

# Foreign Direct Investment

Economic and Workforce Development Committee  
November 5, 2024



Presented by: Alfred Breuer,  
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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**



**OCI**<sup>TM</sup>  
solar power



# Global Strategy



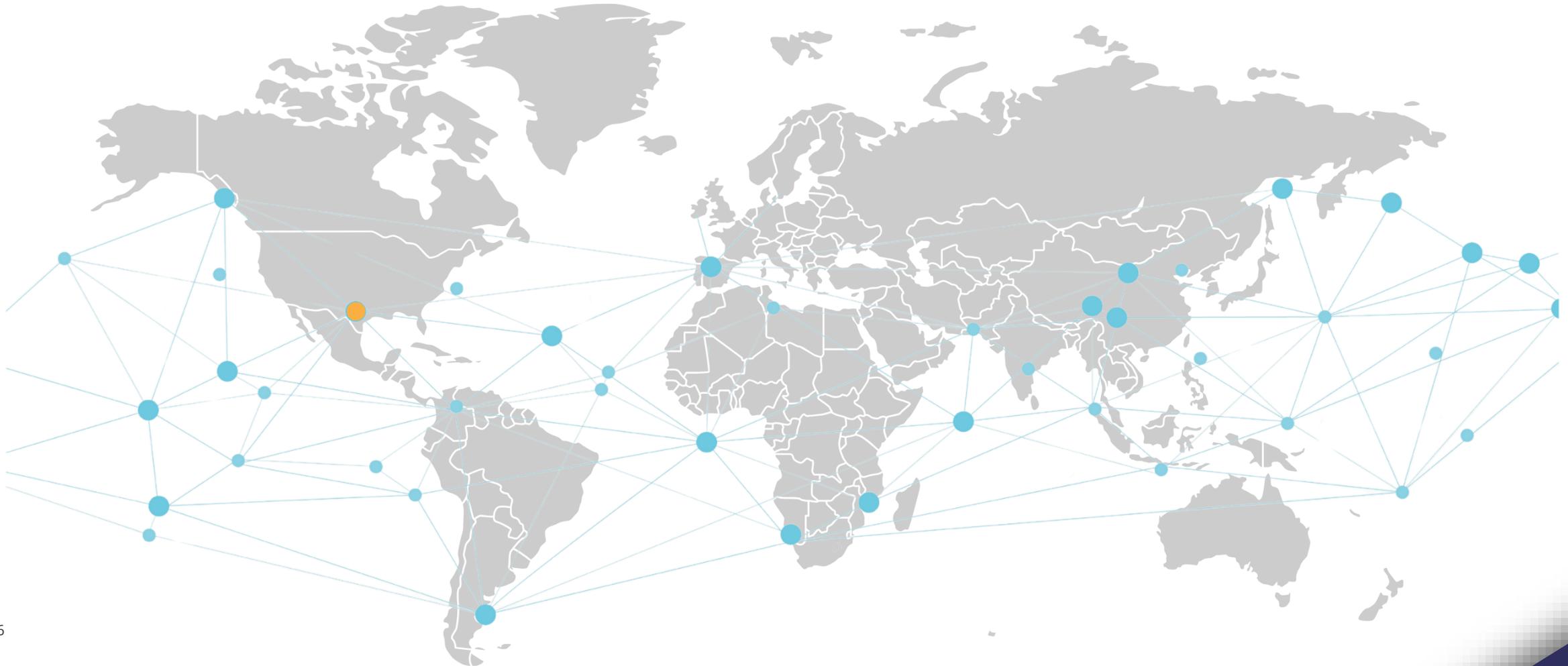
greater:  
**SATX**  
REGIONAL ECONOMIC PARTNERSHIP



11.5.2024

# OneSATX

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# Strategy: Target Industries by Country



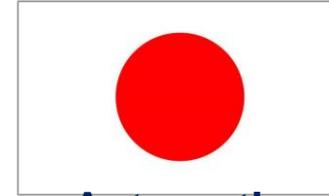
- Advanced Manufacturing

- 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

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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

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# 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

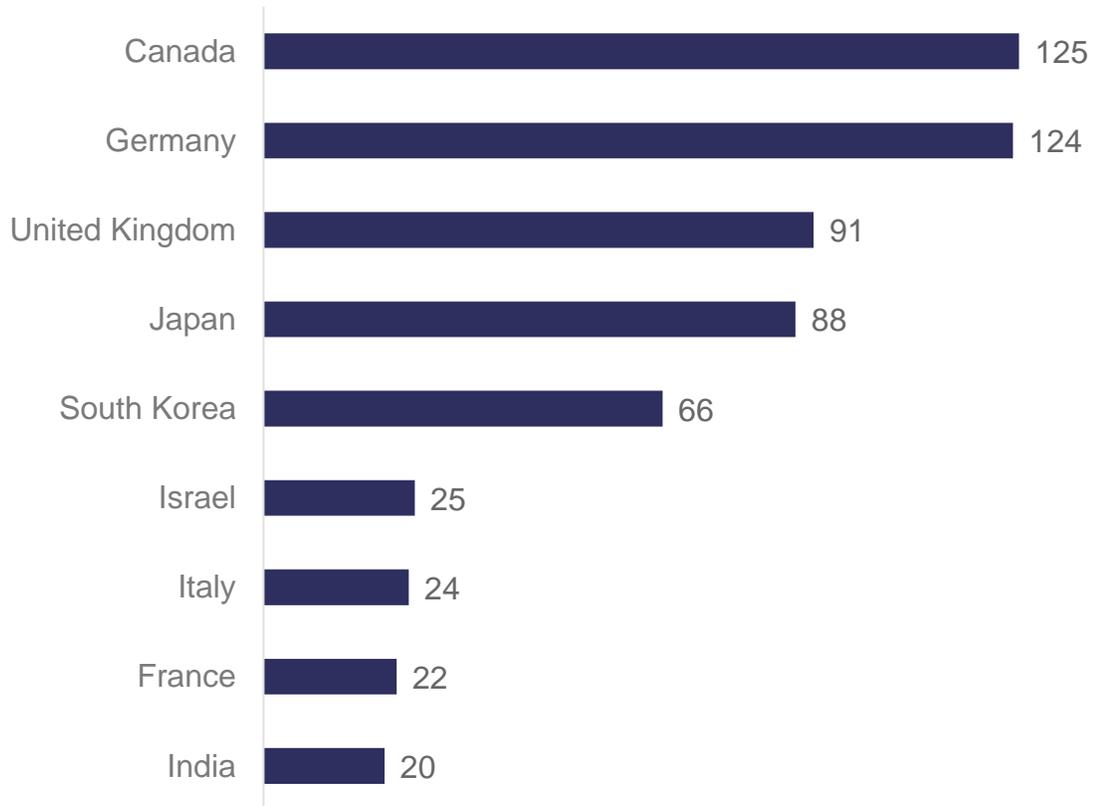
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Alfe Industries  
Cartonbox-Private Office  
Continental Green Produce  
Destileria La Fortuna  
DLP Medical Products  
Dynamo Investments / Manpro II  
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Frontera Steel Structures  
Grupo Access 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

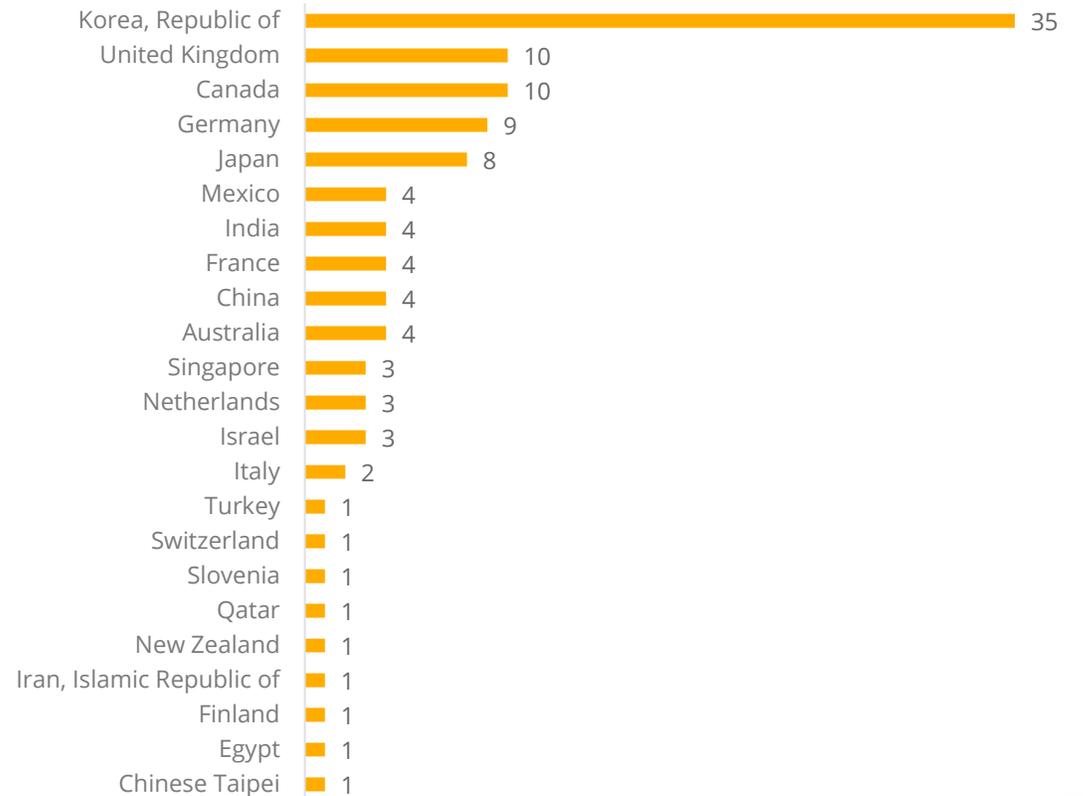
# International FDI Leads

2024

All Leads – Unqualified through Active - by Country



Active Leads by Country



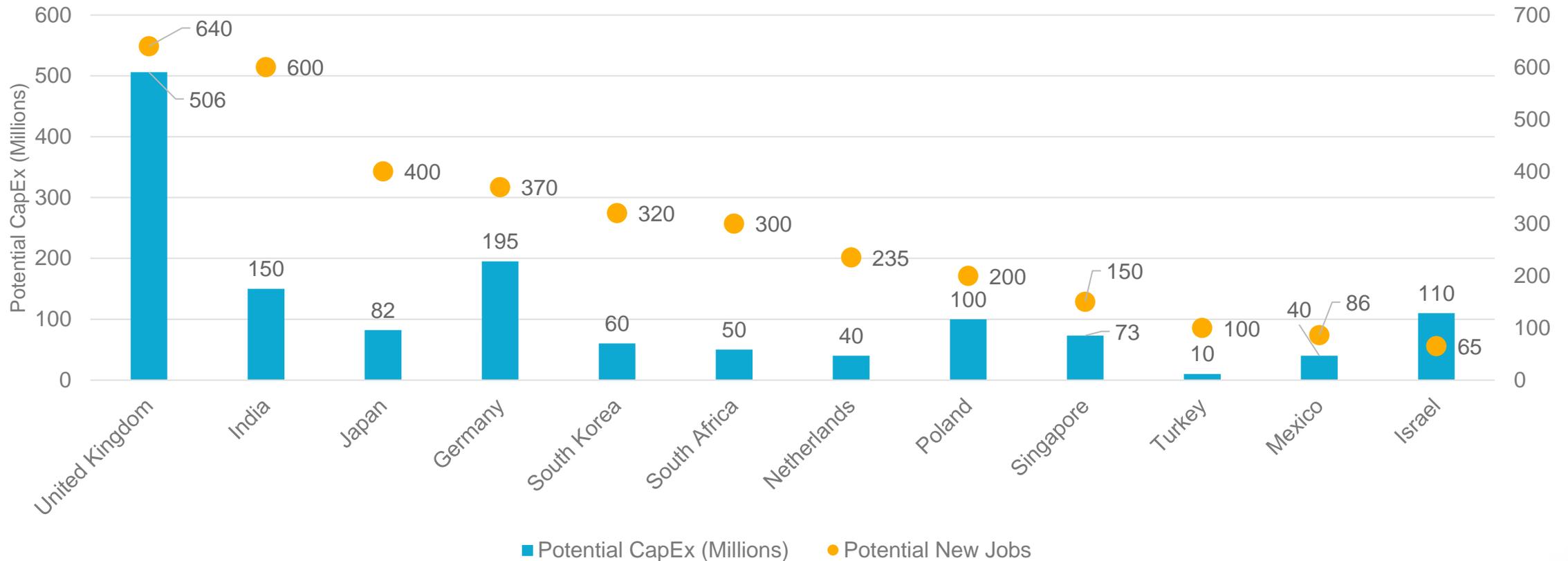
**773 Total FDI Leads representing 42+ Countries**

As of 10/28/2024

# International FDI Projects

2024

Current greater:SATX FDI Projects: CapEx and Jobs by Country



**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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