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June 1-3, 2020 | Washington Hilton, Washington, D.C.

2020 Investment Summit Agenda

Monday Agenda		
June 01, 2020		
6:45 a.m. - 7:00 p.m.	Registration and Information Desk Hours	Terrace Foyer
6:45 a.m. - 7:00 p.m.	Exhibitor Registration Hours	
8:00 a.m. - 9:00 a.m.	Breakfast	Concourse Foyer and International Ballroom
8:15 a.m. - 9:00 a.m.	Making the Most of the Investment Summit	Georgetown East
Investment Academy Sessions 1		
9:00 a.m. - 10:00 a.m.	Scaling Your Startup	Georgetown West
9:00 a.m. - 10:00 a.m.	Soft Landing Programs	Jefferson West

	Soft Landing Programs help firms adapt and connect to the local business community as well as successfully establish a position in the American marketplace. This panel will examine the services and incentives that such initiatives provide across the United States, with an emphasis on the tech industry. Investment Academy Tracks: SelectUSA Tech	
9:00 a.m. - 10:00 a.m.	Opportunity Zones Established by the U.S. Congress in the Tax Cuts and Jobs Act of 2017, Opportunity Zones seek to encourage long-term investments in low-income urban and rural communities across the United States. The session will provide an overview of the federal program and the potential for foreign direct investment (FDI) to play a role. State and local economic developers will also highlight how they take a prospectus to the next stage, utilize additional state or local incentives and financing programs, identify community partners, and market shovel-ready projects to Opportunity Zone Funds. Investment Academy Tracks: Taxes And Regulatory	Jefferson East
9:00 a.m. - 11:00 a.m.	SelectUSA Tech Startup Pitch Session I Engage with early-stage and startup companies from around the world as they exhibit their products and ideas. Learn about the newest and most innovative technologies out there, and connect directly with foreign startup companies who are ready to land in the U.S.	International Ballroom
Investment Academy Sessions 2 10:15 a.m. - 11:15 a.m.		
10:15 a.m. - 11:15 a.m.	Startup Success Stories Hear firsthand experiences from CEOs of innovative early-stage and startup companies from around the world who have successfully expanded into the United States. Learn what their biggest challenges were, how they adapted to the American business environment, and how you can apply their experiences to your own business. Investment Academy Tracks: SelectUSA Tech	Georgetown West
10:15 a.m. - 11:15 a.m.	Training Programs to Develop Your Workforce Innovation has always been driven from human capital, and cultivating this capital requires effective workforce development, which can be an intimidating task for companies of all sizes. Effective development programs not only improve interorganizational relations, but also lead to a more creative and focused workforce. With a practical application to every company, this session will enable businesses to understand the characteristics of successful workforce development programs and implement company-specific programs for their own personnel. Investment Academy Tracks: Workforce	Georgetown East
10:15 a.m. - 11:15 a.m.	Transformative Technologies This session will forecast what new technological breakthroughs are likely to drive productivity, spur innovation, transform manufacturing, and impact the future of work. Experts will discuss the scientific, engineering, and technical areas that will affect business decisions going forward. The panel will address robotics, autonomous transportation systems, artificial intelligence (AI), additive manufacturing, material sciences, microelectronics, advanced computing, and other topics. Investment Academy Tracks: SelectUSA Tech	Jefferson West
10:15 a.m. - 11:15 a.m.	Buy American Act The Buy American Act mandates the federal government to purchase goods produced and manufactured in the United States. Maintaining compliance with this legislation is critical in defense, construction, and other industries, as the U.S. government is their largest customer. This session will discuss how the Buy American Act has evolved over the last 85 years, identify the most relevant aspects of it for new businesses, and help explain the processes necessary to maintain compliance. Investment Academy Tracks: Taxes And Regulatory	Jefferson East

10:30 a.m. - 11:15 a.m.

SelectUSA Stats 101

Jay

Investment Academy Sessions 3

11:30 a.m. - 12:30 p.m.

Startup Funding & Financing: Accelerating your Business

Ensuring the positive momentum of an early stage business can be challenging. Fortunately, the United States possesses the most developed and liquid financial markets in the world. This session will breakdown the immense assortment of business financing and funding mechanisms available to early-stage firms in the United States, from early-stage angel investors, to venture capitalists, to later-stage equity. This session will provide an understanding of how these financial instruments can enable growth and support a wide variety of startups and nascent businesses.

Georgetown West

Investment Academy Tracks: SelectUSA Tech

11:30 a.m. - 12:30 p.m.

Human Resources: Employment Laws

Strategic human resource branches do much more than facilitate workplace relations; they also promote efficiency, strengthen collaboration, and foster creative work. Their staffing decisions can also affect the future direction for your company. Understand how to improve human resources and staffing, and how these departments are integral to your company's workforce.

Georgetown East

Investment Academy Tracks: Workforce

11:30 a.m. - 12:30 p.m.

Market Entry

Breaking into a new market is a challenging task, and many factors come into play when doing so, such as competitor market share, local business norms and customs, unfamiliar legal environments, and cultural differences. This session will cover various hurdles a business may encounter, best practices to overcome them, and important factors to keep in mind when entering a new market.

Jefferson West

Investment Academy Tracks: U.S. Market Dynamics

11:30 a.m. - 12:30 p.m.

Navigating the U.S. Visa Landscape

One of the first steps to establishing operations in the United States is acquiring the correct visa for yourself and any employees you bring from your home market. Understanding the complexities of the visa-application process can be a daunting task because the visa types, regulations, and procedures can be complicated. This panel will discuss the different visa programs available, including the EB-5 program, as well as provide information on the various types of visas necessary to enter, invest, and work in the United States.

Jefferson East

Investment Academy Tracks: Taxes And Regulatory

11:30 a.m. - 12:30 p.m.

11:45 a.m. - 12:30 p.m.

SelectUSA Stats 101- Asia

Jay

12:00 p.m. - 2:00 p.m.

Lunch

International Ballroom

1:00 p.m.

Exhibition Hall Open

Exhibition Hall

Investment Academy Sessions 4

1:30 p.m. - 2:30 p.m.

Emerging Trends with Business Analytics and Startups

For many startups, data-driven solutions are often the key determinant toward achieving profitability and large-scale success. With so many data analytics services and products available, how should you evaluate which tools make sense for your company and why? This panel will illuminate the ever-growing field of data analytics and explain how to both acquire and apply those tools to your industry.

Georgetown West

Investment Academy Tracks: SelectUSA Tech

1:30 p.m. - 2:30 p.m.

1:30 p.m. - 2:30 p.m.

Investing in Rural America

Georgetown East

With skilled workers, natural resources, and a welcoming business environment, rural America remains a largely untapped business destination for foreign companies. Investing in rural localities offers unique labor expertise, access to transportation networks, and the chance to build lasting partnerships with diverse communities. This panel will discuss investing in rural America and the resulting growth for both international corporations and local communities.

Investment Academy Tracks: U.S. Market Dynamics

1:30 p.m. - 2:30 p.m.	Corporate Structuring in the U.S. When creating a new company in the United States, you must first choose what corporate structure you wish to create. Each type – whether it be a limited liability corporation, an S-Corp, a co-op, or something else – has its own distinct advantages and disadvantages, depending on the industry and priorities a business might have. This session will discuss the various corporate structures available in the United States, and which one may be best suited for your business. Investment Academy Tracks: U.S. Market Dynamics	Jefferson West
1:30 p.m. - 2:30 p.m.	Complying with CFIUS and FIRRMA The Committee on Foreign Investment in the United States (CFIUS) and the expanded regulations created under the Foreign Investment Risk Review Act (FIRRMA) have become an increasingly important consideration for businesses who wish to invest in the United States. Additionally, as industries become increasingly reliant on information and telecommunications technology, more investments may require CFIUS approval. Navigating this process and understanding when a company ought to apply can be difficult. This session will provide information on the CFIUS application process, how FIRRMA expands the scope of CFIUS reviews, transaction stipulations, and how this affects businesses investing in the United States. Investment Academy Tracks: Taxes And Regulatory	Jefferson East
1:30 p.m. - 2:15 p.m.	SelectUSA Stats 101 - Europe	Jay
2:00 p.m. - 4:00 p.m.	SelectUSA Tech Startup Pitch Session II	International Ballroom
2:30 p.m. - 3:15 p.m.	SelectUSA Stats 101 - MEA	Jay

Investment Academy Sessions 5

2:45 p.m. - 3:45 p.m.

2:45 p.m. - 3:45 p.m.	Research & Development (R&D) Trends Intellectual property protections, an advanced education system, and a culture of innovation are among the reasons the United States is widely considered to be the best place for innovation and entrepreneurship in the world. This panel will analyze the role state and federal governments play in spurring groundbreaking technological advancements through funding research clusters, offering R&D tax credits, and establishing public-private partnerships to support economic development in the United States. Investment Academy Tracks: SelectUSA Tech	Georgetown West
2:45 p.m. - 3:45 p.m.	Latest Trends in Technology Advancements in Supply Chain, Logistics, & Shipping As global supply chains become more complex, speed and precision in shipping and logistics have simultaneously become vital for firms to stay competitive. Advancements in technology aim to transform the industry, increasing transparency and streamlining turnaround times and costs. This panel will discuss the latest trends in supply chain, logistics and shipping in the United States, highlighting technology advances that are helping the industry work smarter, faster and leaner than ever before. Investment Academy Tracks: U.S. Market Dynamics	Georgetown East
2:45 p.m. - 3:45 p.m.	Utility Markets Explained No matter the industry, every company must factor the cost of utilities into their business plan. With a strong network of public and private providers, access to utilities such as electricity, gas, water, and communications are created to be efficient, accessible, and powerful. This panel, featuring U.S. government representatives, academic policy experts, and private utility	Jefferson West

	company managers, will help investors navigate the U.S. utilities landscape to ensure a smooth utility acquisition process when opening a business in the United States. Investment Academy Tracks: U.S. Market Dynamics	
2:45 p.m. - 3:45 p.m.	State & Local Taxes Due to the dispersive nature of the American federal system, every state in the country operates with a high degree of autonomy in writing its own laws and creating its own tax codes. These tax codes often reflect the major policy priorities and industries of the state in which they are levied. This session will cover the essentials for understanding state and local taxes and what resources are available to learn which state's tax structure may be the most beneficial to your industry or business. Investment Academy Tracks: Taxes And Regulatory	Jefferson East
Investment Academy Sessions 6 4:00 p.m. - 5:00 p.m.		
4:00 p.m. - 5:00 p.m.	Entrepreneur Ecosystems Fostering entrepreneurship is a fundamental component of economic development strategy in many regions of the United States. Building this ecosystem requires the utilization of many different resources, including industry associations, university partnerships, business incubators, investor networks, and partnerships between economic developers and the business community. This session will examine the many examples of vibrant entrepreneur ecosystems within the United States, and how such ecosystems contribute to startup success. Investment Academy Tracks: SelectUSA Tech	Georgetown West
4:00 p.m. - 5:00 p.m.	Understanding the American Customs Process American ports handled \$4.2 trillion in goods shipments in 2018, all subject to various levels of regulations and taxation. Understanding of customs regulations can be a major benefit for any business, preventing potential delays and bottlenecks. This panel will help demystify this process to help investors understand where and how to get the information needed to legally import or export goods and equipment and ultimately deliver to consumers. Investment Academy Tracks: Taxes And Regulatory	Georgetown East
4:00 p.m. - 5:00 p.m.	Smart Cities Cities and communities across the United States are developing smart city solutions that will prepare them for the next era of modernity. New technologies such as the Internet of Things, Cyber Physical Systems, and Artificial Intelligence link and integrate the cyber and physical worlds. The path forward, however, holds numerous challenges—from economic and policy to technology and overall coordination. This panel will have experts in the space discuss the future of smart cities in terms of both challenges and opportunities. Investment Academy Tracks: SelectUSA Tech	Jefferson West
4:00 p.m. - 5:00 p.m.	Tax Credits & Incentive Programs When operating in competitive markets, the proper utilization of federal tax credits and incentives programs can provide a crucial advantage for a business. The U.S. government offers numerous tax credit and incentives programs, but searching for, identifying, and applying for these programs can often be a complex and time-consuming process. The incentives themselves are often highly technical in nature and tailored to specific economic priorities or specific industries. This panel will discuss the most pertinent information necessary to help investors understand how to take advantage of the incentives the federal government offers. Investment Academy Tracks: Taxes And Regulatory	Jefferson East
6:30 p.m. - 8:30 p.m.	Welcome Reception NATIONAL PORTRAIT GALLERY <i>*Roundtrip transportation will be provided from the Washington Hilton T Street Entrance</i>	Off-Site (National Portrait Gallery)

Tuesday Agenda

June 02, 2020

6:45 a.m. - 7:45 a.m.	Registration and Information Desk Hours	
7:45 a.m. - 7:55 a.m.	Presentation of the Colors	International Ballroom
7:55 a.m. - 8:00 a.m.	Introductory Remarks	International Ballroom
8:00 a.m. - 8:15 a.m.	Welcome Address	International Ballroom
8:15 a.m. - 9:00 a.m.	SelectUSA Tech: The Innovation Economy Plenary Discussion Featuring Global Executives Learn from global CEOs who operate some of the most cutting-edge technologies why the U.S. remains the best place to do business.	International Ballroom
9:00 a.m. - 9:30 a.m.	SelectUSA Tech: Discussion with U.S. Governors Hear from U.S. governors on how their states have strategized to attract international investment in the digital space.	International Ballroom
9:30 a.m. - 9:45 a.m.	Cabinet Remarks	International Ballroom
9:45 a.m. - 10:15 a.m.	Armchair Discussion on Investment Success Global executives and state leaders will provide their perspectives on business and economic trends and recent successes in foreign direct investment in the United States	International Ballroom
10:15 a.m. - 11:00 a.m.	Break	
11:00 a.m. - 11:45 a.m.	Reimagining Regulatory Systems for the Digital Age Plenary Discussion Featuring Global Executives As groundbreaking and revolutionary use cases like factory automation, autonomous driving, smart cities or eHealth emerge, ultra-reliable and secure connectivity becomes a necessity. The U.S. remains at the cutting edge of emerging technologies and is constantly looking at new ways to keep company infrastructure and data secure. Global CEOs will discuss opportunities and challenges presented by rapidly evolving advances in cybersecurity and data privacy threats, solutions and public policies.	International Ballroom
11:45 a.m. - 12:15 p.m.	Smart Cities: Discussion with U.S. Governors	International Ballroom
12:15 p.m. - 2:30 p.m.	Lunch and Keynote Address	International Ballroom

Investment Academy Sessions 7

1:30 p.m. - 2:30 p.m.

1:30 p.m. - 2:30 p.m.	Indo-Pacific Investment Trends Indo-Pacific investment continues to play an important and growing role in the U.S. economy. This panel of diplomats, academics, and business leaders will explore the role of foreign direct investment in the U.S. economy, forecast long-term prospects, and identify new opportunities and challenges for Indo-Pacific investment in the United States across sectors. Investment Academy Tracks: Geopolitical Trends	Northwest
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Investment Academy Sessions 8

2:30 p.m. - 3:30 p.m.

2:30 p.m. - 3:30 p.m.	Site Selection One of the most essential – and challenging – considerations for any business seeking to invest in the United States is where to set up shop. Myriad factors play into the ideal location for a new expansion, including proximity to customers, competitors, and supply chains. Other considerations, such as available tax programs, workforce and wage rates, and real estate costs are also very important. This session will discuss some	Georgetown East
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of the tools and processes that are most useful in identifying potential locations best suited to your specific business needs.

Investment Academy Tracks: U.S. Market Dynamics

2:30 p.m. - 3:30 p.m.	Investor Guide 101: Top Ten Tips for Investment Success in the U.S. Market Regardless of industry, location, or size of your business, there are a basic set of issues that affect all companies that wish to expand to the United States. These issues include taxes, incorporation, visas and immigration, workforce laws, and many others. In this session, our panel of experts will discuss the top concerns related to establishing or expanding your presence in the United States and provide advice for the most pressing investment issues you may face. Investment Academy Tracks: U.S. Market Dynamics	Georgetown West
2:30 p.m. - 3:30 p.m.	Finding the Right Workforce: Partnering with Community Colleges Community colleges across the country provide the opportunity for workers to learn the skills they need to evolve with the changing workforce needs of industry. Offering affordable courses with flexible hours and paces, community colleges cater to the needs of established skilled workers and beginner students with a focused curriculum on technology and workforce readiness. This session will discuss how your company can utilize the resources of community colleges to recruit and maintain a skilled workforce. Investment Academy Tracks: Workforce	Jefferson East
2:30 p.m. - 3:30 p.m.	State & Local Taxes Due to the dispersive nature of the American federal system, every state in the country operates with a high degree of autonomy in writing its own laws and creating its own tax codes. These tax codes often reflect the major policy priorities and industries of the state in which they are levied. This session will cover the essentials for understanding state and local taxes and what resources are available to learn which state's tax structure may be the most beneficial to your industry or business. Investment Academy Tracks: Taxes And Regulatory	Jefferson West
2:30 p.m. - 3:30 p.m.	SelectUSA Stats 101 - Western Hemisphere	Jay
Investment Academy Sessions 9 3:00 p.m. - 4:00 p.m.		
3:00 p.m. - 4:00 p.m.	Transatlantic Investment Trends European firms have maintained their dominant foreign investment position in the United States and key sectors in the transatlantic economy are becoming more integrated. Join diplomats, academics, and business leaders to explore transatlantic investment trends, including a discussion of the implications of the digital economy on European investment in the United States and European-sourced jobs. Investment Academy Tracks: Geopolitical Trends	Northwest
3:30 p.m. - 4:30 p.m.	SelectUSA Stat 101 - China	Jay
3:30 p.m. - 4:00 p.m.	Break	
Investment Academy Sessions 10 4:00 p.m. - 5:00 p.m.		
4:00 p.m. - 5:00 p.m.	Partnering with State & Local Government to Find Your Workforce Building a close relationship with state and local governments can create stable and enduring partnerships, helping you utilize the niche skills of a regional workforce, meet your workforce needs, and foster community growth. These partnerships also provide an avenue for your company to influence how regions and localities address education and development of your future workforce. Hear more about reaching out to government resources and sustaining these relationships. Investment Academy Tracks: Workforce	Georgetown East

4:00 p.m. - 5:00 p.m.	Trade & Investment Regulations: Paths to Success Global trade policies continue to evolve with changes in commerce, digital trade, and specific markets' strengths and priority sectors. As these changes manifest in labor policy, trade agreement negotiations, and regulations, companies will need to evaluate their investment decisions based on new and rapidly changing factors. This session will discuss how business investors can adapt to and benefit from the changing environment. Investment Academy Tracks: Taxes And Regulatory	Georgetown West
4:00 p.m. - 5:00 p.m.	Tax Credits & Incentive Programs When operating in competitive markets, the proper utilization of federal tax credits and incentives programs can provide a crucial advantage for a business. The U.S. government offers numerous tax credit and incentives programs, but searching for, identifying, and applying for these programs can often be a complex and time-consuming process. The incentives themselves are often highly technical in nature and tailored to specific economic priorities or specific industries. This panel will discuss the most pertinent information necessary to help investors understand how to take advantage of the incentives the federal government offers. Investment Academy Tracks: Taxes And Regulatory	Jefferson East
4:00 p.m. - 5:00 p.m.	Navigating the U.S. Visa Landscape One of the first steps to establishing operations in the United States is acquiring the correct visa for yourself and any employees you bring from your home market. Understanding the complexities of the visa-application process can be a daunting task because the visa types, regulations, and procedures can be complicated. This panel will discuss the different visa programs available, including the EB-5 program, as well as provide information on the various types of visas necessary to enter, invest, and work in the United States. Investment Academy Tracks: Taxes And Regulatory	Jefferson West
5:30 p.m. - 7:30 p.m.	State and Local Night Reception	Exhibition Hall

Wednesday Agenda June 03, 2020		
7:30 a.m. - 8:50 a.m.	Registration and Information Desk Hours	
8:50 a.m. - 9:00 a.m.	Welcome Remarks	International Ballroom
9:00 a.m. - 9:15 a.m.	Cabinet Remarks	International Ballroom
9:15 a.m. - 9:30 a.m.	Cabinet Remarks	International Ballroom
9:30 a.m. - 10:15 a.m.	The Future of Logistics Plenary Discussion Featuring Global Executives The combination of technology and innovation is changing the business of transportation in ways that have the potential to radically alter the landscape of the industry and critical to improving the existing process.	International Ballroom
10:15 a.m. - 10:30 a.m.	Cabinet Remarks	International Ballroom
10:30 a.m. - 11:00 a.m.	Break	
11:00 a.m. - 11:30 a.m.	Energy Industry: Discussion with U.S. Governors From fossil fuels to wind energy, our panel of governors will discuss strategies for developing a modern, efficient, reliable and resilient electricity grid to attract enhanced investment in their states.	International Ballroom
11:30 a.m. - 12:15 p.m.	Workforce Development in the U.S. Plenary Discussion Featuring Global Executives This panel will focus on how education and training systems can help engage available talent in the U.S., utilize successful foreign examples of	International Ballroom

apprenticeship programs and other unique tools, and help prepare us all for the future of work.		
12:15 p.m. - 12:30 p.m.	Closing Remarks	International Ballroom
12:30 p.m. - 2:00 p.m.	Networking Lunch in the Exhibition Hall	Exhibition Hall

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