

CONSULTANTS FORUM INTERNATIONAL



focusing on today's FDI decision-making
process of U.S. corporations

MAY 12, 2008 › THE PARKER MERIDIEN HOTEL, NYC

CONSULTANTS FORUM INTERNATIONAL

During this intensive one-day Forum, to be held at the stylish Parker Meriden Hotel, May 12, you will be part of an outstanding program featuring presentations by major site location consulting firms who will take you inside today's FDI decision-making process of U.S. corporations. You'll learn about the latest deciding factors in the site selection process from the best "minds" in international site consulting and global corporate real estate.

A fundamental challenge for investment promotion agencies (IPAs) from around the world is to meet the information requirements of investors researching sites to locate their projects. In an increasingly competitive environment for FDI, the stakes are high for IPAs to make a good first impression or risk losing the opportunity for consideration. The exchange of good practices in investment promotion, combined with collaboration between investment promotion agencies, has proven to be beneficial. We believe that joining us for this one-day interactive event with our leading experts will prove to be a valuable experience for everyone involved.



Some of the issues we will cover :

- What opportunities currently exist in the U.S. for international IPAs?
- How can your organization be more effective in your North American marketing approach?
- How can you accelerate the growth of strategic clusters?
- What is going on behind the client curtain? How can an IPA best do its homework to predict company decision dynamics? And what can be done to sway the decision process?
- How can you develop and communicate a value proposition and create a winning marketing pitch?
- We will examine the effects of the dollar, the election, and the recession in the U.S. and look at what these factors mean for countries, regions, and cities competing for investment.

AREA DEVELOPMENT MAGAZINE & AREA DEVELOPMENT ONLINE

Known as the premier site selection magazine since 1965, *Area Development* magazine continues its role as the industry's most successful publication for site information and economic development marketing.

With 45,000 executive subscribers, *Area Development* magazine remains the leader in reaching the corporate decision-makers among the major manufacturing, distribution, and service provider companies.

Area Development.com has been redesigned and re-launched in 2007. It is a content-rich and robust site that is already considered the most advanced digital information resource offered in this field, with higher index rankings than any competing website based on Google Analytics over the most recent six months.

The company's Custom Publishing Group produces several award-winning vertical market publications and collateral marketing materials including directories, industrial maps, brochures, marketing materials, inserts, and custom economic development magazines for our clients.

THE CONSULTANTS FORUM & ADM CONFERENCE GROUP

Area Development magazine is the organizer of **The Consultants Forum** series. A best practices event for Economic Developers for those professionals involved in making investment happen in the real world. The first of these consecutive sold-out Forums took place in Chicago, May 31- June 2, 2006; the second in San Antonio, December 3-5, 2006. The 2007 Forums included June 3-5 at the US Grant Hotel in San Diego, California, and The Mansion on Forsyth Park, Savannah, Georgia, December 2-4. Other successful conference events included **The Location USA Forum** in Washington, D.C., and the **China Forum** in Chicago and San Diego.

This Conference Group has plans to organize several events in 2008. Further information can be found by visiting: <http://www.areadevelopment.com/consultantsForum/>.

The Consultants Forum has been praised for its boutique style; it has been designed to encourage discussion and interaction. "High end," "no nonsense program," "excellent networking opportunities," and "quality venue" are a few of the many accolades we received from attendees describing the first Consultants Forum.



“ I have never attended a conference where there was so much interaction between consultants and economic developers. What an opportunity...to query some of the most active consultants in the business in both structured and leisured settings. If you have ever wondered what site consultants are looking for...this is the conference for you. ”
Colby R. Tanner, Real Estate Manager, Distribution Centers, Wal-Mart Stores, Inc.

PARTICIPANT PROFILE

The audience will consist of international Investment Promotion Agencies and economic development professionals from all over the world, who are looking to attract invest from the United States.

If you want to:

- Get on the consultants' radar
- Strategically position your region in the global context of FDI
- Sharpen your offer to prospective investors from the United States
- Hear about the latest trends
- Gain an insight into the current corporate decision-making process

then you should not miss this event!

This is the only event designed for foreign investment offices based in the U.S.

SPEAKER PROFILE

This event will feature a world renowned group of site consultants who are currently working internationally and who collectively are responsible for managing over \$50 billion of investment. Our speakers will focus on the location needs, plans, and site selection process of U.S. corporations, and will examine how development agencies can best attract and retain investment from them. We are proud to say that our speakers are the best in the business.



MARK GIBSON

Senior Manager, National Director for Corporate Real Estate Consulting & Northeastern Hub leader of Business Risk Services Advisory Practice, Ernst & Young

Mark Gibson has over 24 years of experience in the shared services, business operations, real estate, and outsourcing businesses. He specializes in business process assessments and re-engineering, project management, cost reduction, outsourcing, procurement analysis, and shared services assessments. Originally from the UK, Mark spent 8 years living and working in Asia based in Hong Kong and Singapore before moving to the U.S. He has managed over \$3 billion worth of projects and holds some of the highest qualifications in Project Management. Prior to joining E&Y, Mark was the president of an outsourcing and project management company, a leader of PwC's outsourcing business, and the head of Projects and Change Management for a Fortune 200 company managing over 500 projects globally.

His diverse consulting experience ranges from leading the design and development of shared services centers/call centers on behalf of a Fortune 5 company, to the building of a procurement to pay solution for a Midwest client, to numerous complex consulting assignments for the likes of the state of Florida, 7-Eleven, Nortel, DoFA, and H&M management.

With regards to his relocation experience, Mark has sited the equivalent of over 20,000 people on three continents into a variety of solutions from shared services, office, data center, and call center to manufacturing. He specializes in very complex solutions that require both site analysis and business engineering or change management.



DANIEL MALACHUK

Senior Advisor Oxford Analytical

Daniel Malachuk works with business and government leaders on global direct investment strategies. In 2002, he retired as a consulting partner from Arthur Andersen's Global Corporate Finance Group, where he served as the worldwide leader of the firm's Global Business Location practice. He currently serves as an independent consultant and as a senior advisor to Oxford Analytica and to CB Richard Ellis.

Dan's location strategy clients have included some of the world's most dynamic corporate enterprises. He has worked directly with more than 50 enterprises, including Procter & Gamble, General Motors, Philip Morris, Deutsche Bank, GE Capital, Citibank, Goldman Sachs, Caltex Petroleum, Total Fina, Level 3, Mallinckrodt, Atlas Air, and the NCAA. He has also advised emerging growth companies — e.g., Monster.Com, VaxGen, Serologicals, and many others, particularly in the information science and biotechnology sectors.

On the "other side of the table," Dan has worked with more than 25 cities, states, and countries on their economic development strategies, especially those aimed at attracting new investment. Recent clients have involved him in working with leaders in the Middle East and the Caribbean, as well as in Europe and North America, and have ranged from Siberia to Bahrain, from the Philippines to Montreal, and from Puerto Rico to Newfoundland & Labrador.



PHIL SCHNEIDER

**Principal, Global Expansion Optimization and Location Strategy,
Deloitte Consulting LLP**

Phil Schneider, a Principal with Deloitte Consulting, is the global lead for Deloitte’s Global Expansion Optimization and Location Strategy (GEO) practice. His primary responsibility is to manage location strategy and site selection engagements, a field in which he has over 20 years of experience. Phil has conducted over 250 location strategy and site selection engagements for corporate clients across the industrial and functional spectrum including

shared service centers, call centers, R&D facilities, manufacturing, headquarters, and distribution operations.

Phil has led client location strategy engagements throughout much of the world, including projects in China, India, Slovakia, Czech Republic, Malaysia, Chile, Cost Rica, Mexico, and throughout Europe and North America. Prior to joining Deloitte, Schneider was a director at PHH Fantus, where he also managed location strategy engagements. He has authored numerous studies, articles, and speeches on site selection methodology, international location strategy, and economic development.

Representative Clients

Amgen, Apple, AstenJohnson/Heimbach, Barilla Foods, Bosch, Brambles, Bridgestone, Caterpillar, Core Materials, Crown, Genentech, Hyundai, John Deere, Johnson & Johnson, Palm/US Robotics, Morgan Stanley, Nestle, Palm, Pratt & Whitney, Rafalatac, Soitec, ThyssenKrupp, Toyota, The Gap, Ube.



LARRY MORETTI

**Eastern Regional Lead, Global Expansion Optimization and Location Strategy,
Deloitte Consulting LLP**

Larry is the eastern regional lead for Deloitte Consulting’s Global Expansion Optimization & Location Strategy (GEO) practice and subject matter expert on global business geography and deployment. He has over 20 years of experience, including three years leading Deloitte’s European site selection team in Brussels, solving problems related to the strategic and operational aspects of facility location, site selection, and economic development.

He has extensive industry experience in the banking/financial services, chemical/process, pharmaceuticals, consumer products, high-tech electronics, healthcare and not-for-profit industries. Larry has spoken and written on topics pertaining to headquarters ‘stay/go’, banking, manufacturing, high-tech, and customer service locations, as well as global location strategy and future trends. He has written or contributed to articles in *Area Development*, *Corporate Relocation*, *Fortune*, *The Wall Street Journal*, and others.

Corporate clients Larry has worked for in recent years are across industry, function, and geographies and include:

- American Express
- Bank of America
- Bank of New York
- BASF
- BMW
- Citicorp
- Corning Corp.
- Dow Chemical
- Hewlett-Packard
- HSBC
- ING Barings
- Intel
- Merck
- Pfizer
- Soitec
- Sun Microsystems

Larry has also had extensive experience guiding economic development and investment attraction agencies at the local, regional, and national level in North America, Europe, and Asia, including:

- Invest Northern Ireland
- Ireland Development Agency
- Manchester (UK) Investment and Development Agency
- Region Wallonia (Belgium)
- Scottish Enterprise Edinburgh-Lothian
- Southwest Region (UK)
- Sviluppo Italia
- Thailand Eastern Seaboard



THOMAS J. STRINGER

Director, Business Incentives Advisory, Duff & Phelps, LLC

Tom Stringer is a director in the New York office of Duff & Phelps, LLC, and is a member of the Business Incentives Advisory practice. Tom has over 9 years of experience securing federal, state, and local incentives worth more than \$300 million for small, middle-market, and Fortune 1000 companies.

In addition to representing clients in some of the largest transactions on the East Coast.

Tom is often engaged by regional, state, and foreign economic development agencies to advise on all phases of strategic business development and foreign direct investment initiatives.

Engagement highlights include:

- Currently negotiating incentives for a beverage industry headquarters and manufacturing facility
- Performed location analysis and labor study, and secured \$20 million in public incentives for the development of a major beverage bottling facility
- Maintains ongoing consulting relationships with several European and Canadian government agencies on foreign direct investment initiatives
- Retention projects: Recently negotiated incentives for a global chemical company
- Secured significant World Trade Center Economic Recovery grants for clients affected by the September 11th attacks
- Negotiated a contract with the State of Louisiana and City of New Orleans that permitted the National Football League to host the 2002 Super Bowl on a tax-free basis

Tom is a frequent speaker on a variety of real estate, business incentive, and site selection topics and serves as a resource in these fields for various business media including: *The Financial Times*, National Public Radio, *Area Development* magazine, the *Long Island Business News*, the *Rocky Mountain News*, and *Newsday*. He is also the author of business incentive articles appearing in the *Journal of Multi-State Taxation and Incentives* and *Area Development* magazine.



STUART MACKAY

President,
MMK Consulting Inc.

Stuart MacKay is the founder and co-author of the bi-annual Competitive Alternatives, KPMG's Guide to International Business Location. The recently-released seventh edition, released in March 2008, analyzes business cost structures in 136 cities in 10 countries --- the United States, Canada, Mexico, United Kingdom, Germany, France, Netherlands, Italy, Japan and Australia.

MMK Consulting Inc., is a firm specializing in financial, economic, and business consulting. Prior to forming MMK Consulting in 2001, Stuart was a Consulting Partner at KPMG for more than 10 years, where he founded Competitive Alternatives.

Stuart and his firm have directly assisted many medium-sized and large international firms in comparing options for locating their business operations, including the financial implications of proposed incentives packages. MMK Consulting has also worked with more than 80 economic development agencies, at the national, regional and local level, helping them to assess and improve their ability to attract business investment. Stuart and his firm have monitored the trends in international and regional business costs for more than 14 years, and Stuart has spoken to business audiences in more than fifty cities throughout North America, Europe and Japan.



THE CONSULTANTS FORUM SUCCESS STORY – HEAR IT FROM OTHERS:

“ Just wanted to thank and congratulate you again for the excellent job you did in organizing the Consultants Forum. Everything, from the selection of the speakers to the information presented, from the program to the venue in which it was held, was first-class. ”

**Sebastiano Marchese, Marketing & Promotion Manager, Invest in Italy Desk,
Italian Trade Commission**

“ I thought the Consultants Forum in Chicago was fantastic (well-organized, insightful speakers, and a great location). In the seven years I have been in this position, I have attended a lot of events around the U.S. and quite frankly would have to rate this near the top. It was well worth it. Thanks again for everything. ”

**John Swan, Investment Development Officer,
Ontario Ministry of Agriculture, Food & Rural Affairs (Canada)**

“ Consultants Forums by *Area Development* continue to give me a deeper understanding of the processes leading to investment project decisions, both from the company's and the third party's prospective. Understanding the process and the thinking of the managers is the key to success. I also see it from a European point of view, which helps me to understand issues on both sides of the Atlantic. ”

Bohuslav (Bob) Frelich, Executive Director - U.S., CzechInvest, Chicago

“ It was absolutely one of the best conferences I have ever attended. I was so impressed with the speakers knowledge and experience in global economics - I didn't want to miss a word. I heard the term used a lot during the conference – It was a “heady” experience. ”

**Karin Ford, Vice President, Client Services,
Economic Development Corporation serving Tulare County, California**

“ From my perspective this was one of the best run and focused meetings I have been to – well done! ”

Mark Gibson, Ernst & Young

“ Clearly exceeded expectations. Great topics and consultants! ”

Pete Marin, The Staubach Company

“ I thought the planning, location, speakers, and venues were exemplary. The small format was also great, allowing much opportunity for networking. ”

Chuck Pawlak, Binswanger Technology Group

“ By far the best money spent by my organization on a conference. ”

Julie Engel, Greater Yuma EDC

“ The Consultants Forum provided a great networking opportunity with some of the nation's top consultants. The engaging speakers provided valuable insights into current trends of the global market place as well as the latest methods used in site selection. ”

Mary Jo Hanover, CECD, Business Development Services Coordinator, Louisiana Economic Development

REGISTRATION

THE CONSULTANTS FORUM – INTERNATIONAL May 12, 2008

The Parker Meridien Hotel
New York City, NY

To register for the Consultants Forum–International, please complete this form. Submit one form per delegate.

Registration must be received to reserve a seat and guaranteed only with receipt of payment.

Registration is \$995 per delegate. Associate Group Rate discount - a discount of 10% is available for three (3) or more registrants from the same organization.

Please invoice me for \$995 to be paid by company check.

I will pay online with credit card.

**Choose
one of
these
response
options:**

ONLINE: www.areadevelopment.com/consultantsforum

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Conference fee includes one registration and all receptions and meals throughout the Forum.

Please mail your completed form with a company check. All payments in U.S. funds only made payable to: **Area Development Magazine**.

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THE CONSULTANTS FORUM
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SITE AND FACILITY PLANNING