

OCBC INTERNATIONAL BUSINESS ATTRACTION COMMITTEE

MISSION STATEMENT

To attract, support and retain foreign direct investment in Orange County by promoting its world-class business environment, fostering international partnerships and providing access to resources, networks and market opportunities that enable global companies to succeed.

VISION STATEMENT

To position Orange County as a leading West Coast gateway to the U.S. market and hub for growth and innovation by attracting top global companies to invest and expand, driving job creation, strengthening regional competitiveness and fostering a dynamic, prosperous and future forward economy.

PROGRAM DESCRIPTION

The Orange County International Business Attraction (IBA) Program and Committee will promote Orange County as a world-class business location for global companies entering or expanding in the United States. Through focused outreach, a strategic marketing plan, an IBA Toolkit and the development of ChooseOC.com, the program will highlight the county's innovation ecosystem, skilled talent, quality of life and strategic access to the U.S., West Coast and regional markets. The IBA Committee will build a robust foreign investment ecosystem that connects investors with trusted local service providers across sectors.

PROGRAM OBJECTIVES

- Create an international business attraction strategy for OC
- Build ChooseOC.com website
- Grow the IBA ecosystem (attorneys, accounting firms, banks, logistics providers, tax advisors, HR firms, real estate brokers, etc.)
- Engage key U.S. and foreign stakeholders (Consuls General, international trade offices, foreign industry groups)
- Develop an OC investment Toolkit for potential investors
- Attract international companies to locate in Orange County

OCBC IBA COMMITTEE MEMBER BENEFITS

Business Leads and Networking

- Priority access to referrals and business leads
- Host inbound foreign executives, VIPs, delegations, investors
- Join future outbound business development delegations
- Represent OC IBA initiative at events and conferences
- Build international and local relationships

Marketing and Recognition

- Recognition on digital and printed materials, promotions, newsletters
- Your logo and website link on ChooseOC.com and investment tool kit for investors
- Priority consideration for speaking opportunities at events/briefings for potential investors

Help shape the program

- Help shape priorities, strategies and target markets
- Contribute your expertise to investment toolkit, OC "pitch deck"
- Develop local events such as "SelectOC" / "ChooseOC" / country roundtables / forums
- Develop branding (i.e. Silicon Valley, Telecom Corridor, Optics Valley, Tech Coast)
- This is a "living" committee and we want to help you achieve your business goals

For information, contact OCBC International Business Attraction Advisor Jim Mayfield at fdi@ocbc.org.

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