

# AUSTIN BUSINESS DELEGATION TO ASIA



CITY OF AUSTIN ECONOMIC DEVELOPMENT DEPARTMENT

# AUSTIN'S PROSPERITY ENGINE

The **City of Austin's Economic Development Department** Global Business Expansion division is dedicated to promoting Austin's position in the global marketplace to create a sustainable, vibrant economy that protects and enhances the environment, culture, and livability of the Austin area.



# Austin's Prosperity Engine

## CITIZENS

We build programs that create a better future for all Austinites.

## BUSINESSES

We help Austin's businesses and entrepreneurs reach their full potential.

## NEIGHBORHOODS

We revitalize, energize and uplift Austin's diverse local communities and neighborhoods.

# Austin's International Stats

## CITIZENS

20% of our population is foreign born.

Daily over 1,700 Austinites travel internationally.

## BUSINESSES

Exporting \$10.1b with majority to Asia.

ATXBound initiative with chambers of commerce.

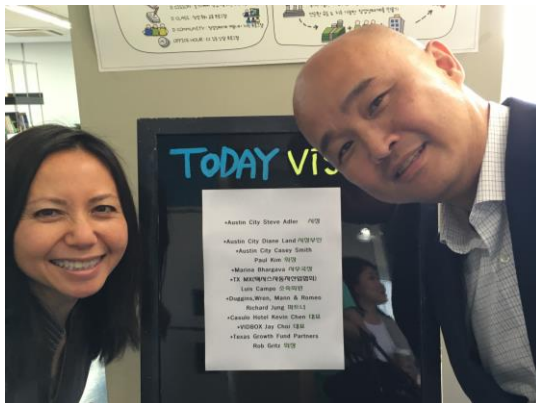
712 businesses exporting or are internationally based.

## NEIGHBORHOODS

Soul-y Austin districts with historical roots.

Council Districts represent an average of 45 local businesses working internationally.

# Asia Delegation



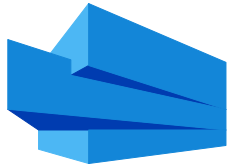
# Delegation Purpose

Explore trade and business opportunities



- Connect local businesses to international distribution agents, investors, and sales points
- Provide access to high ranking government officials and business leaders
- Cultivate business development relationships and build on Austin, Texas brand
- Arrange relevant 1-1 business meetings

# Planning Team



**Economic  
Development**  
CITY OF AUSTIN

- Gathered community input prior to visit.
- Worked with GBRE partner cities to arrange relevant meetings.
- Promoted the opportunity to ATXBound membership.
- Vetted delegates for business goals and diversity.
- Provided group ground transportation to meetings.



GREATER AUSTIN  
**Asian Chamber**  
OF COMMERCE  
*For All.*

- Identified Austin “hosts” from their membership for each country.
- Arranged relevant business and diplomatic meetings.
- Promoted the opportunity and application to their membership.
- Assisted with the vetting process.
- Provided cultural warm-up training to delegation prior to visit.

# Immediate Outcomes

**ATX Environmental  
Solutions**

**Duggins, Wren, Mann &  
Romero, LLP**

**Technology & Integration  
Group**

**TXMX**

**Ultra Electronics**

**Casulo Hotel**

**Modernize**

**Texas Growth Fund**

**Singapura Ventures**

**MamaEnglish**

**ALG Immigration Law Firm**



## CASULO HOTEL

Local hotelier owners, Sam & Kevin Chen.

*Secured investment in Casulo franchise while in China and Taiwan.*



美妈英文

## MAMA ENGLISH

Founder Yishaun Yang, leveraged her participation in the Mayoral-led business delegation by arranging focus groups while on the delegation.

*She experienced a 20x increase in downloads of her app.*



## TEXAS GROWTH FUND

Principal Rob Gritz introduced 10 agents to the Austin market.

*He left with two signed agreements in hand.*



# Continued and Upcoming Activities



## WE WILL CONTINUE

- Providing visibility to ready opportunities for Austin businesses.
- To share information about our international cities with ATXBound.
- Mayoral and council led outbound business delegations.

## UPCOMING INITIATIVES

Partner with EB-5 Regional Investment Center.

*Measure foreign investment, influence where the investment happens, and gain revenue stream.*

Expand Reciprocal Soft Landing Pads.

*Include more Austin Accelerators & Incubators under Science Cities Network project.*

Institute a Mayor's Industry Cabinet.

*Rotating, honorary cabinet comprised of small and medium enterprises interested in expanding internationally. Provide opportunities to speak to incoming delegations.*

Pursue Business Connections.

*Those that can fill our industry gaps and promote the Austin brand.*



# THANK YOU!

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