



INVESTMENT SUMMIT

PROGRAM DESCRIPTION AND SPONSORSHIP OPPORTUNITIES

2017



WORLD TRADE CENTER®
LOS ANGELES

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OVERVIEW

The 2017 SELECT LA Investment Summit is Southern California's premier international trade event that brings together global investors with business and governmental leaders from Southern California to facilitate and secure foreign direct investment (FDI), and gain exclusive insights on market trends and opportunities in the Los Angeles region. This summit provides the key components of what every foreign investment need: detailed research and strong connections. This 3rd annual summit will be held on June 14-16.

AUDIENCE PROFILE



Over 350 international and domestic business leaders



More than 50% of attendees are international



33 countries were represented at the 2016 summit



40% of attendees are key decision makers

WHEN & WHERE

RECEPTION

WEDNESDAY, JUNE 14, 2017

5:30 – 8:30 pm

Location: TBD

SELECT LA SUMMIT

THURSDAY, JUNE 15, 2017

9:00 am – 4:00 pm

Location: TBD

SELECT LA TOURS

FRIDAY, JUNE 16, 2017

Real Estate Tour

Entertainment Tour

Tech Tour

9:00 am – 5:00 pm

AGENDA

WEDNESDAY JUNE 14, 2017

5:30 - 8:30 PM
Welcome Reception

THURSDAY JUNE 15, 2017

8:00 - 8:50 AM
Registration and Breakfast (Exhibitor Area)

9:00 - 9:50 AM
Opening Remarks

10:00 - 11:00 AM
Morning Plenary: The new look of
Entertainment Investments –
New Deals, New Investors and New Growth

11:00 - 11:20 AM
Morning Break (Exhibitor Area)

11:20 - 12:10 PM
Concurrent Breakout Sessions #1

- The Rise of Silicon Beach and LA's Tech Scene
- The Expansion of LA's Bioscience Industry Cluster

12:15 - 2:00 PM
Lunch

12:55 - 1:15 PM
Keynote Speech

1:15 - 2:00 PM
Afternoon Plenary:
Foreign Direct Investment Report 2017

2:00 - 2:20 PM
Afternoon Break (Exhibitor Area)

2:20 - 3:10 PM
Concurrent Breakout Sessions #2

- The Resurgence of the Aerospace Industry in
Southern California
- Power Infrastructure and the Role of
Advanced Transportation

3:15 PM - 4:15 PM
Afternoon Plenary: LA Real Estate Market:
Growth and Opportunity

4:30 PM
Summit Closing Reception
(Exhibitor Area)

FRIDAY JUNE 16, 2017

9:00 - 5:00 PM
Real Estate Tour
Entertainment Tour
Tech Tour

SPONSORSHIP OPPORTUNITIES

SUMMIT SPONSOR (1 AVAILABLE)

\$75,000

**WTCLA is seeking one Summit Sponsor at the \$75,000 level.
The Title Sponsor will receive the following benefits:**

- Registration + Welcome Reception (20 tickets)
- Exclusive sponsorship of the exhibitor reception on June 15th
- Exclusive “thank you” email blast with information about your firm to all registrants
- Speaking opportunity during summit luncheon
- Opportunity for a one-minute video to be played during the opening session
- Verbal recognition by WTCLA President at during reception and summit
- Premium placement of logo on cover of SELECT LA program
- Premium placement of one full page color program Ad
- Summit Sponsor designation and premier logo placement on SELECT LA website and digital and print marketing materials
- Premier logo visibility at all plenary sessions
- Exhibit table

WELCOME RECEPTION SPONSOR (1 AVAILABLE)

\$30,000

- Registration + Welcome Reception (5 tickets)
- Step and repeat banner with only WTCLA’s and your firm’s logo marketing banners placed throughout the reception venue
- Verbal recognition by WTCLA President at the Welcome Reception
- Speaking opportunity after welcoming remarks at the Welcome Reception
- Logo visibility on Reception Sponsor slide in summit sponsor slide show throughout the summit
- Reception Sponsor designation on SELECT LA website and digital and print marketing materials
- Full page program ad

PRESENTING SPONSOR (2 AVAILABLE)

\$25,000

- Summit welcome remarks
- Registration + Welcome Reception (15 tickets)
- Logo visibility on Presenting Sponsor slide in summit sponsor slide show throughout the event
- Presenting Sponsor designation on SELECT LA website and digital and print marketing materials
- Exclusive podium recognition from WTCLA President during the event
- Premium placement of one full page color program Ad
- Exhibit table

TITLE SPONSOR (4 AVAILABLE)

\$10,000

- Registration + Welcome Reception (8 tickets)
- Logo visibility on Title Sponsor slide in summit sponsor slide show throughout the event
- Logo placement on cover of SELECT LA program
- Title sponsor designation on SELECT LA website and digital and print marketing materials Exhibit table
- Premium placement of half page color program Ad

PREMIERE SPONSOR (10 AVAILABLE)

\$5,000

- Registration + Welcome Reception (4 tickets)
- Logo visibility on shared slide in summit sponsor slide show
- Visibility in event program section with other premiere sponsors
- Premiere sponsor designation on SELECT LA website and digital and print marketing materials

EXHIBIT TABLES (12 AVAILABLE)

\$1,500

- Registration (1 ticket)
- Prominent placement near all summit activity
- Half page Ad
- Breakfast, breaks and summit reception will take place in the exhibitor area
- Prime location near all summit activity

PROGRAM BOOK ADS

- Full Page Ad: \$1,000
- Half Page Ad: \$500

SUMMIT PASSES

- General Public Rate: \$395
- Discounted rate for early bird and LAEDC members: \$295

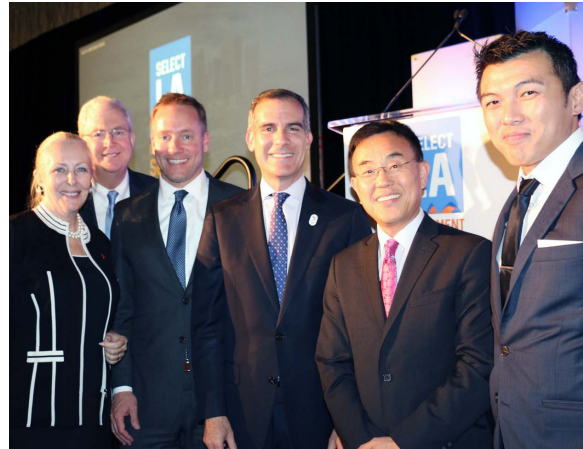
CONTACT INFORMATION

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2016's SELECT LA Investment Summit at JW Marriott

KEY FEATURES OF 2017 SELECT LA INVESTMENT SUMMIT

FOREIGN DIRECT INVESTMENT REPORT 2017

A special session will be held to update the innovative research report on Foreign Direct Investment in Southern California. As last year created a baseline to explore the foreign direct investment landscape in Southern California, this year's report takes a deeper look at the more than 9,500 foreign firms operating in Southern California. WTCLA has updated this report through its partnership with California State University Dominguez Hills. The report takes on a new dimension by surveying each of the foreign companies to uncover what the LA advantage means to them.

C-SUITE PANELS

Over the last two years, top executives and officials from Legendary Entertainment, City National Bank, Fox Networks, Edison International, BYD Motors, Grifols Biologicals and the Ports of Los Angeles and Long Beach, among others, have shared insight in how their organizations have been successful in the LA market. Come and learn about their experiences and discover what's possible for your company in the LA market.



PREVIOUS SPEAKERS INCLUDED:

- Malik Ducard – Head of Family & Learning, YouTube
- Jack Gao – Group VP & CEO, Int'l Investments and Business Development, Wanda Cultural Industry Group
- Russell Goldsmith – CEO, City National Bank
- Ted Craver – CEO, Edison International
- Thomas McGrath – CEO, STX Entertainment
- Chris Martin – CEO, AC Martin
- Lew Horne – President, CBRE – Greater LA
- Nadine Watt – President, Watt Companies
- Lucy Rumanitir – President & CEO, OUE
- William Pomerantz – VP of Special Projects, Virgin Galactic
- Peter Rice – Chairman & CEO, Fox Networks
- Gene Seroka – Executive Director, The Port of Los Angeles
- Deborah Flint – CEO, Los Angeles World Airports
- Larry Kurzweil – President, Universal Studios
- Stella Li – President, BYD Motors
- Willie Zuniga – President, Grifols Biologicals
- Steven Dai – CEO, IVC
- Fred Farina – CIO, Caltech
- Ed Learner – Director, UCLA Anderson Forecast
- Martin Willhite – General Counsel, Legendary Entertainment
- Qingyun Ma – Dean, USC School of Architecture



ELECTED AND GOVERNMENT OFFICIALS

Meet top governmental leaders of the region and learn of new business opportunities from city, county, state and federal officials.

PREVIOUS SPEAKERS INCLUDED:

- Raymond Chan – Deputy Mayor, Los Angeles Mayor's Office
- Deborah Flint - CEO, Los Angeles World Airports
- Noel Hacegaba - Managing Director of Commercial Operations and Chief Commercial Officer, The Port of Long Beach
- Rick Jacobs – Deputy Chief of Staff, Los Angeles Mayor's Office
- Arun Kumar – Director General, US & Foreign Commercial Service
- Kish Rajan – Director, Governor's Office of Business and Economic Development
- Gene Seroka - Executive Director, The Port of Long Beach
- Hilda Solis – Los Angeles County Board of Supervisors



BUSINESS MATCHMAKING LOUNGE

The matchmaking lounge will be open throughout the entire day of the summit for attendees to meet and connect with one another. Located in the exhibitor area, attendees will also be able to schedule one-on-one meetings through the event's mobile app.



PROGRAM AND SCHEDULE

WEDNESDAY, JUNE 14, 2016

5:30 - 8:30 PM

Welcome Reception

Los Angeles is home to the entertainment industry. So, an investment summit in LA is not complete without a touch of Hollywood flair. Previous reception locations have included sound stages and backlots at Universal Studios (2015) and Fox Studios (2016). Come and enjoy Los Angeles' famous weather and sunshine while meeting other key business executives in Hollywood's backyard.



2016's Welcoming Reception at Fox Studios

THURSDAY, JUNE 15, 2016

8:00 – 8:50 AM

Registration and Breakfast (Exhibitor Area)

9:00 – 9:50 AM

Opening Remarks

10:00 – 11:00 AM

Morning Plenary: The new look of Entertainment Investments – New Deals, New Investors and New Growth

The panel discussion will encompass the growing number of entertainment investments and their impact on Los Angeles market. A healthy discussion will surround the cross-pollination of these two sectors that are the cornerstone of the regional economy. It will then focus on the sources of capital are coming from, their structures and their case studies, for example, Dalian Wanda's recent acquisition of Legendary Entertainment.

11:00 – 11:20 AM

Break

11:20 – 12:10 PM

Concurrent Breakout Sessions #1

The Rise of Silicon Beach and LA's Tech Scene

Inc. Magazine designated Los Angeles as the second most innovative region in the entire country. While many international investors look towards Silicon Valley for the US tech industry, a strong network of venture capital and creative entrepreneurs are showing that Los Angeles can no longer be overlooked as a tech hub. Join VC executives, international investors, and growing companies discuss why Los Angeles is the perfect home for tech.

Bioscience Breakout Session

The bioscience industry has garnered much attention recently as an influx of businesses have planted roots in Los Angeles and outside the traditional locals of San Diego and San Francisco. This session will discuss the intersection of healthcare and technology and the importance of industry-related investments that affect one of the largest communities in the United States.

12:15 – 2 PM

Lunch/Keynote Speaker

12:55 – 1:15 PM

Keynote Speech

A key regional leader will discuss investment trends and patterns in the region. As Los Angeles continues to be the premiere destination for foreign investment, it's paramount to understand the rapid changes of markets with a critical eye towards capital intensity and deal flows.

1:15 – 2 PM

Afternoon Plenary: FDI Report Presentation

The release and presentation of WTCLA's second report on Foreign Direct Investment in the Southern California region. This report will highlight the changes from the inaugural report on FDI, and take a deeper dive into the almost 10,000 foreign companies located in all six counties of Southern California (Los Angeles, Orange, Riverside, San Bernardino, San Diego and Ventura).

2:00 – 2:20 PM

Afternoon Break (Exhibitor Area)

2:20 – 3:10 PM

Concurrent Breakout Sessions #2

The Resurgence of the Aerospace Industry in Southern California

A recent LA Times article quoted CEO of Vector Space Systems Jim Cantrell saying, "There's probably more rocket engine and launch vehicle expertise in Southern California than anywhere else in the United States or probably the world." With the likes of SpaceX and Virgin Galactic calling Southern California home, a new frontier of the aerospace industry is here. Join some of the region's most accomplished executives in this field discuss what this new frontier means for Los Angeles, the country and the world.

Power Infrastructure and the Role of Advanced Transportation

With the advent of electric vehicles extending beyond personal use and to public transportation applications around Los Angeles, implications arise with the gigantic power grid system throughout the region. As such, new issues arise with regard to power consumption, storage and usage, which creates opportunity for creative solutions.

This session will bring together power company executives, EV charging stations and vehicle manufacturers to comment on the challenges and solutions at hand in this burgeoning industry.

3:15 – 4:15 PM

Afternoon Plenary: LA Real Estate Market: Growth and Opportunity

An opportunity to learn about current real estate investments coming from abroad, the process by which the investment was made, and lessons learned. A panel will be comprised of local executives in this space as well as foreign investors placing capital throughout the region.

4:30 PM

Summit Closing Reception (Exhibitor Area)

HIGHLIGHTS FROM LAST YEAR'S SUMMIT

WELCOME RECEPTION AT FOX STUDIOS

Last year's event held a Welcome Reception at Fox with US & Foreign Commercial Service Director General Arun Kumar and FOX Networks Group President and COO Randy Freers.

INVESTMENTS IN ENTERTAINMENT PANELS

David Shaheen, Managing Director at JPMorgan Chase moderated a panel on "Investments in Entertainment: Lessons Learned, Capital Flow and Future Opportunities" with executives from Legendary Entertainment, Wanda Cultural Industry Group, STK Entertainment and Activision Blizzard.

DEVELOPMENT PANELS

Rick Jacobs, Deputy Chief of Staff to Los Angeles Mayor Eric Garcetti moderated the panel on "Rethinking Mega Infrastructure Developments: How Los Angeles Projects are Shaping International Trade Patterns for the Nation," with executives from the Port of Los Angeles and the Port of Long Beach, LA Metro, and Los Angeles World Airports.

FOREIGN DIRECT INVESTMENT IN SOUTHERN CALIFORNIA

Stephen Cheung, President of WTCLA, and Christine Cooper, LAEDC Vice President for the Institute of Applied Economics, presented WTCLA's influential report entitled "Foreign Direct Investment in Southern California," which showed that more than 9,100 international companies operate throughout the six county region.

INVESTORS AND PARTICIPANTS FROM ALL OVER THE WORLD

Over 100 international investors and participants from China, Japan, Korea, Mexico and 26 other countries attended the reception and summit to network and understand the LA market.

TOP LEADERSHIP

Top leadership present from organizations included: BYD Motors, JPMorgan Chase and Co., FOX Networks Group, US Foreign Commercial Service, Virgin Galactic, Edison International, DJI, Brookfield, Greenland USA, CBRE, Hurun Report, Los Angeles Times, Legendary Entertainment, Gemdale, O'Melveny & Myers LLP, and many more!

PANEL DISCUSSIONS

Panel discussions gave attendees a sense for why L.A. is the world's creative capital, the top county in the U.S. for tech-sector jobs, the U.S. manufacturing capital, the U.S. capital for international trade, a place of great cultural diversity, and an unmatched region for workforce and innovation.



ABOUT SELECT LA INVESTMENT SUMMIT

Los Angeles is home to United States' largest county economy, with an annual GDP of over \$664 billion.

With 88 fantastic cities and over 100 unincorporated areas within Los Angeles County, investment opportunities here are unrivaled throughout the nation. Furthermore, the more than 18 million consumers that live in the 5 counties within the Greater Los Angeles Region create a stable and attractive market place for businesses from around the world. In recent years, we have witnessed numerous international firms open up new operations and their North American Headquarters in the Los Angeles region, accounting for billions of dollars of investment. Over 9,500 foreign-owned enterprises have already selected Southern California as their U.S. landing pad, with more locating each week.

The needs of international companies are unique, and a holistic approach must be carefully developed to navigate the business channels and discover opportunity in Los Angeles. This is the essence of the SELECT LA Investment Summit. The summit provides international and local companies with a comprehensive understanding of the investment ecosystem throughout the region with actionable insights that can guide key business decisions.

Through matchmaking, SELECT LA offers the perfect environment to create and foster new relationships with individuals who are responsible for turning a conversation into an investment opportunity. Just as important as a connection is understanding the local processes and protocol to ensure successful transactions, which is why we gather state and local government officials in addition to private businesses.

SELECT LA is designed to be a prelude to the fourth annual SelectUSA Summit, scheduled for June 18-21, 2017 in Washington D.C. Over the last two years, SELECT LA has been designated as an official SelectUSA spin-off event by the U.S. Department of Commerce. SelectUSA is hosted by the Department of Commerce and attracts over 2,000 participants from more than 70 international markets. As Los Angeles is a key point of entry for many international participants in SelectUSA, SELECT LA provides another opportunity to explore a market that is a U.S. economic juggernaut.

The World Trade Center Los Angeles and the Los Angeles Economic Development Corporation will jointly host the summit, presenting an array of opportunities to match international investors with local partners, such as table exhibits, one-on-one interactions, plenary panels and breakout sessions led by local and international executives, and an interactive matchmaking session.



AUDIENCE PROFILE

Over 300 domestic and international business leaders and investors, appointed government officials, C-suite executives, decision makers, along with professionals from the education, finance, media and civic sectors. In 2016, 54% of all attendees were from outside the United States and represented 33 countries, including China, Japan, South Korea, Canada, Mexico, Singapore, Australia and New Zealand. Over 40% of 2016 SELECT LA participants were key decision makers.

WHO SHOULD ATTEND

- International investors seeking new opportunities and to generate business in the Greater Los Angeles Area.
- Service providers, companies, chambers of commerce, trade associations and business organizations facilitating direct investment into the Greater Los Angeles region.
- Government officials and representatives from local governments and agencies.

WHY YOU SHOULD ATTEND

- Meet with service providers, business partners and government leaders to get the information and resources you need to make smart investments in Los Angeles.
- Meet your future business partners and work to secure new deals.
- Learn more about how, where, and why to invest in Los Angeles.
- Get access to exclusive data and information about foreign investment and international trade that will give your organization a competitive advantage.
- Learn from industry leaders on the opportunities and challenges that international investors should know before making key investments.

CONTACT INFORMATION

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**SELECT LA INVESTMENT SUMMIT,
SOUTHERN CALIFORNIA'S PREMIER
INTERNATIONAL TRADE EVENT**



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