

Foreign Direct Investment

Economic and Workforce Development Committee
November 5, 2024



Presented by: Alfred Breuer,
Economic Development Manager,
Economic Development Department; and
Sarah Carabias Rush,
Chief Economic Development Officer,
greater: SATX Regional Economic Partners

Economic Development Strategic Framework

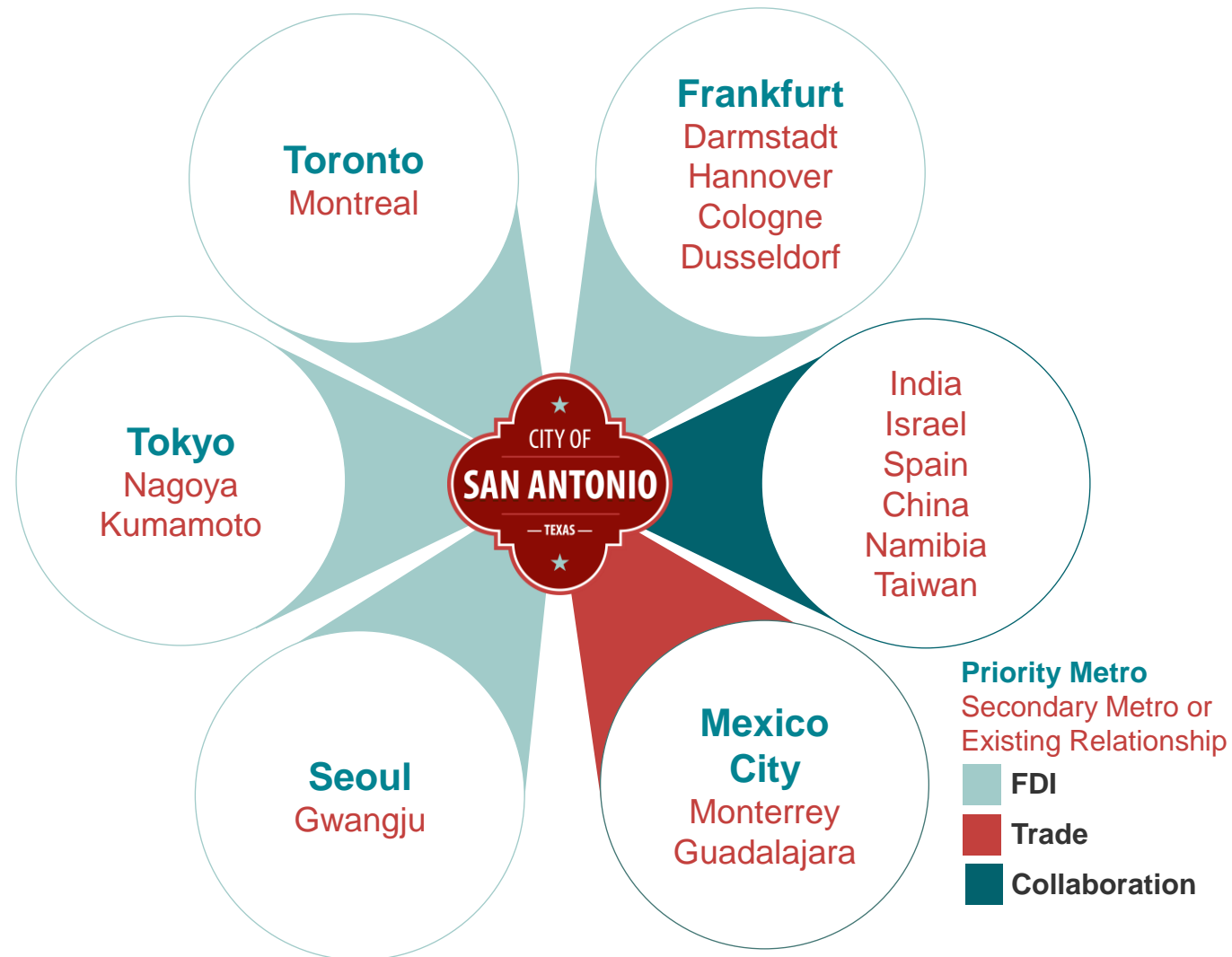


GOAL 1: Retain, expand, and attract domestic and international businesses within each strategic industry cluster, provide more effective small business support, and facilitate innovation-centric entrepreneurship.

Strategic Relations Management:

EDD plays a core function in retaining and expanding businesses within each strategic industry cluster. The Global Engagement Office within EDD leverages its international affairs expertise and Metro Priority Plan to support international business operations and foreign direct investment opportunities.

Economic Development Strategic Framework & Metro Priority Plan



Evolution of Casa San Antonio

Revised Scope

- Expanded to include Metro Priority Plan target markets
- Exclusively focused on FDI

Use of Funds

- In-country consultants
- Activity-based engagements
- Relationship building activities

Mexico

- Funding for activity-based engagements

FDI Target Markets

- Latin America (Colombia & Panama)
- Japan
- Korea
- Europe (UK + Germany)
- Canada
- India (Benchmarking/Roadmap)
- Mexico (Activity-based)

TOYOTA



OCITM
solar power



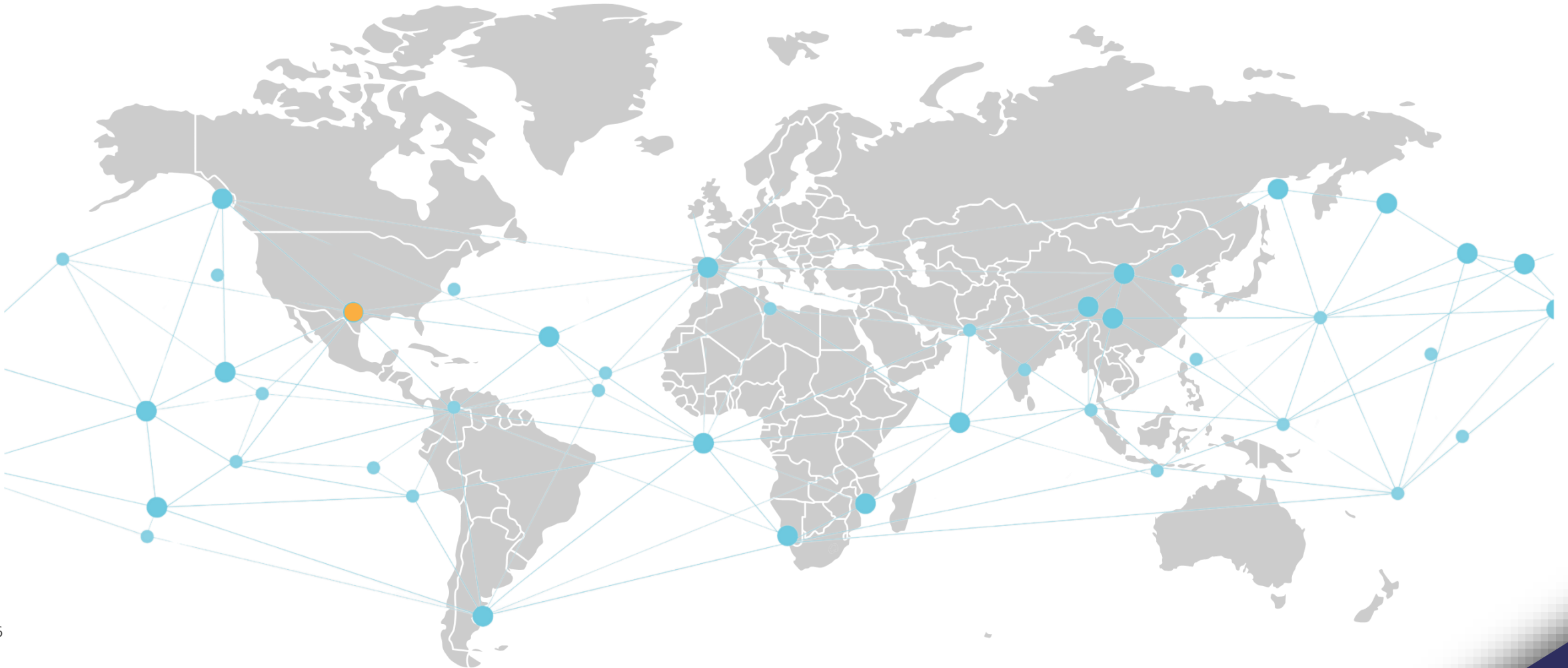
Global Strategy



greater:
SATX
REGIONAL ECONOMIC PARTNERSHIP

11.5.2024

OneSATX



Strategy: Target Industries by Country



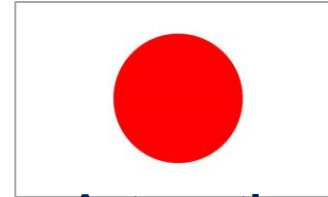
- Advanced Manufacturing

- Life Sciences



- Cybersecurity & Tech

- Financial & Professional Services



- Automotive Manufacturing

- Food & Beverage Manufacturing



- Advanced Manufacturing

- High-tech Electronics & Semiconductors
- Life Sciences



- Cybersecurity & Tech

- Life Sciences

- Aerospace & Defense



- U.S. HQs

- Manufacturing

- Export Leaders & Trade Relations

FDI Activation: Europe

2024



Germany

- Marketing mission to Germany in Q1
- International air service development with FRA flight
- Investment predominantly in advanced manufacturing with the establishment of International's manufacturing and R&D operation in SATX (*name changed from Navistar*)

The United Kingdom

- British companies attracted to SATX's strong talent, military and cybersecurity presence
- Strong academic partnerships between SATX universities and U.K. institutions
- greater:SATX activated marketing mission to U.K. in Q1
- Anchor messaging around JCB investment



Takeaway: Sustain the inaugural Condor Frankfurt flight

FDI Activation: Asia

2024



South Korea

- Texas is the top destination for South Korean investment.
- High-tech electronics and semiconductors are fueling the growth.
- greater:SATX traveled to region in Q2 with Gov. Abbott and TxEDC, with stops in Japan, S. Korea, and Taiwan.
- greater:SATX traveled in October and conducted 20 meetings with companies and location decision influencers.

Japan

- Toyota was the anchor and catalyst for Japanese investment.
- Investment by Japan-based companies have created the most FDI jobs in SATX.
- greater:SATX facilitated a mission to Japan with Bexar County Judge Peter Sakai in Q2.



Takeaway: Asia is the top-performing market for FDI into TX

FDI Activation: The Americas

2024



Canada

- Economic ties between SATX and Canada have been supported by the USMCA
- Increasing investment across the sectors, including energy, aerospace, advanced manufacturing, and technology
- greater:SATX traveled twice to Canada this year

Mexico

- Mexico is San Antonio's largest trade partner
- Trade with Mexico supports 466k jobs in Texas
- SATX anchors the Texas-Mexico Automotive Supercluster (TMASC)
- Export Leaders trips to Mexico in Q1, Q2, and Q3



Takeaway: USMCA will be reviewed in 2026; will impact region

International Air Service Development

2024

- **Priority International Markets:**
 - ✓ Transatlantic Europe: Frankfurt Secured & Launched May 2024
 - ✓ Mexico: Queretaro Launched December 2023
 - Canada
- **\$2.5 Billion:** Airport expansion underway
- **10 Million:** Passengers Annually
- **greater:SATX:** Private Air Service Development Fund and continued marketing support of SAT alongside partners at Visit San Antonio

Activity and Pipeline

FDI Promotion Activity: 2023-2024

5

Primary Target Countries
+ Secondary Markets

Canada
Germany
Japan
Mexico
South Korea
United Kingdom
Europe

40

Foreign Direct Investment
Marketing Activations

7 International Marketing Missions Led
8 International Partner Marketing Missions Attended
10 International Delegations Hosted
7 FDI Attraction Conferences & Export Leaders Activations
1 International Industrial Conference Attended

6

Lead Generation
Contracts Managed

Canada
Europe + UK
Japan
South Korea
India (feasibility)
*TBIC (Germany + Europe)

23

Clients Serviced
By International Business
Development Program

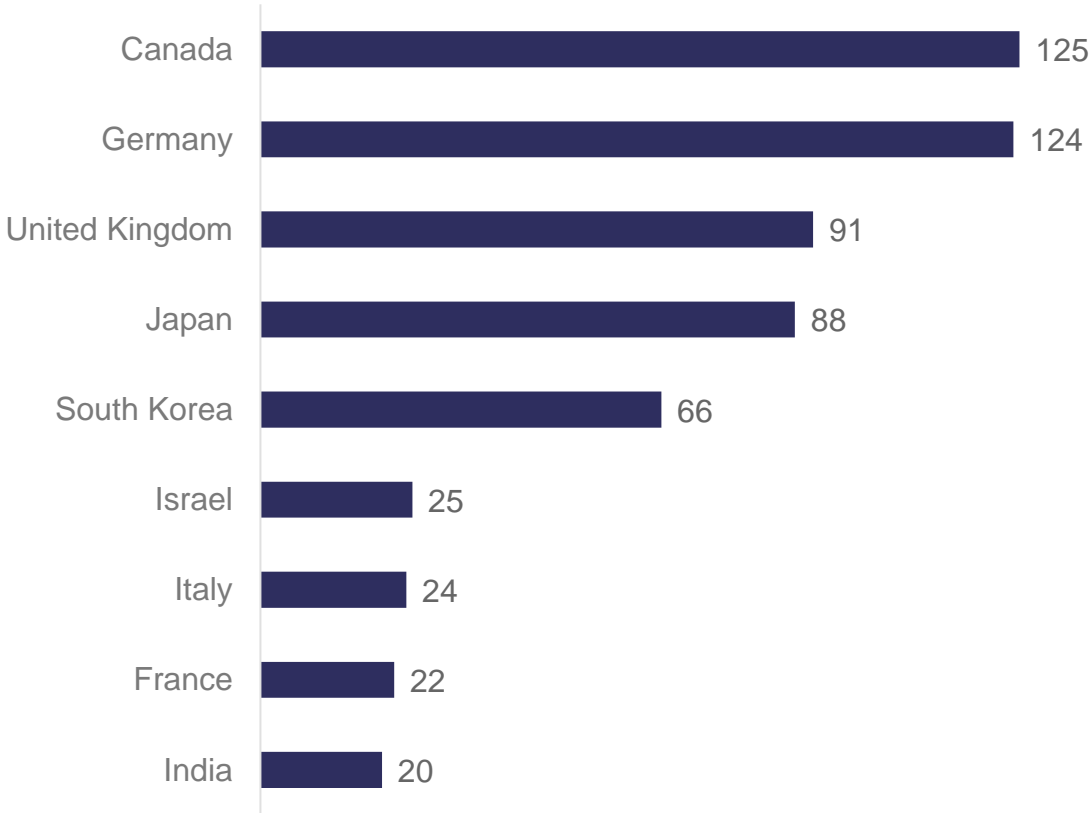
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Alfe Industries
Cartonbox-Private Office
Continental Green Produce
Destileria La Fortuna
DLP Medical Products
Dynamo Investments / Manpro II
FORM
Frontera Steel Structures
Grupo Access
GYG Professional Carbide Tool
HELSA

Hydramine
IG Irapuato
LED EC
Matuk Automation
Mission River Imports
Nova Dulces Yummy Freaks
Pecan Star & Nut Corp
RNP Drills
Setric Best
Versa Concept LLC
WTI Corporation

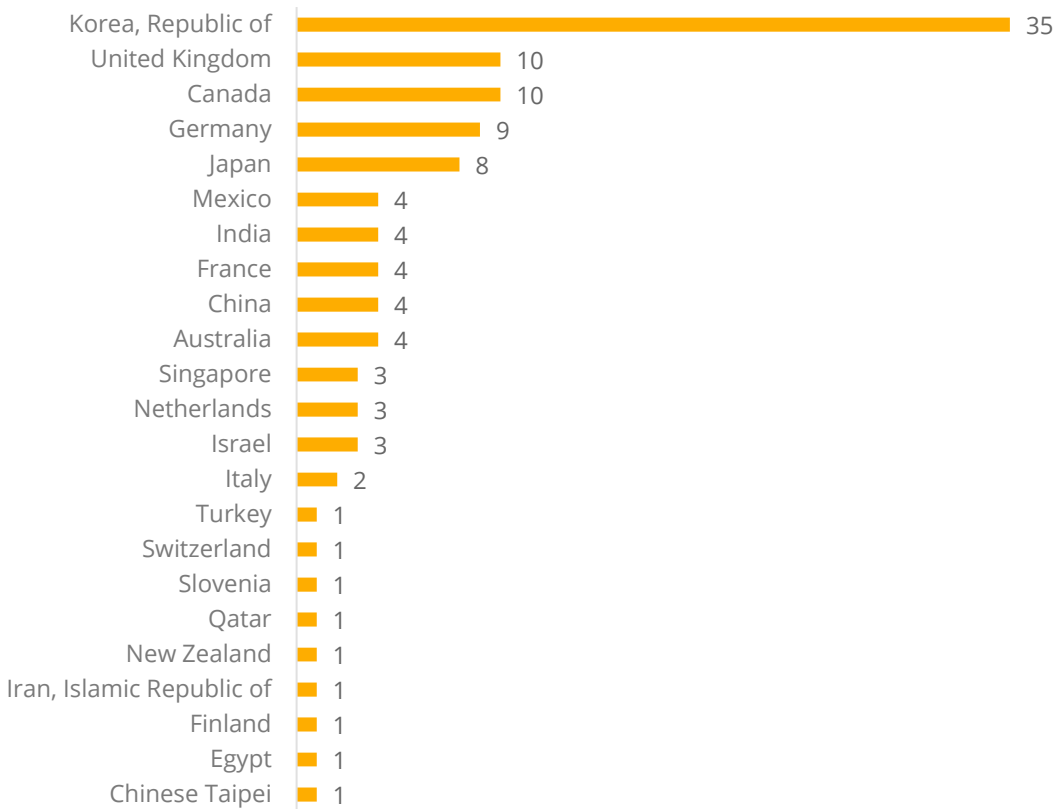
International FDI Leads

2024

All Leads – Unqualified through Active - by Country



Active Leads by Country

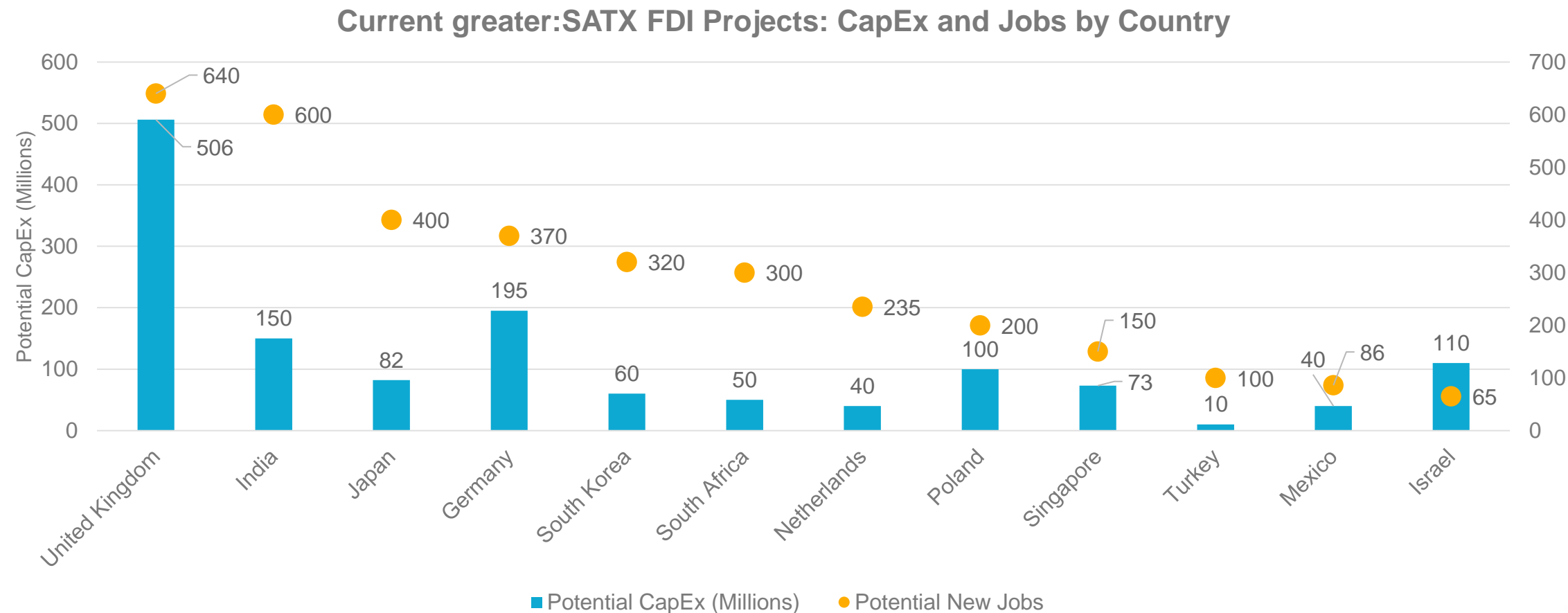


773 Total FDI Leads representing 42+ Countries

As of 10/28/2024

International FDI Projects

2024



28 FDI projects with potential to create **3,546 new jobs** and **\$1.4 billion in CapEx**

As of 10/28/2024

Foreign Direct Investment in SATX

2017-Present



12
Countries

9,400+
New Jobs Announced

\$2.5B
New Capital Investment

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