

Overview

Dentons was founded on the idea of challenging the status quo by delivering innovative solutions to our clients' problems. That is why we developed our Global Trade and Investment Platform (GTIP)—a new and wholly unprecedented program to help economic development organizations (EDOs) strengthen and more effectively execute their international trade and foreign direct investment (FDI) initiatives.

Sustainable economic growth

At the most basic level, trade activity and FDI represent a direct infusion of capital into a region from abroad. Companies that export and receive FDI pay higher average wages, contribute more to regional R&D efforts, and increase productivity of domestic markets through the infusion of new technologies and practices.

Additionally, FDI via mergers and acquisitions offers a distinct set of benefits. Such transactions can, for example, provide existing companies with needed capital for expansion and technology, leading to increases in productivity and competitiveness. Meanwhile, exports often increase with access to the parent company's international distribution network and local outlooks change—becoming global.

Most importantly, trade and FDI matter because engaging globally is critical for job creation and regional economic success. In a world where competition is increasingly global, regions must engage actively in the global economy—not just to get ahead, but to avoid falling behind.

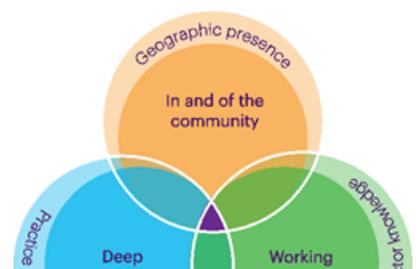
Leveraging Dentons' platform

The GTIP gives states, provinces, cities and metropolitan regions a unique and affordable way to implement their trade and investment plans by:

- Tapping into the global marketplace to increase exports
- Attracting, leveraging and retaining foreign direct investment
- Forging and solidifying international connections

“In and of” the community

Attracting trade and FDI is highly dependent on relationship building within both the public and private sectors. Occasionally, a transaction will happen quickly. However, this is the exception, not the rule. Depending on the target country, it could take years to build the relationships and trust necessary to bring about the desired economic result. The GTIP platform can help you maintain your presence in targeted countries by delivering industry sector intelligence, political/governmental support, after-care and key connections throughout the



year.

Typically, EDOs use one of several options for establishing presence in foreign regions. They can either make periodic trips or conduct trade missions to those locations; hire a consultant in that market to represent their interests; or open a representative office in that market.

All three of these options are expensive and carry with them limitations and risks.

The Dentons Global Trade and Investment Platform is a new option that provides a higher value because our partners around the world are well established within their communities and industry sectors. Deep knowledge of local laws, economies and cultures is vital to the success of any venture. And one-time trade missions or periodic visits to foreign countries are simply not enough to maintain relationships and keep up with the pace of global commerce. Increasing competitiveness in every sector and market demands a constant presence and strong local ties with working knowledge of political and economic conditions.



The opportunity

A select number of EDOs worldwide will have the opportunity to leverage our global presence. Those who take advantage will gain a crucial edge in the competition for investment.

As the world's largest law firm, Dentons has the knowledge, the presence and the ties. With more than 12,500 lawyers and professionals operating from 181 offices in more than 73 countries, we are proud to say that we are both "in and of" the communities where our clients do business.

Wherever you go in the world, you will have a powerful ally in Dentons. Representing more than 180 of the 200 largest companies in the world, we possess deep experience, capabilities and connections in 24 sectors and 39 practices.

The Dentons Global Trade and Investment Platform is, very broadly, a three-phase process.

Phase I is an exploratory workshop. The basic structure of the platform is the same for all of our clients, but each has specific goals based on their job-creation needs. Therefore, the opening workshop provides stakeholders a chance to develop and refine a targeted strategy for international trade and investment. The workshop will be led by Dentons professionals with deep experience in economic development at the federal, state and local levels. The group will first conduct a detailed economic review of the region to ensure all stakeholders are operating from an agreed-upon set of facts. Next, we will establish long-term goals, including expected job growth and level of capital investment. Finally, we will outline short-term goals, including target industries and desired global markets. In addition, workforce development goals, legislative opportunities and marketing plans will be solidified. The Dentons team will then produce an extensive investment plan to serve as the basis for all future work.

In **Phase II**, the Dentons team will work with various stakeholders to execute the agreed-upon strategy. This phase will be different for every client, but we expect the majority of our clients to take advantage of our international presence through trade and investment trips abroad, which we will facilitate. Our ability to link organizations with potential trading partners and capital investors around the globe is unparalleled. We have professionals with local connections assisting clients in 181 cities and more than 73 countries around the world. The platform provides an alternative to traditional lead generation and international trade matchmaking strategy. Oftentimes economic development organizations contract with consultants or establish trade offices in a few cities around the world to generate leads. This platform provides a more cost effective and efficient way to engage with prospective international business partners. A single engagement with the Dentons Global Trade and Investment Platform can provide access around the world operating through one point of contact.

Phase III can be, and often is, carried out at the same time as Phase II. Phase III achieves any domestic goals clients set forth during the original workshop. Our Dentons 50 network provides public policy coverage in all 50 states and our federal lobbying team is equipped to promote your state's interests in Washington, DC. Furthermore, our professionals have deep experience leading workforce-development campaigns and can assist in strategizing and implementing vocational training and apprenticeship programs.

Your Key Contacts

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