

COUNCIL OF AMERICAN STATES IN EUROPE

- WORKING WITH U.S. STATES AND GOVERNMENT PARTNERS -

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IHK Bayreuth – October 2021



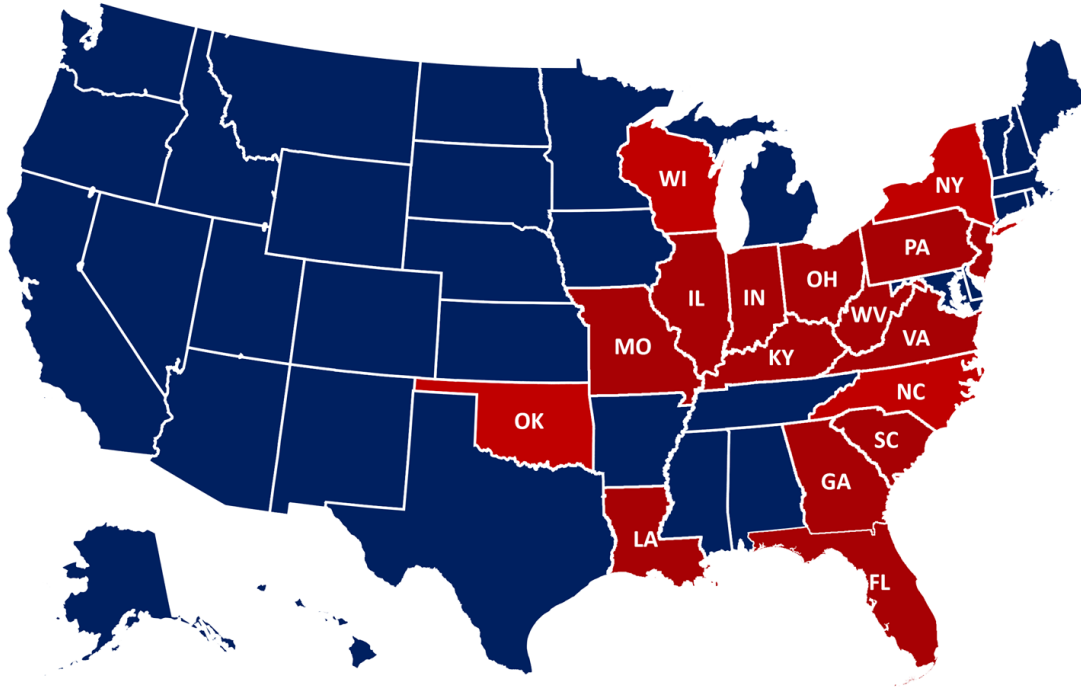
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CASE - ORIGINS

- Founded in **1971** in Brussels, CASE brings together **17 U.S. states** with official representation(s) located throughout Europe.
- CASE offers **50 years of experience.**
- CASE is funded by its state members, which serve as direct extensions of their state government's economic development organizations.
- **Free of charge, no obligation & confidential**

CASE MEMBERSHIP



Florida
Georgia
Illinois
Indiana
Kentucky
Louisiana
Missouri
New Jersey
New York
North Carolina
Ohio
Oklahoma
Pennsylvania
South Carolina
Virginia
West Virginia
Wisconsin

 Participating States



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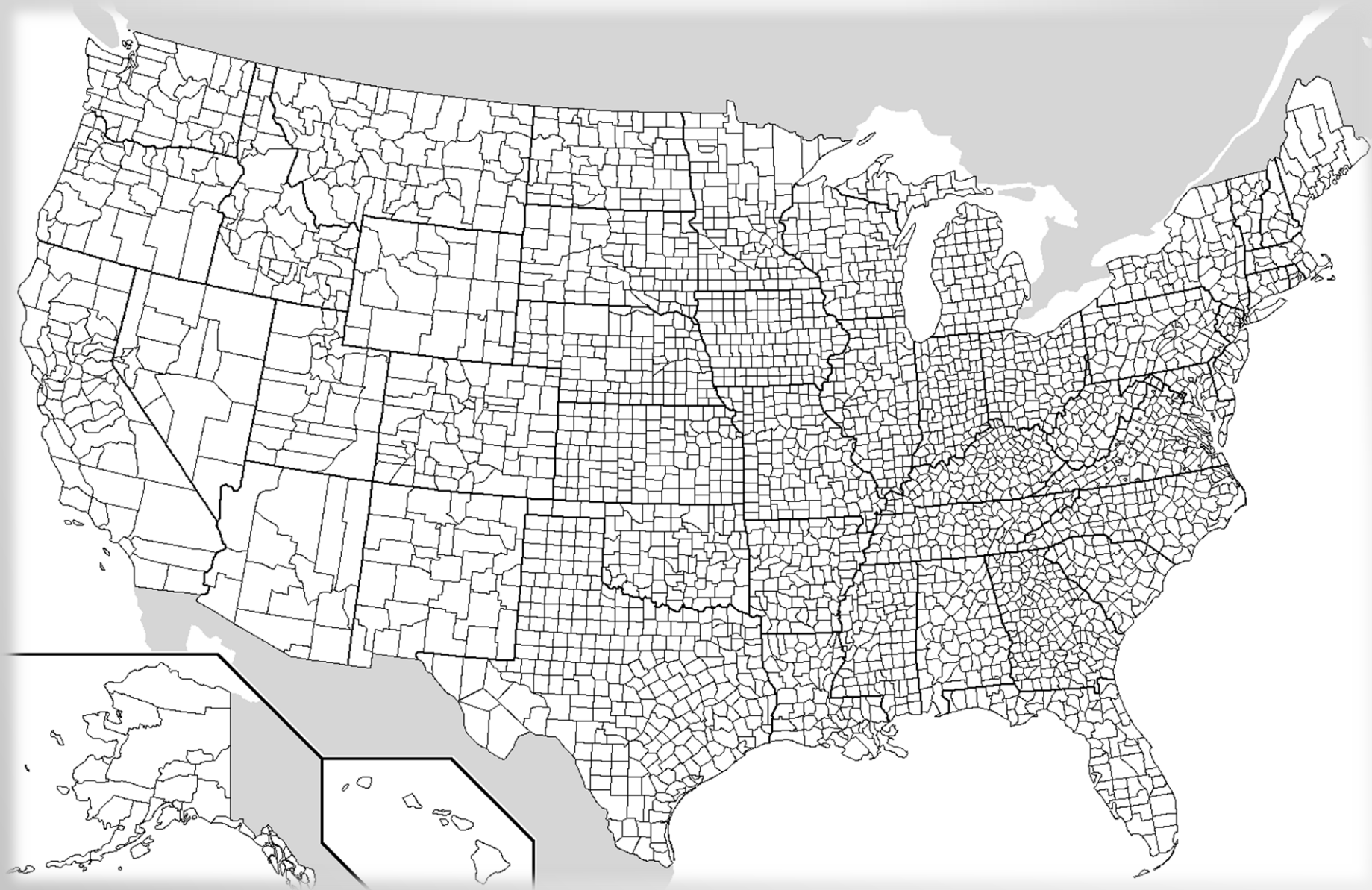
CASE'S VALUE PROPOSITION

- First point of contact with U.S. state representations on the ground → **Access**
- Professional consultative service that is free of charge and confidential → **Expertise**
- Experienced economic development professionals with expertise guiding companies of any size and from any sector → **Ease**



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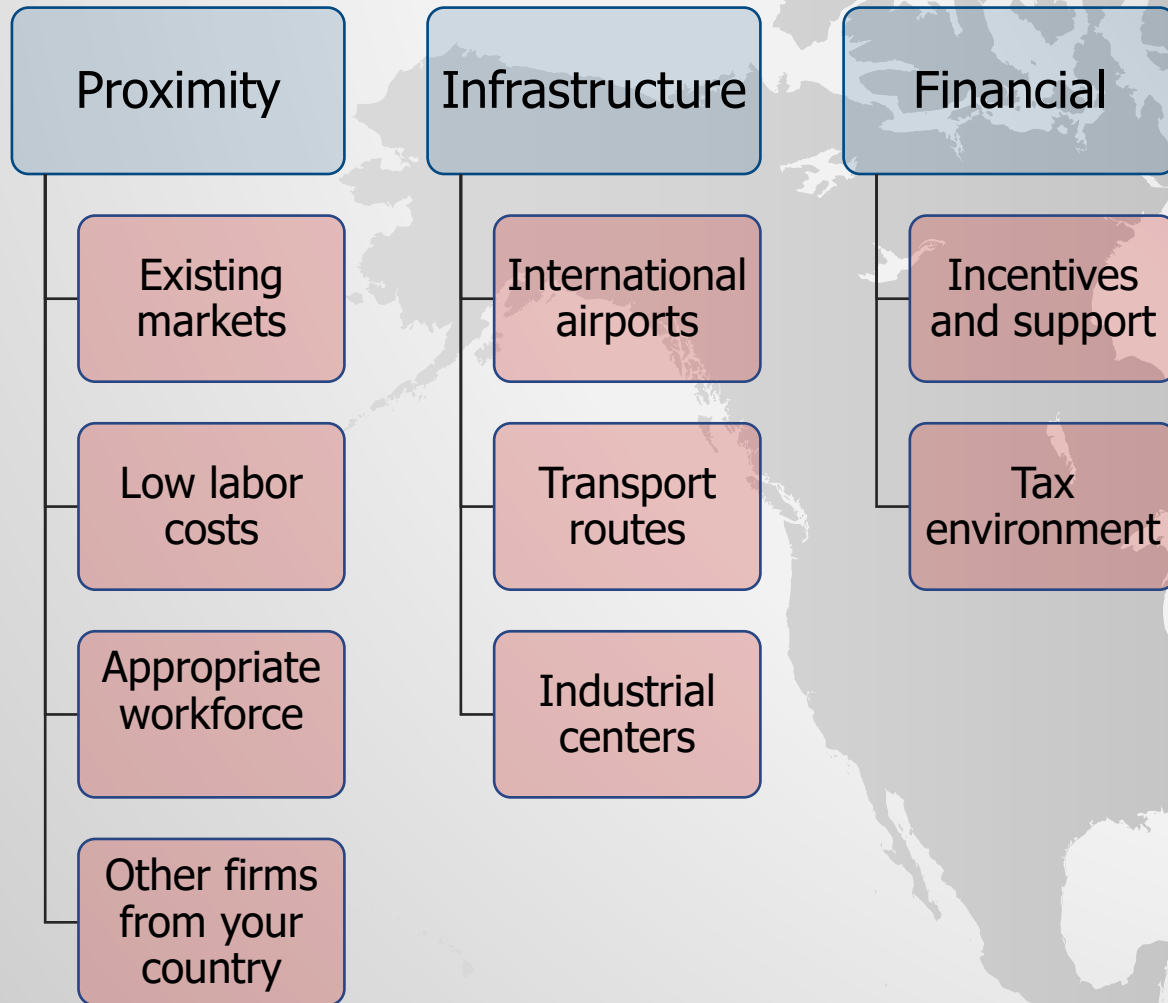
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WHERE TO GROW YOUR BUSINESS...



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TAKING THE FIRST STEP WITH CASE → WHERE TO START

- **Business Plan:** Existing customers, current footprint & growth potential
- **Regional Focus:** location, location, location!
- **Size & Scope of Project**
 - CAPEX
 - FTEs: Wages, qualifications
 - Investment period & Timeline

WHAT STATES WOULD LIKE TO KNOW...

Location & Investment	Potential investment
	Industry sector
	Facility size
	Greenfield or existing
	Location factors: infrastructure, proximity to transport hub
People	Potential job creation
	Employee qualifications
	Relocation of key European staff
	Other: proximity to universities, urban or rural



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