

2015 International Leadership Mission Amsterdam & Brussels



 **TRADE DEVELOPMENT
ALLIANCE** *of greater seattle*
PROMOTE CONNECT EDUCATE


THE CHAMBER
seattle metropolitan chamber of commerce

Benchmarking Amsterdam vs Seattle

- ▶ Similar culture, climate, size
- ▶ Importance of Global Trade
- ▶ Surrounded by water, ports big role
- ▶ “Medium but mighty”

Lessons Learned: Effective City Branding



**Ms. Geerte Udo
Director of Marketing,
iamsterdam**

**How can Greater Seattle
improve its global brand?**

From Geerte's presentation:

What are our goals?

Top 5 Europe

An international city for business

An appealing city to live in

A unique city for tourists

An excellent city for congresses

What is our strategy?

- Public-private partnership
- Improving the product Amsterdam
- Strengthening the image metropolis
- Branding of the motto I amsterdam
- Focusing on icons
- Building the brand based on the core values

Lessons Learned: Foreign Direct Investment Attraction

Mr. Peter de Kruijk
Deputy Managing Director,
Amsterdam Business

**How does Amsterdam
attract FDI so successfully?**



Greater Seattle Region Global Trade & Investment Plan

- ▶ **Strategy 1: Double-down on broad-based regional economic collaboration.**

Increase collaboration better utilizing existing relationships, work groups and strategies.

- ▶ **Strategy 2: Convert export partners to investors in advanced industries.**

The Greater Seattle region has deep and extensive ties with its largest export markets that can be utilize to increase FDI from these markets.

- ▶ **Strategy 3: Help small and medium-sized (SMEs) access new capital and export markets.**

Develop and enhance mechanisms by which SMEs can more readily access foreign capital and export opportunities.

- ▶ **Strategy 4: Develop the potential investor pipeline: international students and tourists.**

The Greater Seattle region draws large numbers of international students and tourists from key international markets. Today's tourist or student (or the student's family) can be tomorrow's investor.

- ▶ **Strategy 5: Leverage strong ties to China for increased investment**

Washington state has one of the strongest and deepest trade and cultural ties with China in the United States. China has embarked on an aggressive outward investment effort. There are great opportunities to attract Chinese FDI.

Lessons Learned: Transportation

- Amsterdam “eating our lunch” on integration: Cycling, metro, trams, cars, water boats
- Simplicity of navigation & investment



Connectiveness: Greater Seattle presence



European Union Engagement



Belgium Minister to lead business delegation to Greater Seattle: October 2015



Thank you!



Microsoft



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