



CONSULAT DES ÉTATS-UNIS D'AMÉRIQUE À LYON

Le Commerce avec les Etats-Unis: Ressources et Opportunités



www.SelectUSA.gov

www.export.gov

www.americahouselyon.org



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About SelectUSA



Created by the Executive Order of the President of the United States in June 2011, a federal effort at coordination and facilitation.



U.S. Commercial Service
Embassy of the United States
U.S. Commercial Service
NEO Building
14, boulevard Haussmann
75009 Paris

Tel: [33] (0)1 43 12 71 28

Fax: [33] (0)1 43 12 70 50

Contact us via e-mail:

Isabelle.Singletery@trade.gov

Paris.Office.Box@mail.doc.gov

Ranking: Ease of Doing Business	
1	Singapore
2	Hong Kong
3	New Zealand
4	United States
5	Denmark
6	Norway
7	United Kingdom
8	South Korea
9	Iceland
10	Ireland

Source: World Bank, Ease of Doing Business Report 2012

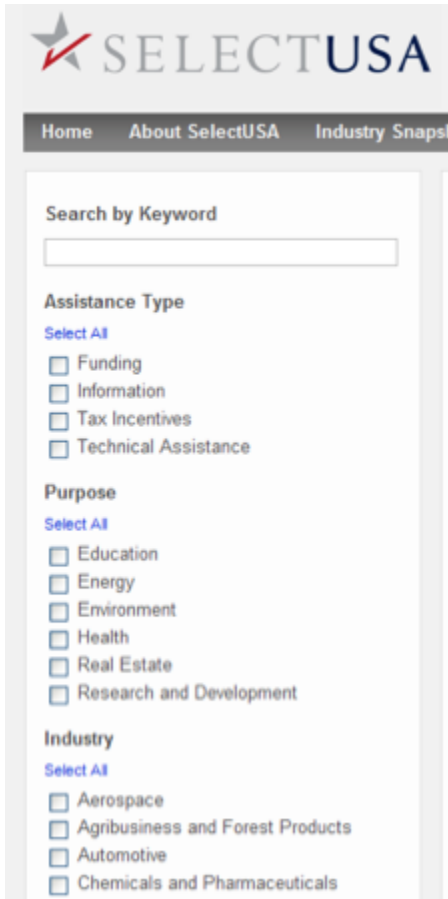


CONSULAT DES ÉTATS-UNIS D'AMÉRIQUE À LYON

Investing in the United States

- Geographic neutrality re: U.S. states and territories (Federalism)
- Housed in the U.S. Department of Commerce; Represented by the Commercial Service at U.S. Embassies and Consulates around the World
- What we do:
 1. Facilitate Business Inquiries
 2. Act as Ombudsman and Advocate
 3. Connect Investors with State/Local EDOs and Provide Guidance to EDOs
 4. Conduct Investor Outreach and Educate Investors
 5. Lead and Coordinate an Interagency Working Group

Information & Counseling



SelectUSA provides actionable information to foreign firms to help them...

- Incorporate a business in the U.S.
- Understand basic U.S. tax and legal concepts
- Learn about incentives available to businesses in the U.S.
- Connect with U.S. state, city, or regional economic development offices to learn about investment opportunities
- Apply for a business-related visa

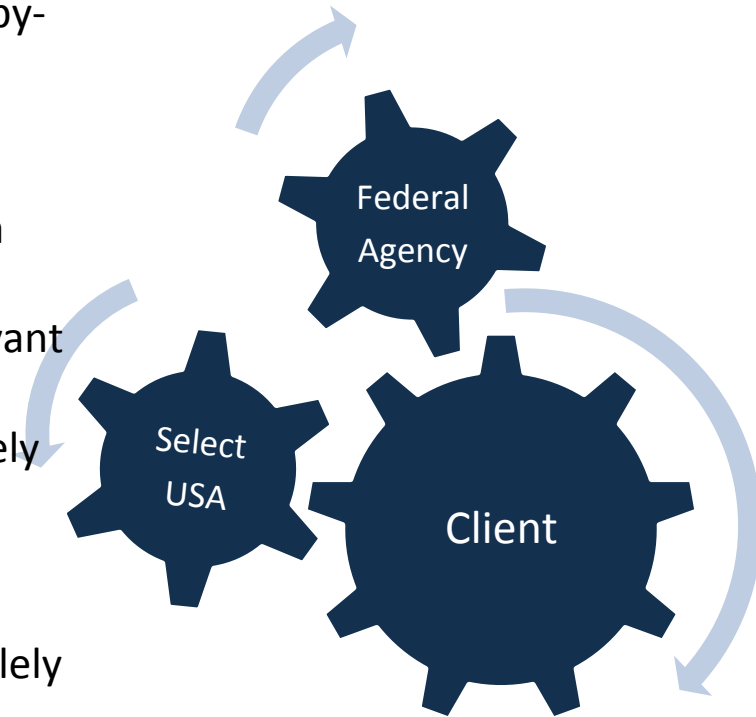
Foreign investors can communicate with SelectUSA by phone or email in Washington, DC.



Ombudsman Assistance

SelectUSA works across the federal government on a case-by-case basis to:

- Address foreign investor concerns and issues
- Connect with a federal agency/ office to seek insight into a specific case
- Offer to facilitate direct communication between the relevant federal agency and the client, as appropriate
- Identify federal regulations or processes that may negatively impact the U.S. business climate to U.S. policy makers



Investor inquiries with SelectUSA are treated as business-confidential, and the Ombudsman function is conducted solely by SelectUSA headquarters.



Why / Pourquoi Rhône-Alpes?

Leading customer / supplier countries

Rhône-Alpes Part / total R.A. / France (%) exports (%)

Leading customer countries

1. Germany	6,897 M€	14.5	9.9
2. Italy	5,574 M€	11.7	16.3
3. Spain	3,322 M€	7.0	10.9
4. United States of America	3,056 M€	6.4	13.1

(source: CCI Rhone-Alpes)

Premiere presence économique étrangère dans la region:

Premiere region industrielle et manufacturiere francaise

801 implantations à capitaux américains et 45 072 salariés

➤ Dont 470 établissements > **10 salariés** & 331 établissements <**10 salariés**

207 implantations Rhone-Alpes aux etats-unis (source: CCIR Rhône-Alpes)

Avantages, et Pourquoi Maintenant?

- La reprise économique est lente et constante; le chômage est passé de 9.9% en Février 2010 à 7.5% en Avril 2013 , 38 mois consécutifs de croissance en emploi

(source: Bureau of Labor Statistics)

- L'effet continue du « stimulus », une "transformation" de l'économie américaine .



Donne une bonne idée des secteurs actifs et attractifs

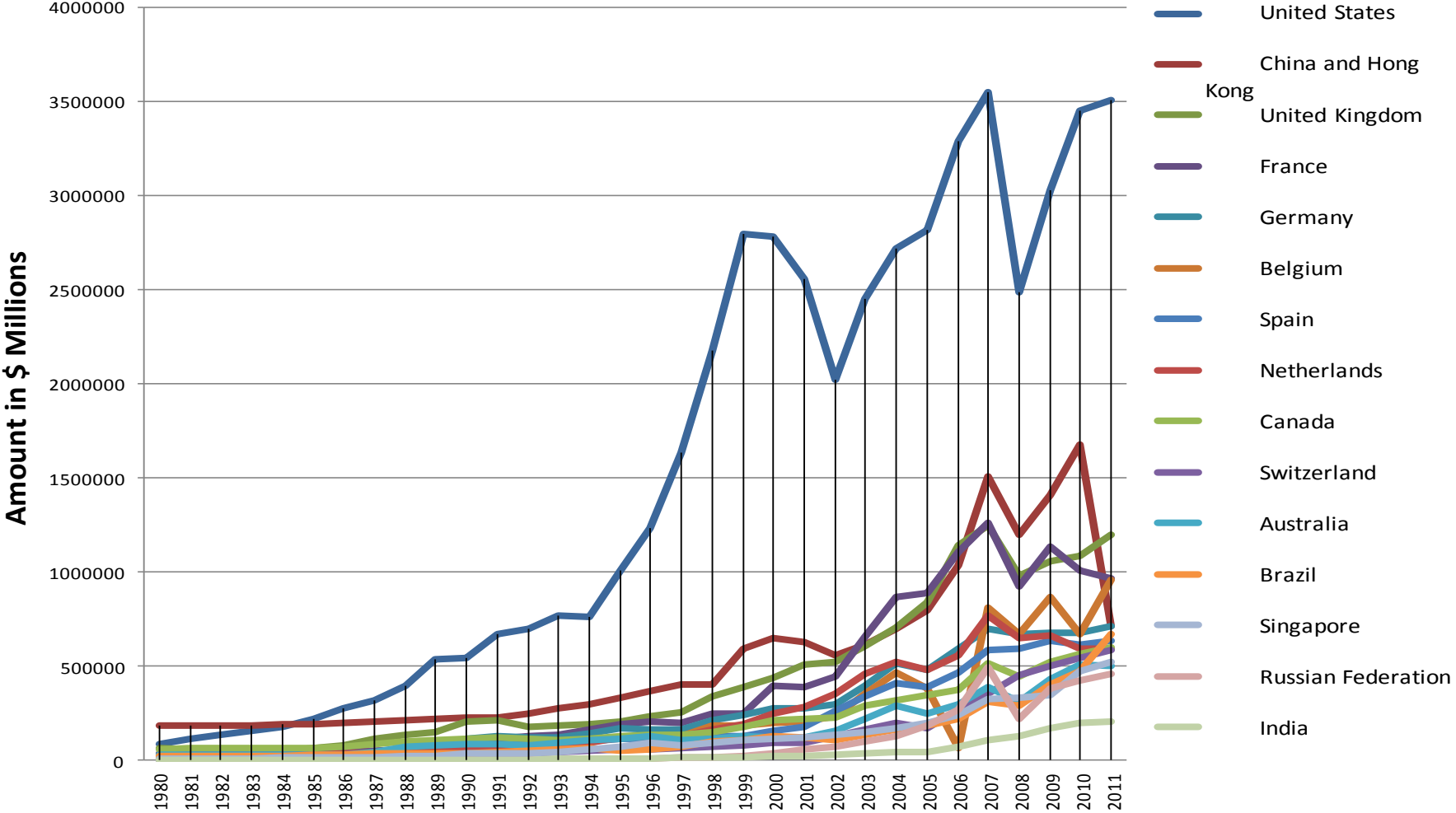
- \$94 milliards dans les énergies vertes et l'innovation, quelques \$200 milliards en capital du secteur privé ont suivi
- Sciences de la Vie (Biotechnologies/ Equipements Médicaux)
- IT – Software
- Environnement / Technologies propres
- Systèmes de transport et Technologies logistiques

- Immigration Reform – se déroule entre maintenant et fin 2013
 - secteurs STEM
 - Il s'agit de vous!

Global FDI Trends



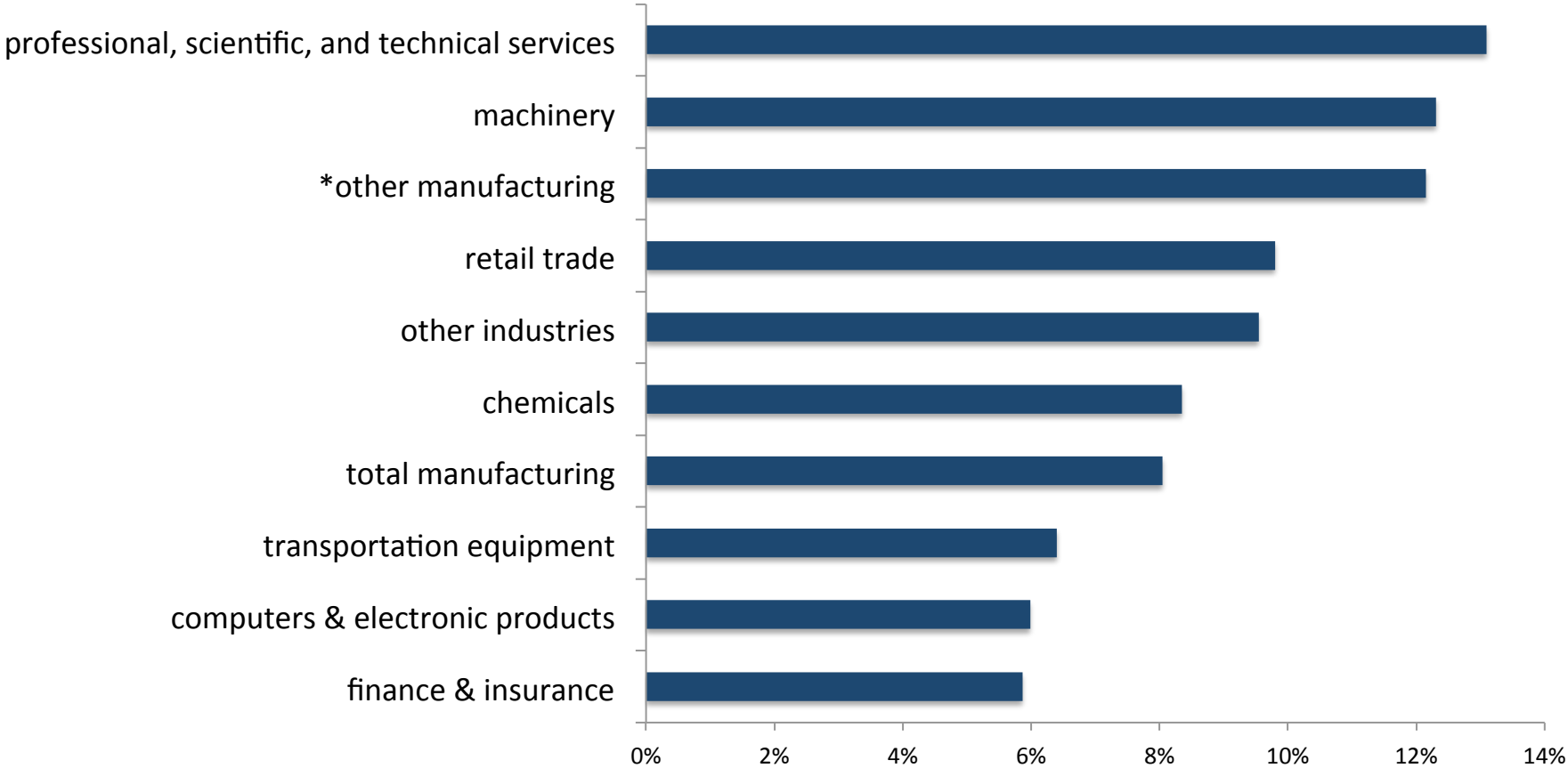
Global Inbound FDI Stock (1980 - 2011)



•Figures available on market value basis
 Source: UN Conference on Trade and Development

Top 10 FDI Growth Sectors in the United States

(Compound annual growth rate in FDI position between 2006 and 2011 on a historical cost basis)



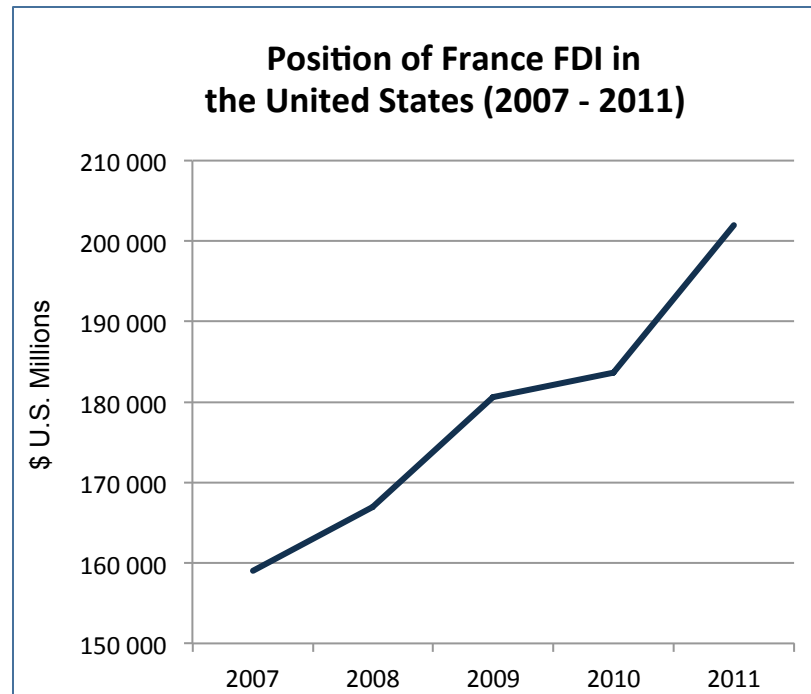
*“Other Manufacturing” does not include food, chemicals, primary and fabricated metals, machinery, computers and electronic products, electrical equipment, appliances and components, and transportation equipment.

Source: Department of Commerce, Bureau of Economic Analysis

U.S. FDI Trends - France

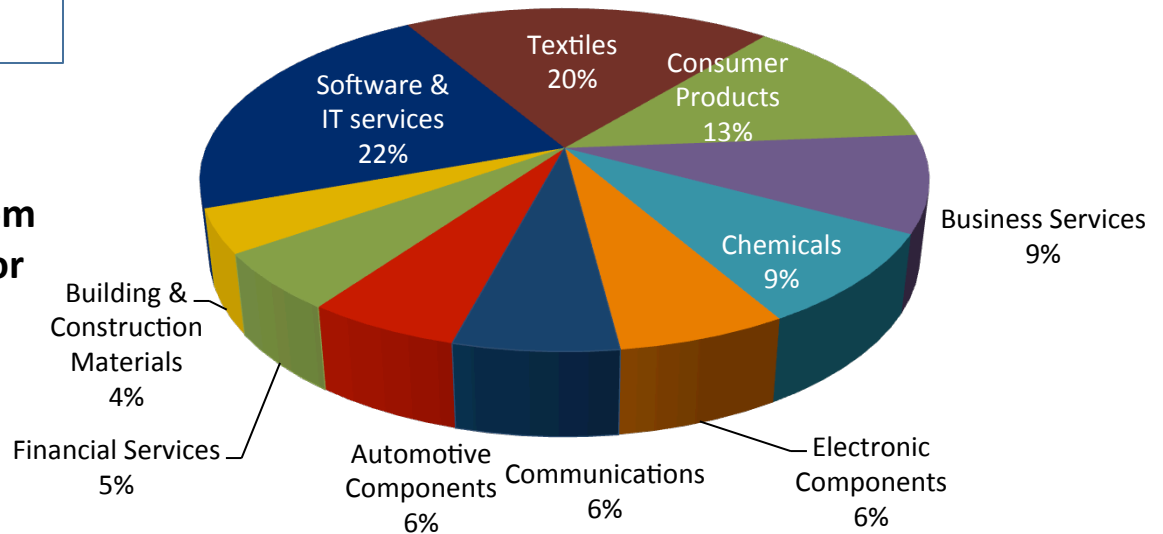
Rank	2011 FDI Position in the United States	Billion USD
1	United Kingdom	527.8
2	Japan	293.8
3	Germany	265.4
4	Canada	244.6
5	France	201.9
6	Netherlands	132.5
7	Switzerland	126.1
8	Ireland	98.2
9	Australia	58.6
10	Belgium	53.1

Source: Bureau of Economic Analysis



Recently Announced FDI Projects from France to the U.S., by Industry Sector (2003-2012)

Source: fDiMarkets.com



The U.S. Business Climate



Strategic Market & FTAs

Population of U.S. and FTAs is 695 million; U.S. 42% of Global Consumer Goods Market ¹

Center for Global Innovation and Entrepreneurship

U.S. Responsible for 36% of Total World R&D Expenditures (EU-27 accounted for 24%);
Average 558,000 new businesses created per month in 2009 ²

Strong Intellectual Property Right Protections

50.1% of the Patents Granted in 2009 by the U.S. Patent Office Originated
from a Foreign Country ³

A Leader in Higher Education

15 of the top 20 universities in the World (Europe has 4 of the top 20) ⁴

Productive Workforce

U.S. labor productivity grew 2.3% in 2009 (France: -1%, Germany: -2.3%, UK: -2.5%) ⁵

Low Manufacturing and Energy Costs

By 2015, average U.S. manufacturing costs estimated to be 21 percent lower than
Japan, and 15% lower than France and Germany Sources: Boston Consulting Group,
September 2012; U.S. Department of Commerce Office of Manufacturing and Services

1. Office of the U.S. Trade Representative; Central Intelligence Agency – The World Factbook; and Credit Suisse survey; 2 National Science Foundation Science and Engineering Indicators 2010; Kauffman Index of Entrepreneurial Activity 1996-2009; 3. U.S. Patent and Trademark Office; 4. The Times Higher Education Report 2010-2011 (U.K.); 5. OECD Labor Productivity Statistics; 6. U.S. Census Bureau,