Existing contract expires 2/28/07, and \$233,005 appropriated to cover contract cost in FY 06-07 (\$135,921 from 3/1/07 - 9/30/07)
- ◆ Staff recommends that the grant agreement be renewed for a seven month term, commencing March 1, 2007, with three (3) twelve-month renewals at the city's option, subject to annual appropriation
- ◆ Proposed annual grant amounts would be (see Exhibit C for budget details):
 - 3/1/07 - 9/30/07: \$135,921
 - 10/1/07 - 9/30/08: \$233,005
 - 10/1/08 - 9/30/09: \$240,936
 - 10/1/09 - 9/30/10: \$249,232

World Affairs Council (WAC) Grant Agreement Renewal (cont.)

- ◆ The World Affairs Council (WAC) will dedicate two full time employees to support this agreement
- ◆ Additionally, the Chief of Protocol will dedicate a minimum of 50% of his/her activities to the City of Dallas and maintain an office at City Hall, and the President of the WAC will dedicate a minimum of 20% of his/her activities to the City of Dallas
- ◆ WAC will leverage private resources and in-kind contribution totaling approximately \$96,000 annually to offset operating cost of the City's International Program



WAC Grant Agreement Key Performance Measures

The following performance targets are incorporated into the recommended protocol services grant renewal:

- Provide international business referrals from Mexico, Canada, China and other target trading partners (annual target: 25)
- Provide logistical and technical assistance to business-related inbound delegations (annual target: 25)
- Work with Economic Development Team to raise funds to support the City of Dallas' Economic Development activities (annual target: \$20,000)
- Develop and expand foreign trade and consular representation in the City of Dallas with special focus on the City's target trading partners (annual target: 2)
- Continue to invite high-level dignitaries to the City of Dallas including ambassadors, ministers and heads-of-government.
- Provide support to the City of Dallas' partnership events such as trade workshops (annual target: 4)

WAC Grant Agreement Key Performance Measures (cont.)

- ◆ Prepare by June 30, 2007 an evaluation with recommendations on the structure and level of City involvement for Sister Cities and other city-to-city partnerships.
- ◆ Seek to involve Council Members in international activities. Special effort will be made to inform Council Members of programs and activities involving the City of Dallas' major trading partners.
- ◆ Prepare quarterly program and financial reports related to this grant agreement. These reports will be distributed to Economic Development Team and City Council Members. The Management of WAC and Economic Development Team agree to meet monthly to review past and future programs.
- ◆ City of Dallas will be given the opportunity to be listed as “sponsor” or “cooperating organization” on international programs.
- ◆ World Affairs Council will continue to make a good faith effort to maintain the diversity of its governing board at or above 30%.



Recommendation

- ◆ **Recommend City Council approval to authorize a chapter 380 grant agreement renewal with the World Affairs Council of Dallas/Fort Worth in an amount not to exceed \$135,921 for a seven month term, commencing March 1, 2007, with three (3) twelve-month renewals at the city's option, subject to annual appropriation**

Next Steps

◆ China

- Plan three trips in 2007
- Advertise in the local financial related newspapers and conduct numerous workshops for cities to be visited
- Follow up investment leads from previous trips with established contacts from government officials, business leaders, and senior company officials
- Continue to identify companies that have potential to set up operations in North America and arrange visits during the 2007 planned trips

Next Steps (cont.)

◆ China (continued)

- Continue to build relationships to further business ties with Chinese companies and government officials
- Continue to promote Dallas as the best distribution hub in North America and integrate IIPOD initiatives into our promotional materials
- Work with U.S. Customs of Dallas branch to resolve Chinese business customs issues

Next Steps (cont.)

◆ South Korea

- Pay a visit to companies being identified as potential U.S. relocation candidates in South Korea during one of China trips in 2007
- Visit government officials and largest companies in Korea
- Conduct two seminars in Seoul and one of largest industry cities (Daegu or Busan), with a goal to attract more than 70 companies to attend seminars

Next Steps (cont.)

◆ Mexico

- Utilize key government contacts from trips to build support for IIPOD within Mexico
- Follow-up with key business contacts from trips to encourage infrastructure and rail service development and investment in Dallas
- Continue to build relationships to further business ties with Mexico companies and government officials
- Continue to promote Dallas as the best distribution hub in North America and integrate IIPOD initiatives into our promotional materials

Next Steps (cont.)

- ◆ Continue to leverage the International Advisory Task Force members' connections and knowledge to further promote foreign company awareness and grow Dallas' international business
- ◆ Continue to collaborate with the World Affairs Council, Dallas Committee on Foreign Relations, Greater Dallas Chamber and other chambers of commerce to increase business contacts
- ◆ Monitor strategic bond infrastructure investments in Southern Sector Industrial Parks, as well as other needed areas
- ◆ Follow up on the results of the African Forum



Performance Indicators

- ◆ **What major indicators are we using to evaluate international business development?**
 - **Number of inbound delegations and foreign investors briefed on Dallas' business development opportunities, as well as outbound trips to Asia (mainly to China) and Latin America (mainly to Mexico) to promote and attract foreign companies to invest in Dallas**
 - **Partnerships with other agencies such as chambers of commerce, government entities or economic related or non-profit organizations to conduct or initiate international-related programs to attract business to Dallas**
 - **Meetings and contacts made through the local and international business community and individuals in order to identify and recruit prospective foreign investors and companies to Dallas**
 - **Number of companies recruited to Dallas; or number of jobs created as a result of recruiting**
 - **Percentage of requests for information resolved within 5 business days**

2007 Dallas International Business Performance Goals

◆ 2007

	<u>GOAL</u>
· # of outbound/inbound business delegations to promote international business:	30
· # of international partnership programs conducted:	12
· # of meetings with the local and int'l business community:	95
· # of foreign companies recruited to Dallas; or	3
· # of job created as a result of recruiting	100
· % of requests for information resolved within 5 business days	95%