

# What We Can Learn From North American Serial Investors



# About DCI



**54**  
**YEARS**  
SPECIALIZING

IN  
ECONOMIC  
DEVELOPMENT  
&  
TOURISM  
MARKETING

**450+** CITIES  
STATES  
Regions  
& COUNTRIES  
REPRESENTED

**4** **OFFICES**  
New York, Denver, Los Angeles and Toronto

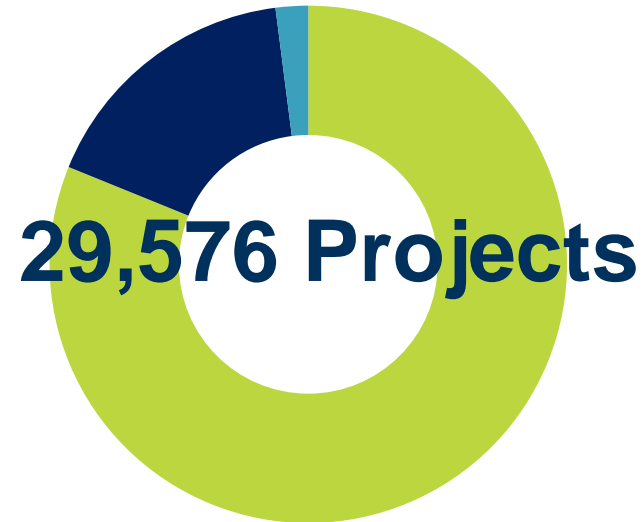
**53** With **[ A PASSION ]**  
Dedicated Professionals **[ FOR PLACES ]**

# Investment Overview - 2005 - 2015

## United States Companies

Source: fDi Intelligence, 2015

Year	Projects	Companies
2015	1,455	1,031
2014	2,778	1,762
2013	2,776	1,720
2012	3,018	1,928
2011	3,428	2,089
2010	3,001	1,883
2009	2,780	1,775
2008	3,445	2,010
2007	2,697	1,653
2006	2,909	1,810
2005	1,289	932
<b>Total</b>	<b>29,576</b>	<b>11,281</b>



- New Projects – 81.1%
- Expansion – 16.9%
- Co-Location – 2.0%

Total Job creation	4,166,149
Average project size (jobs)	140
Total Capital Investment	\$1,404.48 b
Average project size	\$47.50 m

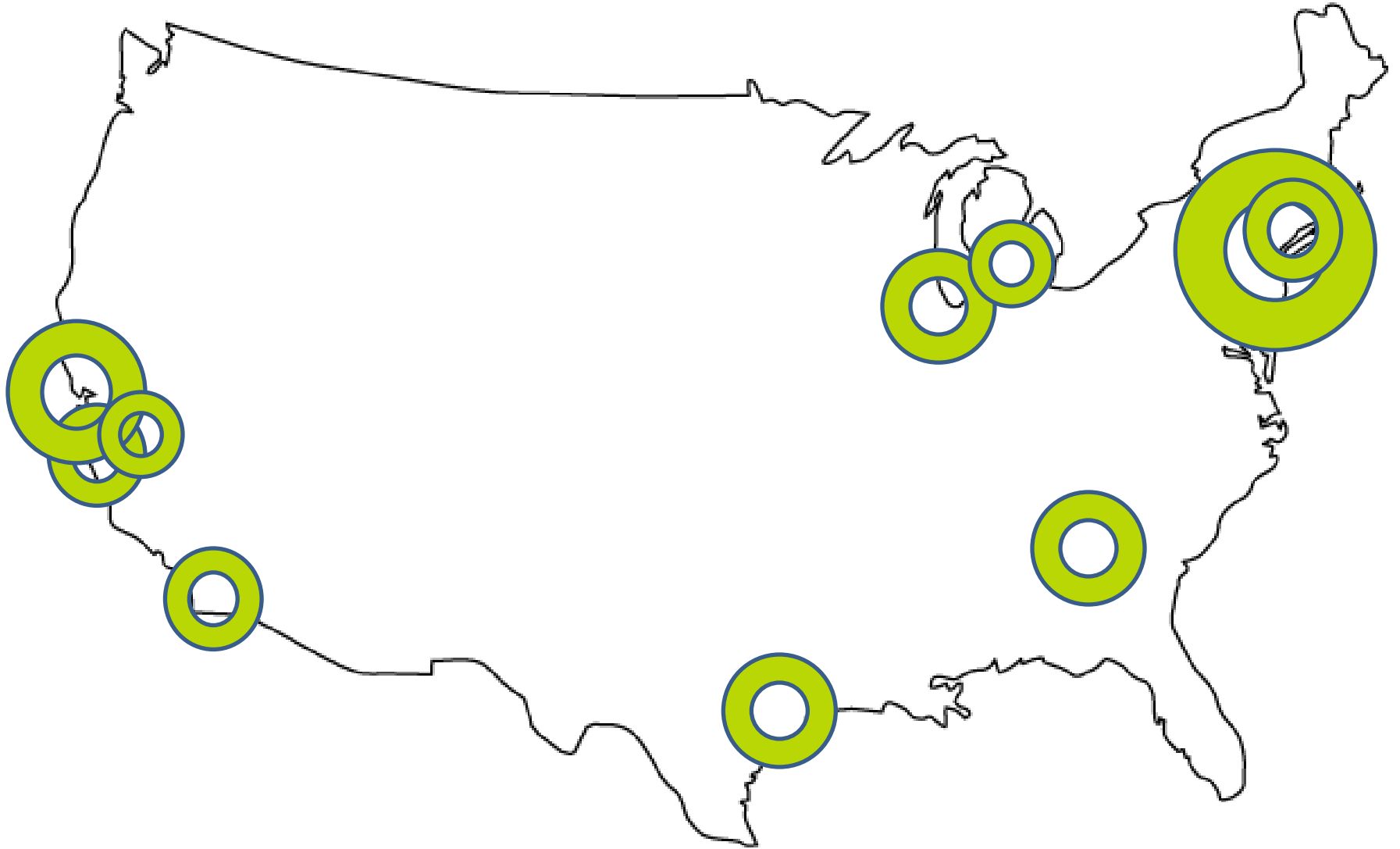
# Where Are US Companies Investing? 2005 - 2015

Source: fDi Intelligence, 2015

Rank	Destination Country	Projects	Companies
1	UK	3,222	2,517
2	China	3,217	1,883
3	India	2,423	1,479
4	Germany	1,483	1,199
5	Canada	1,170	885
6	France	1,110	887
7	Mexico	1,065	749
8	Singapore	980	832
9	Australia	900	717
10	Brazil	862	624

# Where Are Investing Companies Located?

Source: fDi Intelligence, 2015



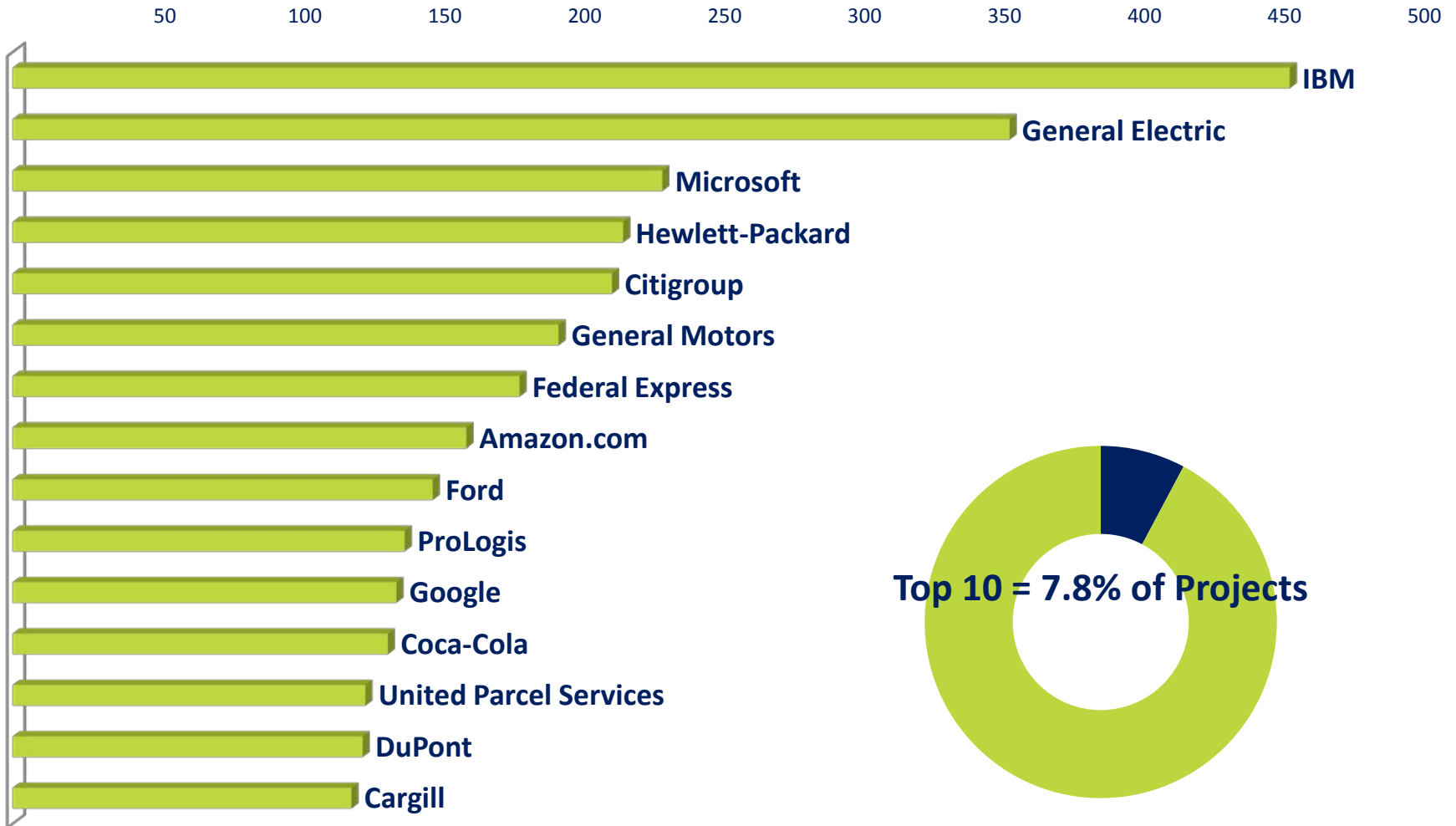
# Top Industry Sectors Investing

*Source: DCI and fDi Intelligence*

Industry	Projects	Companies
Software & IT services	6,907	2,804
Business Services	4,031	1,766
Financial Services	2,058	799
Communications	1,885	739
Industrial Machinery, Equipment & Tools	1,548	750
Chemicals	1,156	408
Transportation	907	223
Food & Tobacco	829	295
Electronic Components	813	435
Automotive Components	690	253

# Most Active Companies - 2005 - 2015

Source: DCI and fDI Intelligence



# External Motives

*Source: DCI and fDI Intelligence*

- **Market Growth Potential**
- **Proximity to Markets or Customers**
- **Skilled Workforce Availability**
- **Regulations or Business Climate**
- **Infrastructure and Logistics**
- **Industry Cluster / Critical Mass**
- **IPA or Government support**
- **Lower Costs**
- **Technology or Innovation**
- **Attractiveness / Quality of Life**



# Internal Predictors

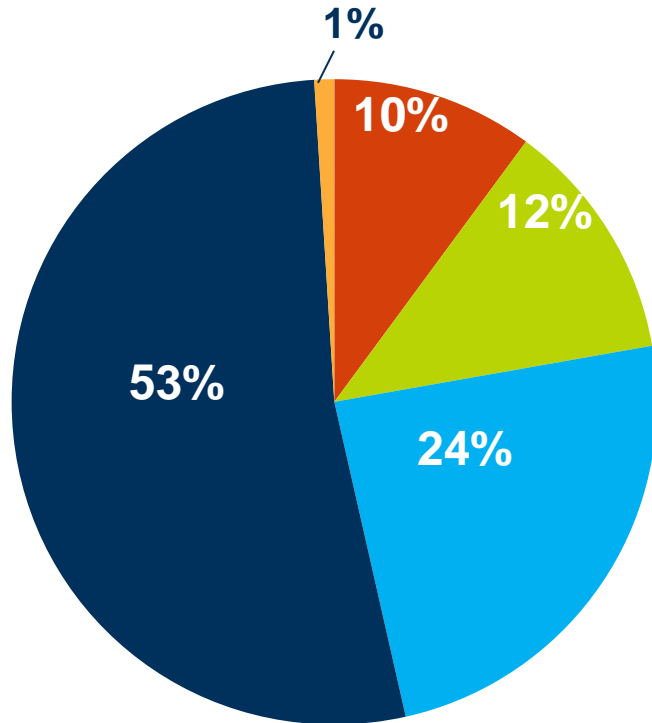
*Source: DCI*

- **New Product Launch**
- **Joint Ventures & Partnerships**
- **Contract Win**
- **Mergers And Acquisitions**
- **Hiring Initiatives**
- **Layoffs / Consolidations**
- **Executive Change (C-suite)**
- **Venture Capital And Other Funding**

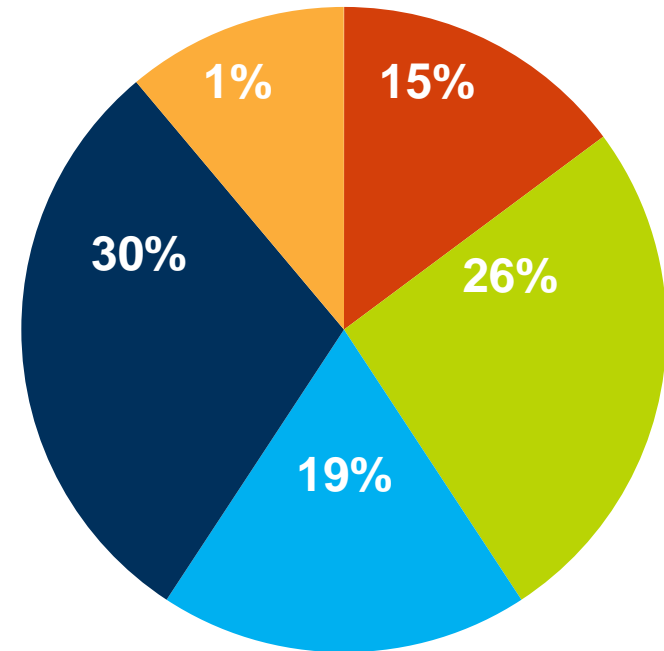
# Professional Likely to Assist Corporate Respondents with Site Search (U.S. vs. International Site Search)

Source: DCI's Winning Strategies in Economic Development Marketing

## United States



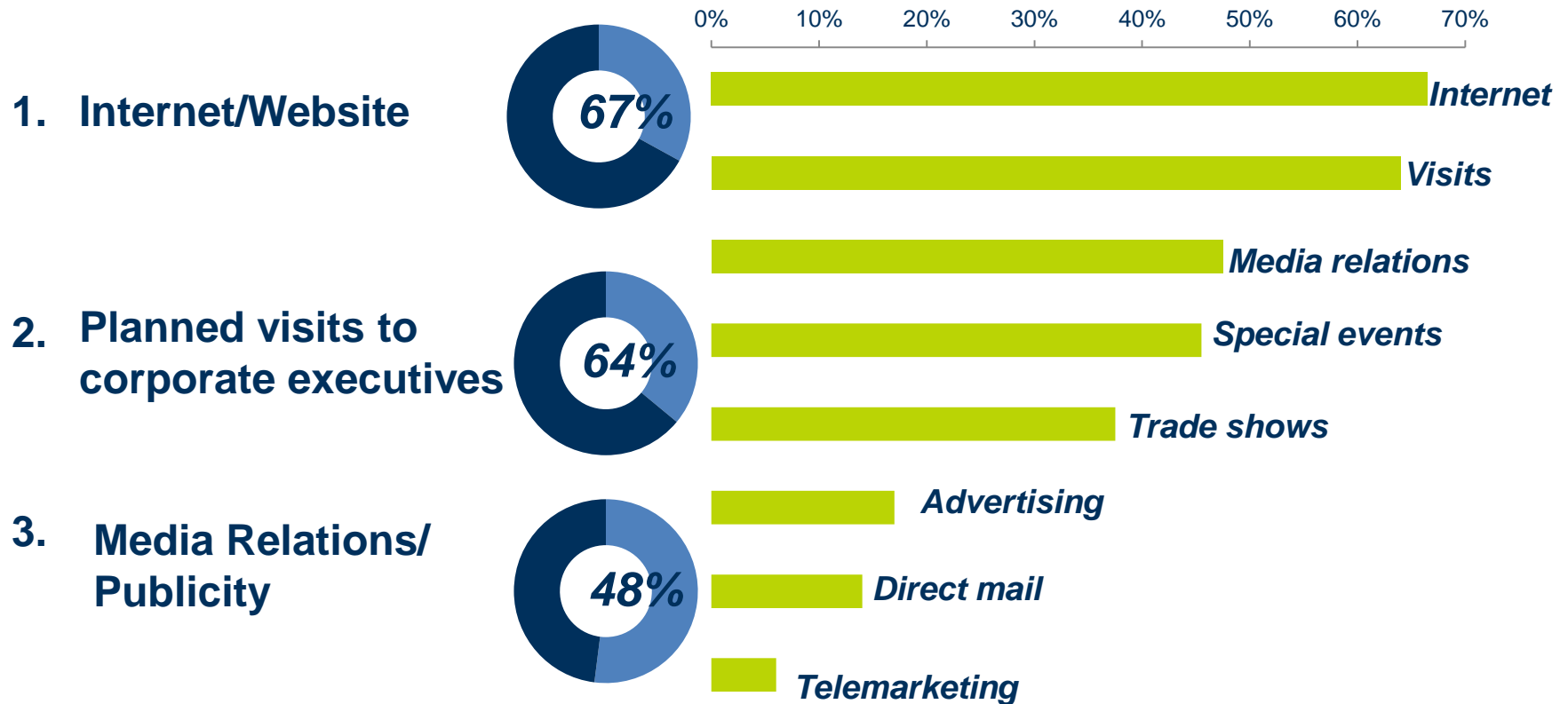
## International



Accountant   Lawyer   Site Selection Consultant   Real Estate Broker   Other

# Most Effective Marketing Techniques

Source: DCI's Winning Strategies Economic Development Marketing



# Leading Sources of Information

Source: DCI's Winning Strategies Economic Development Marketing

