

**Professional Services Agreement for
Latin America
Business Development**

Economic and Workforce Development Committee



Presented by:
Alfred Breuer, Economic Development Manager,
Economic Development Department
October 22, 2024

Foreign Direct Investment (FDI) Strategy

2019

- Metro Priority Plan adopted
 - Mexico
 - Canada
 - Japan
 - Germany
 - Korea

2022

- Economic Development Strategic Framework accepted - emphasis on expanding FDI efforts

2023

- Refocused FDI Strategy included in EDD FY 2024 Budget
- EWDC (September) – International Update

2024

- EWDC (February) – gSATX Operations Plan and FDI Investments
- EWDC (May) – Economic Framework Update
- FY 2025 Budget includes continued FDI investment

2025

- Update Metro Priority Plan
- Early 2025 – gSATX Operations Plan and FDI Investments

Latin America Strategy & Engagements

2021

- Expand focus to Latin America markets
 - District 8 Councilmember Manny Pelaez City Council Consideration Request (CCR) to explore Sister Cities with Central and South America
 - Economic Development Department (EDD) creates the Latin America Taskforce

2022

- Increase relationship building activities and focus on trade and FDI
 - October 2022 Trade & Cultural Mission to Colombia and Panama
 - Began development of RFP for Latin America consultant

2023

- Adjust current Latin America plan and increase engagement
 - Evolution of Casa San Antonio broadens scope to all FDI and beyond Mexico
 - Unsuccessful solicitation; Established one-year pilot agreement with a consultant in Colombia
 - Hosted incoming delegations

2024

- Increase awareness of San Antonio and invest longer term in Latin America
 - COSA Educational & Trade Mission to Panama (additional meetings in Colombia)
 - Supported additional incoming and outgoing investment missions to Panama
 - Revised RFP issued for Latin America consultant focused on FDI

2025

- Build on previous efforts and implement longer term strategic plan
 - Latin America consultant revise and implement FDI plan
 - Trade Mission to Colombia – San Antonio Hispanic Chamber of Commerce

Xtrategy US, LLC

- Xtrategy US, LLC is a leading corporate and institutional expansion firm, specializing in partnering with public institutions to drive the internationalization of cities and countries.
- Xtrategy US, LLC has offices in the U.S., Colombia and Panama, and will be supported by Market Intelligence Latin America, S.C. (MILA) and Ongresso Colombia.
 - Combined 60+ years experience in Latin American market
 - Direct FDI experience supporting U.S. State offices.
 - Strong public and private networks throughout Latin America



Scope of Work and Metrics

Establish a pro-active investment promotion strategy focused on target industries

Create a target list of companies with short and mid-term investment plans

Minimum of 30 meetings from the target list, annually

Generate three (3) leads from large companies (\$20+ million annual revenue) with immediate or near-term investment plans (24-36 months or less), annually

FISCAL IMPACT



- Contract term: 1-year term and 2 additional, 1-year renewals
- Annual payment: **\$50,000.00**
- Total payment: **\$150,000**

Funding in the amount of \$50,000.00 is available from the General Fund FY2024 Adopted Budget. Funding for future years is contingent upon City Council approval of the FY2025 and FY2026 annual budgets.



Recommendation

- Staff recommends continuing with a Latin America FDI Strategy.
- Staff recommends including this contract with Xstrategy US, LLC, for full City Council consideration.

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