

# International Business Development

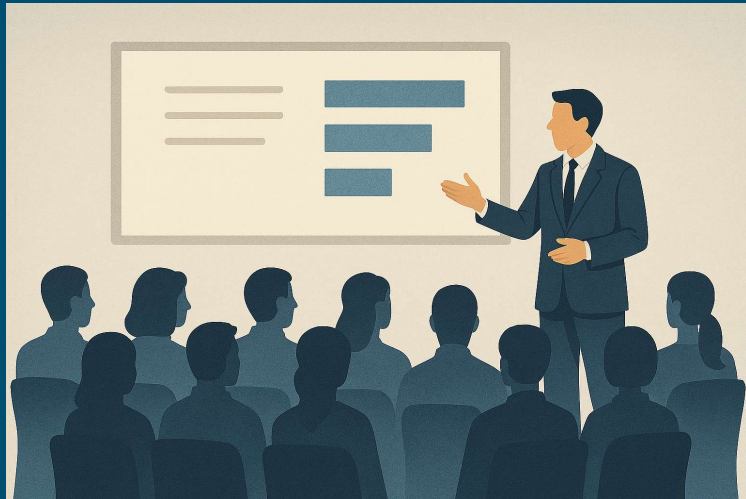
- Trade
- International Business Expansion
- Foreign Direct Investment (FDI)

*Team*  
**IDAHO**



# Three Paths to Economic Growth

- Trade
- International Business Expansion
- FDI



# Differences between all 3

## Trade

The exchange of goods and services between countries—helping businesses reach new markets and grow their sales globally.



## International Business Expansion

When a company grows its operations into new countries to reach more customers and increase its global presence.



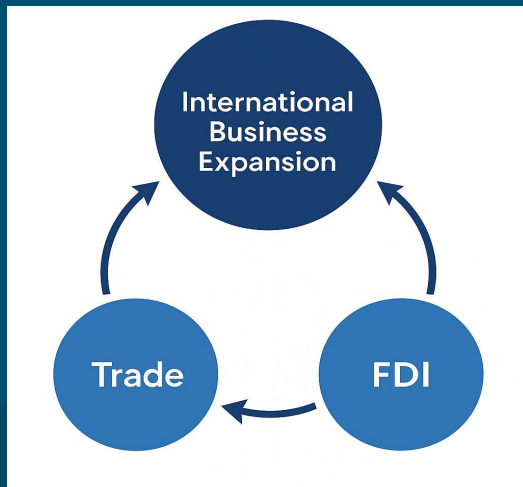
## Foreign Direct Investment (FDI)

When a company invests in and runs a business in another country—bringing jobs, capital, and new skills to the local economy.



# Why do all 3 Matter?

- Trade connects Idaho Business to global markets
- International Business Expansion scales firm output, diversifies market exposure, and drives job creation
- FDI brings global companies to Idaho
- All 3 diversify and strengthen the Idaho economy



# Trade Contributions to Idaho



- Expands market access for Idaho products beyond domestic demand
- Supports job creation across key industries like agriculture and manufacturing
- Increases export revenues and strengthens economic output
- Enhances competitiveness through global market exposure

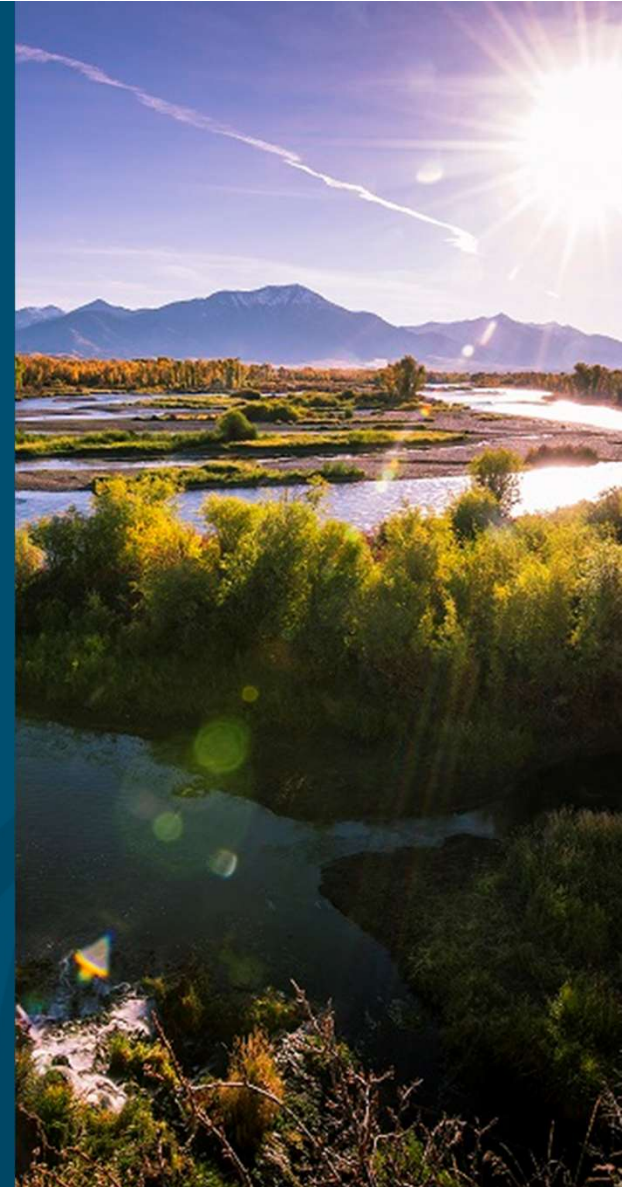
# Key International Trade Team

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- Eddie Yen – Taiwan
- Ivan, Kevin, Junko – Japan
- Beatrice Sanchez – Mexico

## Support Provided to Idaho by International Trade Team

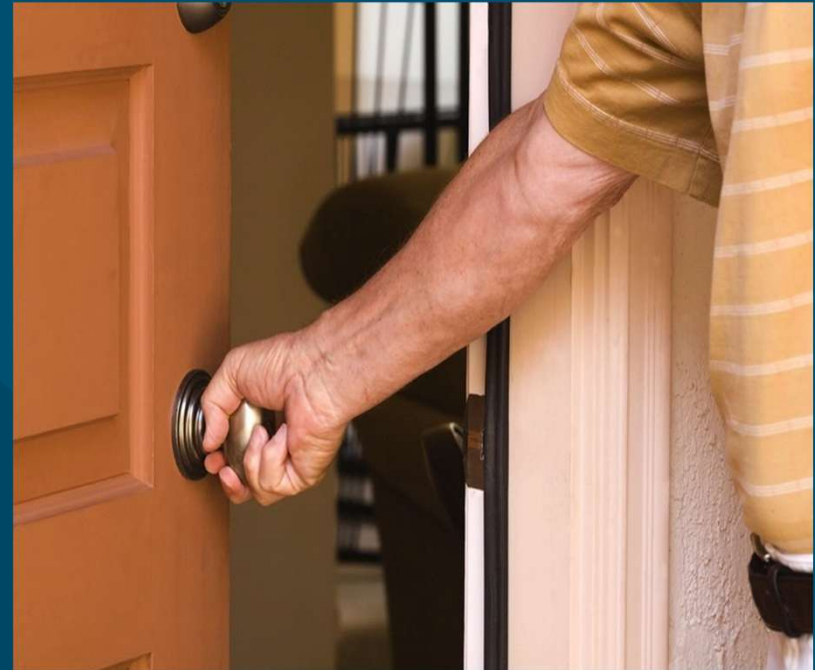
- Assist in identifying investment opportunities
- Make recommendations on attending global investment conferences, summits, and trade shows
- Help conduct follow-up meetings with companies



# International Business Expansion Overview

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- Building collaborative relationships
- Utilizing foreign entities as a resource for mutual benefit
- MOU's
- New Markets for Idaho Companies – Partnership Opportunities
- Places Idaho on the global stage



# Partnership Opportunities

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- University of Idaho working with University of Burgundy
- CSI working with Ferrandi Culinary School
- Idaho Universities have ongoing cooperation with foreign Universities.
  - Agricultural Science
  - Materials engineering
  - Applied Technology Research



# International Collaboratives

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- CASE (Council of American States in Europe)
- Economic Development Organizations working in France & Europe
- Economic Development Organizations working in Taiwan & Asia



# FDI Strategy Overview

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## Goal:

Attract international investment by strengthening global partnerships and identifying opportunities.



# Understanding Target Markets

- Research country culture and business practices
- Identify industries aligned with Idaho Strengths



# Forging International Partnerships

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- JETRO - Japan External Trade Organization
- Business France
- Enterprise Singapore
- VCCI - Vietnam Chamber of Commerce and Industry
- JOI – Japan Institute for Overseas Investment
- Dijon Bourgogne invest
- Rennes Métropole
- Bretagne Développement Innovation (BDI)



Relationship building in target countries

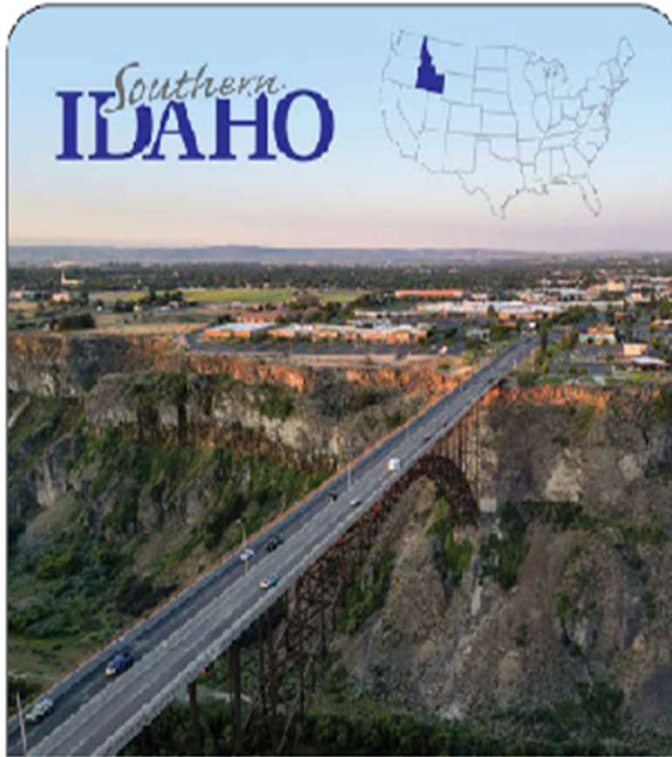
Strengthens opportunities for FDI in Idaho

# Southern Idaho International Strategies

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- Showing up where it counts
- Meeting Business France
- French companies visit to Idaho
- SIEDO Consultant – Daniel Dozier
- Opened office in Rennes France
- SelectUSA





Team  
**IDAHO**

# Business Success

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- Redox making business connections in Europe
- Leads to more innovation and access to larger markets
- Created access to people and opportunities



# Why does International Business Development Matter for Idaho's Future?

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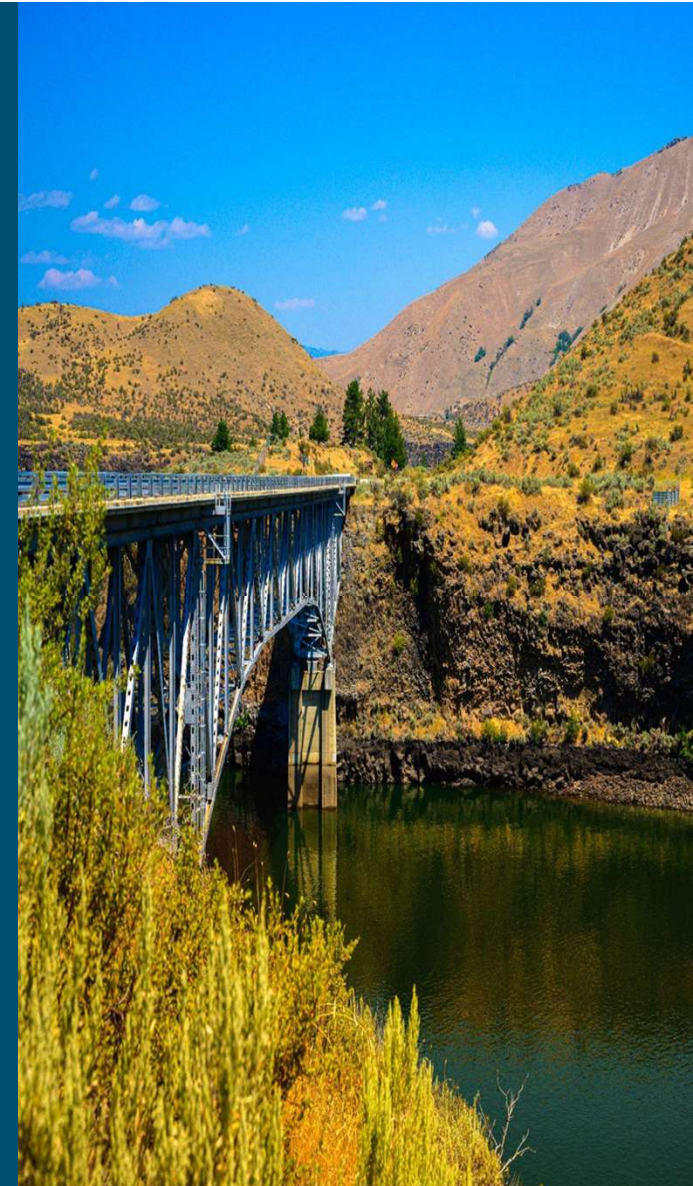
- Idaho's pro-business environment, skilled workforce, and strategic industry strengths make it uniquely positioned for continued investment.
- Growing momentum in advanced manufacturing, semiconductors, and agricultural innovation signals sustained opportunity.

## Drives High-Quality Job Creation

- FDI brings skilled, high-wage employment opportunities that strengthen Idaho's workforce and communities. Accelerates Innovation & Industry Growth

## Strengthens Rural & Urban Economies

- Investment reaches across the state—supporting both established economic centers and emerging rural communities.



# Thank You

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