

MONTANA

STRATEGIC INVESTMENT PLAN

EXECUTIVE SUMMARY



WHAT?

Montana Foreign Direct Investment Strategy Project is an actionable plan to attract investment from foreign sources into Montana. This investment may be in the form of equity investment or greenfield development.

WHY?

Although great strides have been made in recent years, Montana still experiences growth capital shortfalls. Foreign direct investment (FDI) typically brings significant capital investment and job creation. Additionally, FDI in rural areas of the U.S. has a bigger impact than it does in other areas of the country, with the average value of an FDI project in a non-metro area 89% higher and creating 26% more jobs than in a metro area.

WHO?

Montana World Trade Center® has created this strategy in partnership with EDOs from around the state as well as Montana Department of Commerce, Montana Manufacturing Extension Center and the Governor's Office of Economic Development. We will continue to spearhead this initiative moving forward.

HOW?

Targeted messaging about Montana's industry specific strengths and intentional efforts to attract capital investment through international relationship building.

GOAL

Growing international trade in Montana is central to the mission of the Montana World Trade Center® (MWTC), a longstanding program of the University of Montana. MWTC is part of the World Trade Centers® Association (WTCA), which includes nearly 300 World Trade Centers® (WTCs) in 100 countries around the globe. Our 25 years of experience working with Montana exporters to tap international markets and access to global network, uniquely positions us for success in FDI attraction.



MONTANA WORLD TRADE CENTER®

GALLAGHER BUSINESS BUILDING STE. 257 • UNIVERSITY OF MONTANA • MISSOULA, MT 59812

T: 406.243.6982 • WWW.MWTC.ORG

PARTNERS

- Montana Department of Agriculture
- Montana Department of Commerce
- Economic Development Offices Across the State
- Governor's Office of Economic Development
- Many Other Montana Stakeholders

OBJECTIVES

Montana's strategic investment plan includes several primary objectives to maximize Montana's global visibility and competitiveness.

- ✓ Support existing in-state FDI in order to retain and expand upon positive relationships already established.
- ✓ Enhance our understanding of organically occurring FDI, in order to create an even more welcoming investment environment.
- ✓ Strengthen economic ties between Montana and strategic international markets.
- ✓ Improve and promote the state's identity globally with a unified approach to increase interest in our key industries.

TACTICS

- 1 **"Innovative by Nature"** cohesive branding and content promotion.
- 2 Development & dissemination of **industry-specific content** highlighting Montana's strengths.
- 3 Targeted **trade show and trade mission** participation to deploy our messaging.
- 4 **Ongoing feedback** from FDI businesses and stakeholders statewide to **refine** our global business case & **maximize** impact of resources through **collaboration**.
- 5 **Annual International Trade & Investment Survey** to identify opportunities and challenges in securing FDI.

For more information and to view the full report, visit www.mwtc.org/foreign-direct-investment/



MONTANA WORLD TRADE CENTER®

GALLAGHER BUSINESS BUILDING STE. 257 • UNIVERSITY OF MONTANA • MISSOULA, MT 59812

T: 406.243.6982 • WWW.MWTC.ORG