

BEAM Global Trade & Investment Plan

Implementing What We've Learned



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LEXINGTON



WORLD TRADE CENTER®
KENTUCKY



THINK KENTUCKY

Cabinet for Economic Development

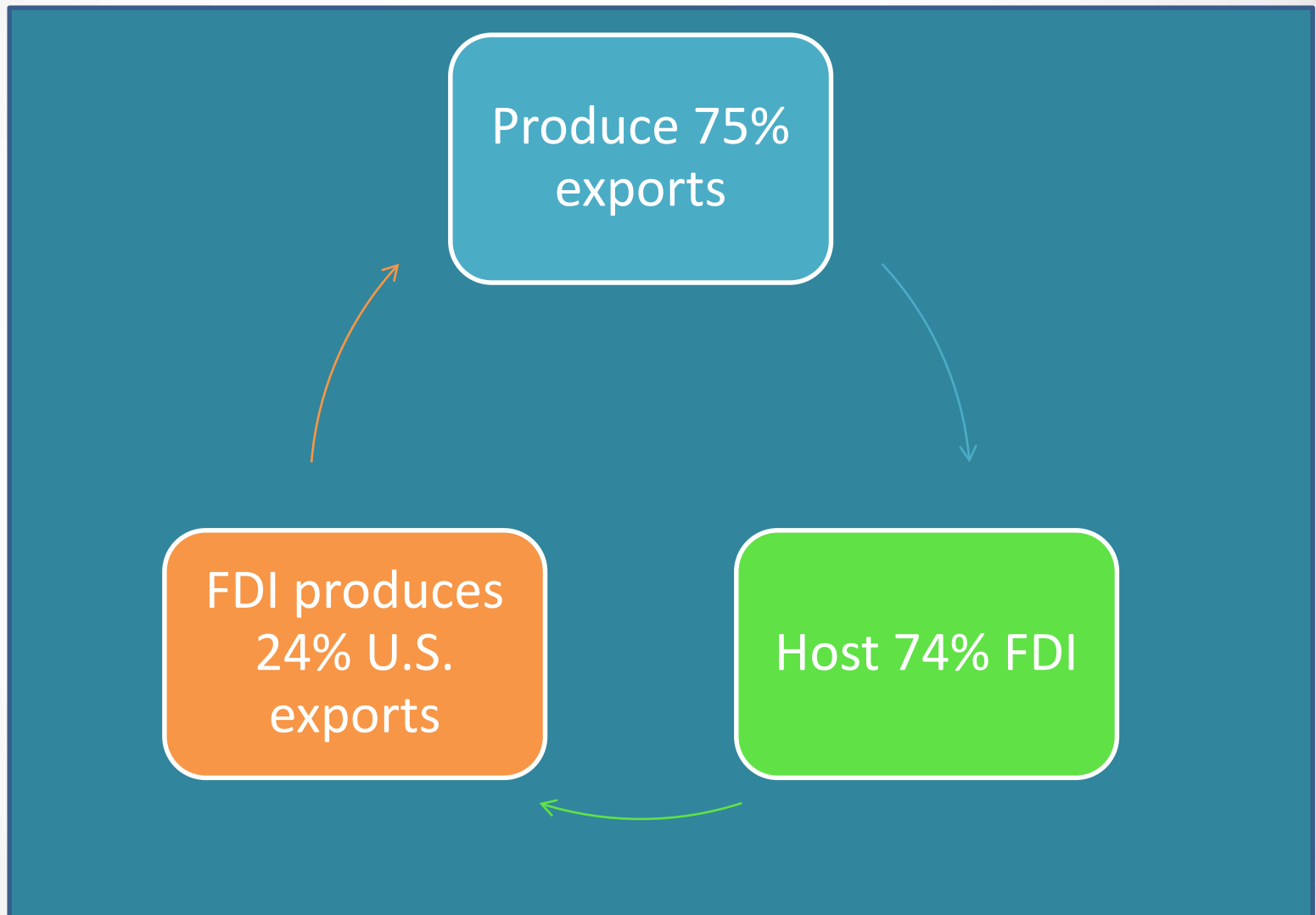


Bluegrass Economic Advancement Movement

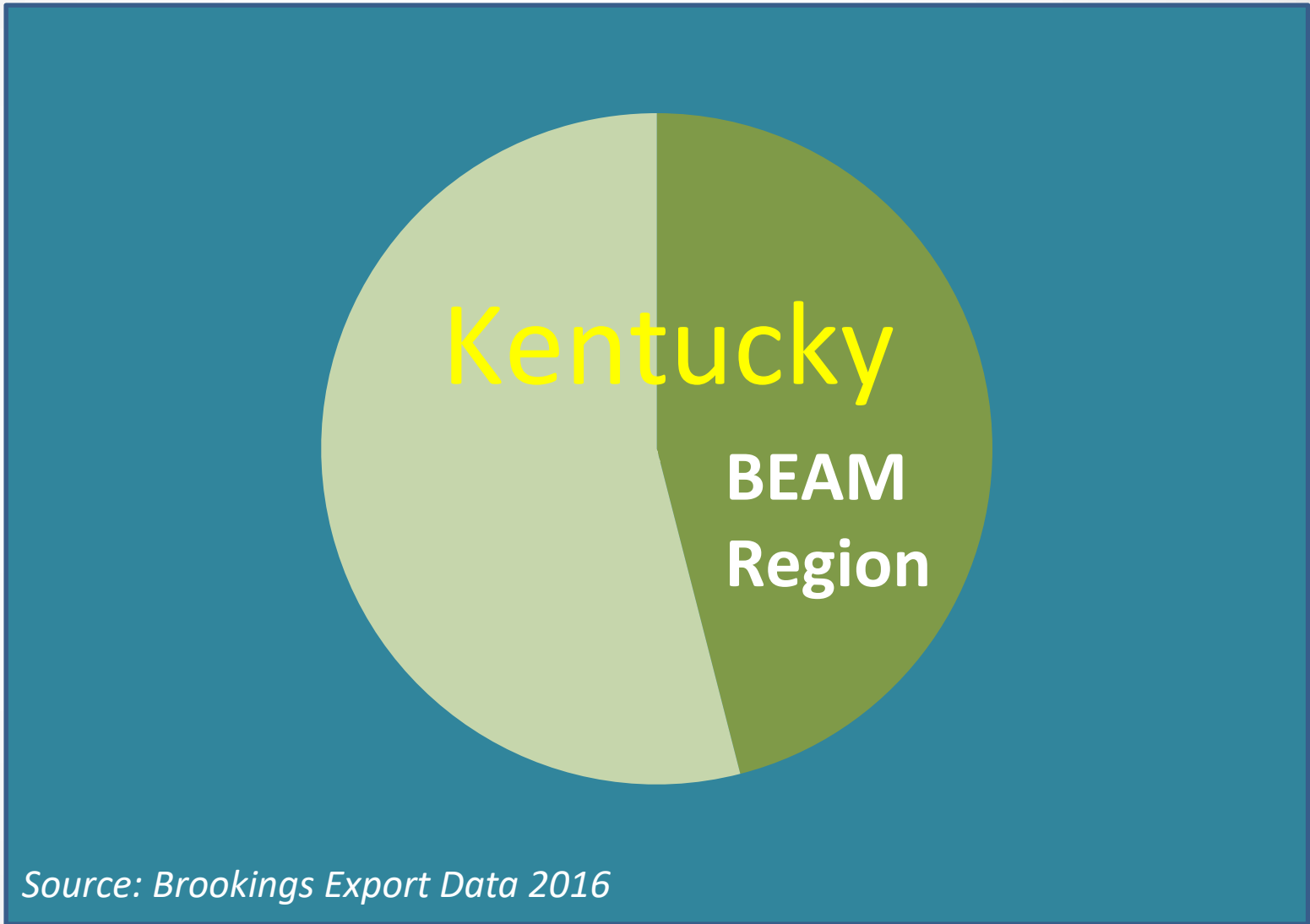
The Top 100 Cities Across the U.S...



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Kentucky's Record-Breaking Exports



Source: Brookings Export Data 2016

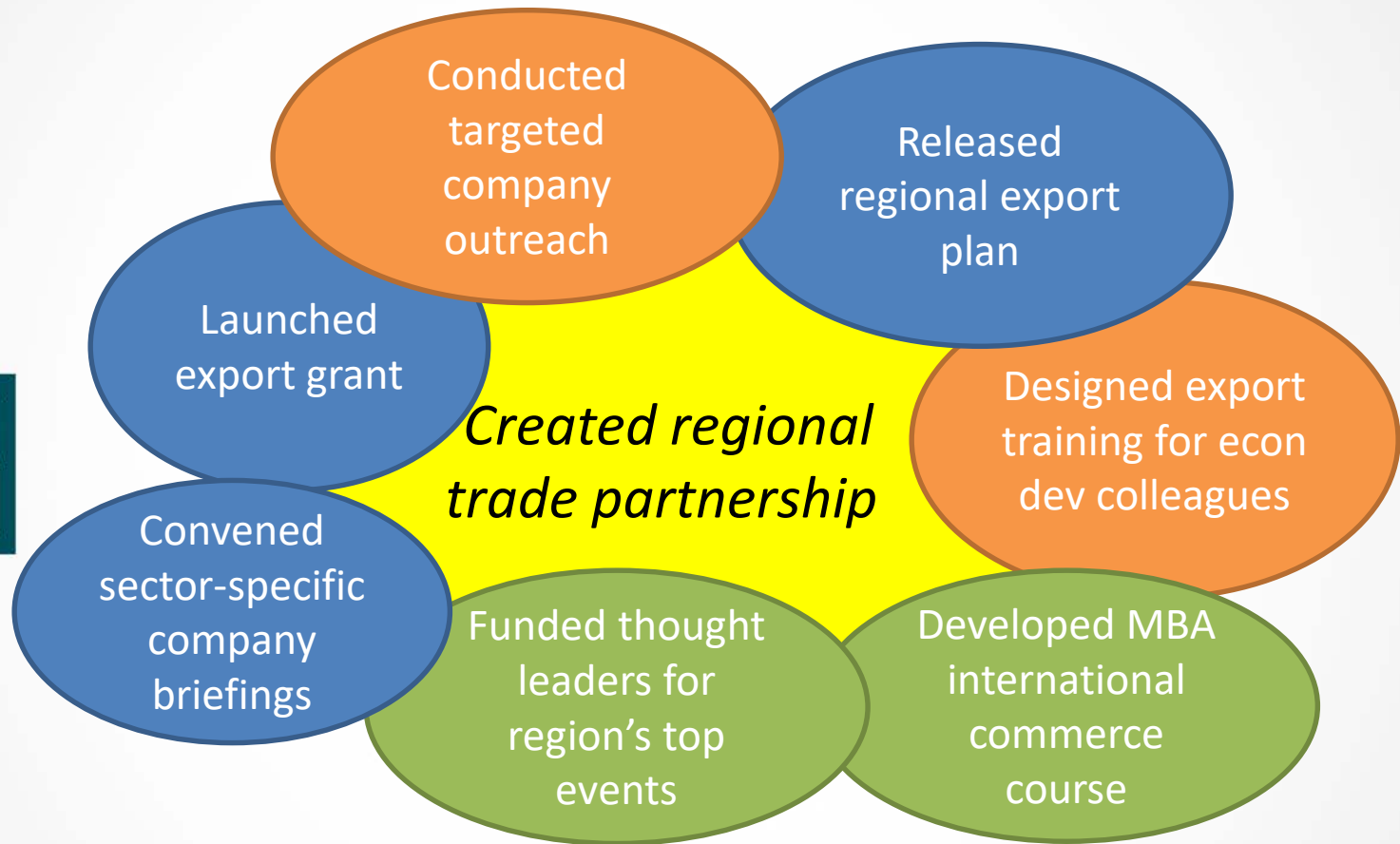
Middle Market Companies

- \$10 million and up in revenue
- Engines of sustainable job creation
- Innovative, adaptive, agile
- Upotential in exports performance, market reach

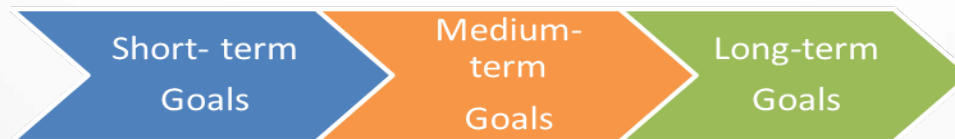
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BEAM Brookings Export Plan

Increase Export Successes by 50% in 5 Years

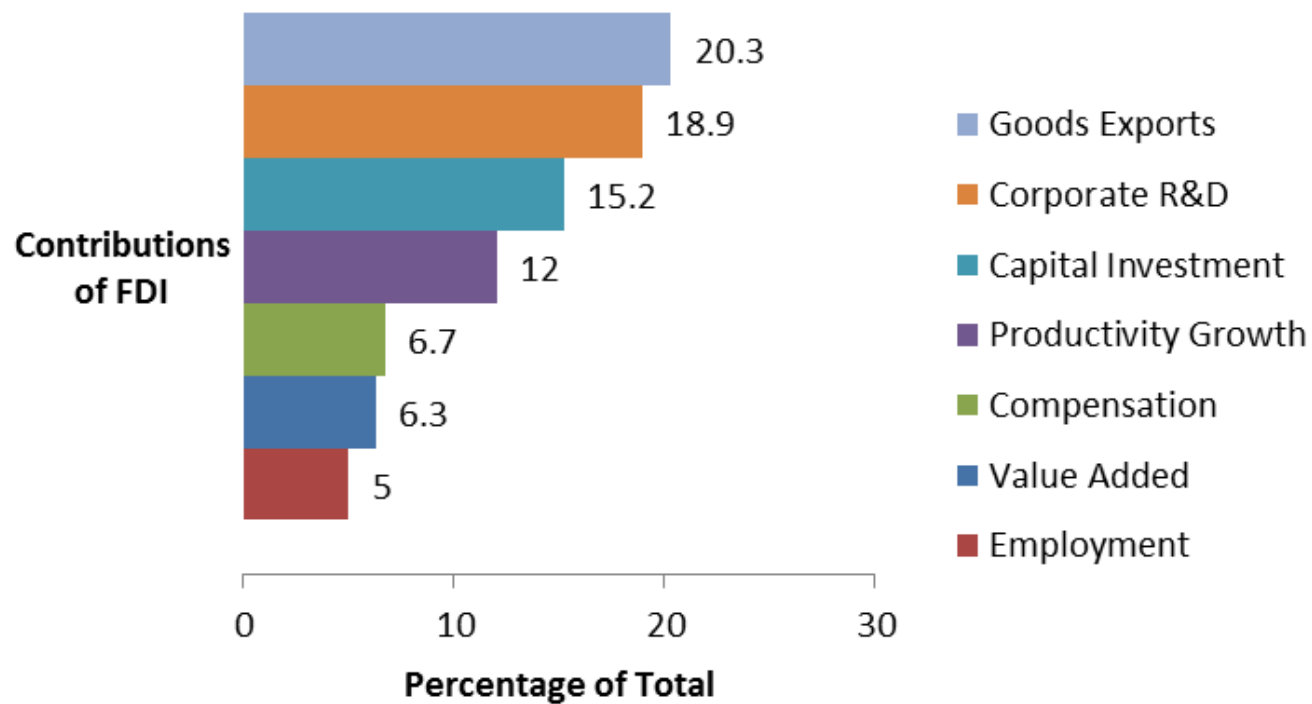


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Bluegrass Economic Advancement Movement

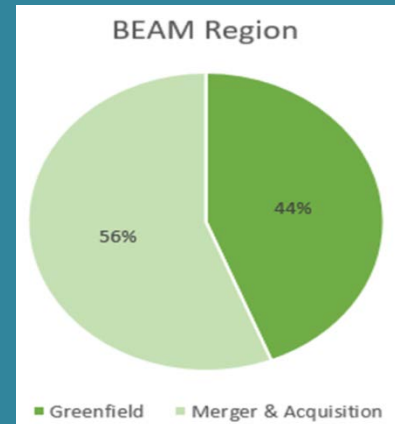
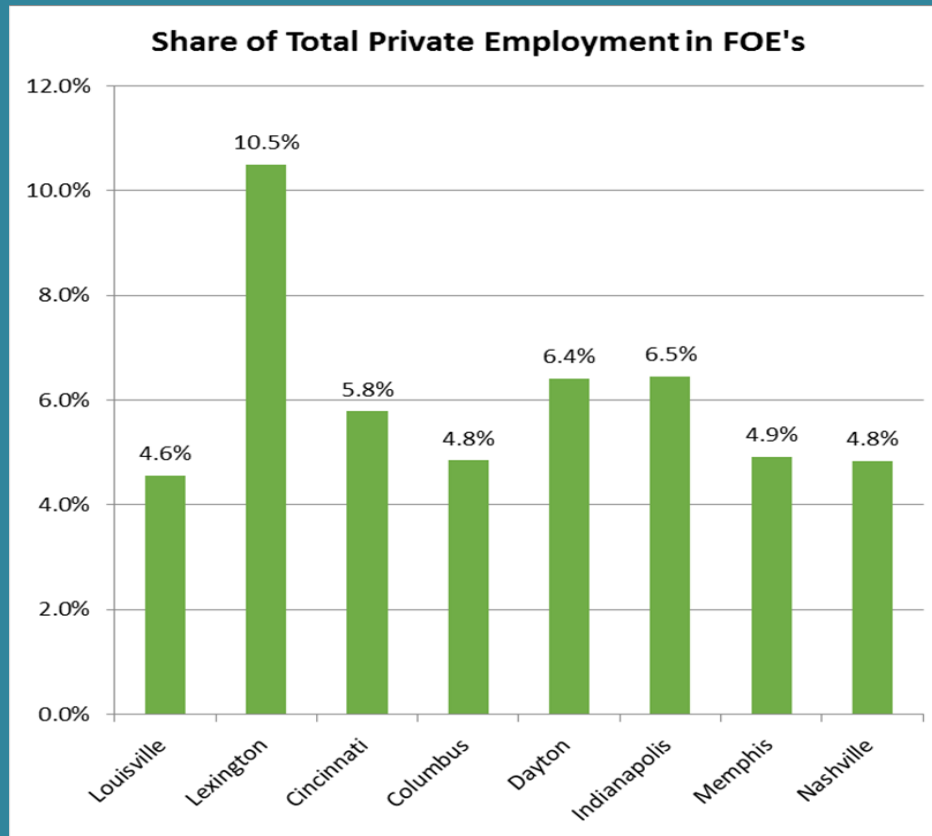
FDI In Major Metropolitan Areas



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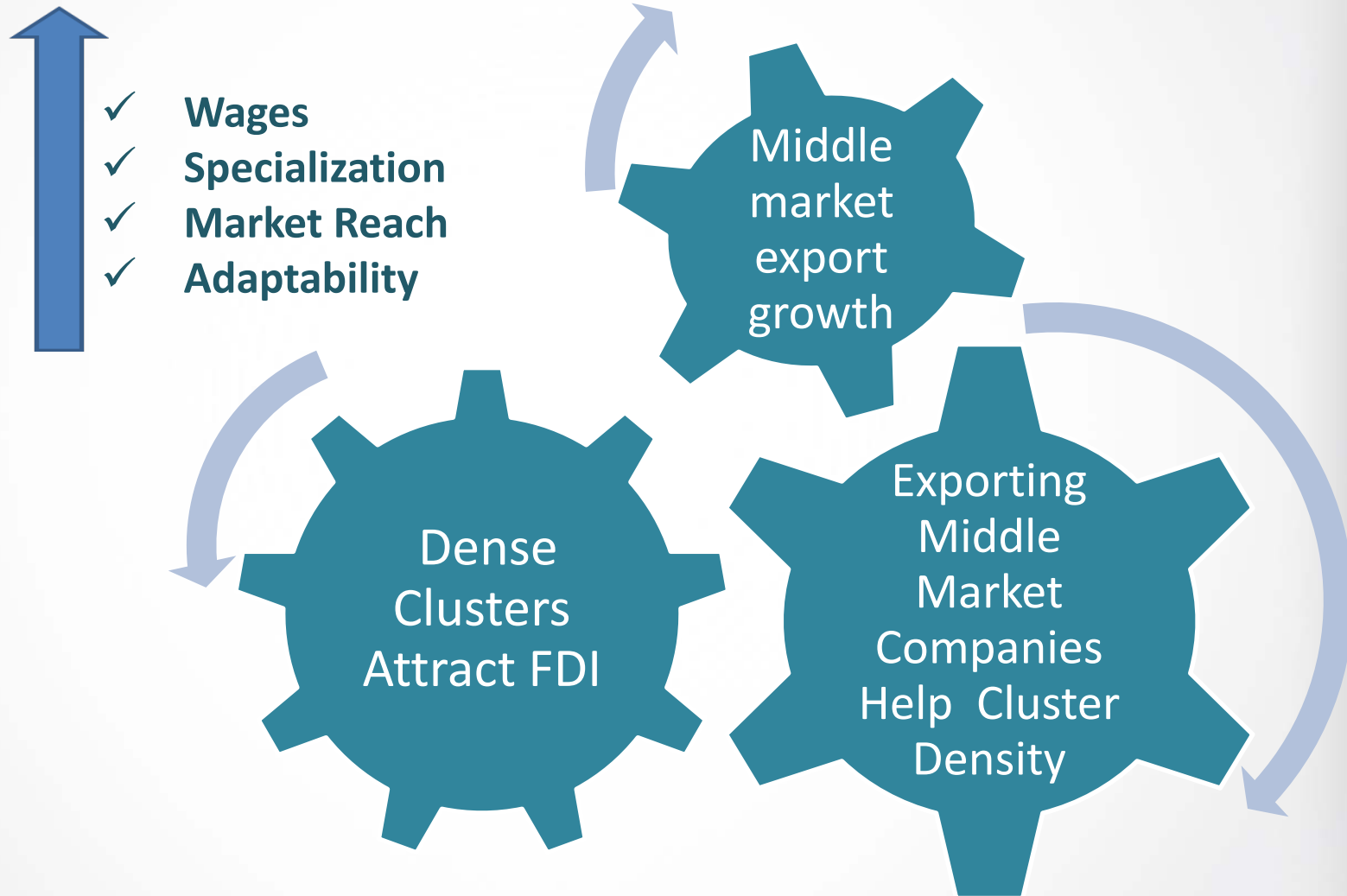
BEAM Region FDI Compared to Peers

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- Large greenfield investments have become less common everywhere
- More dependent than our peers on older FDI

Inter-Related Goals



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Middle Market Essential to Healthy Economy

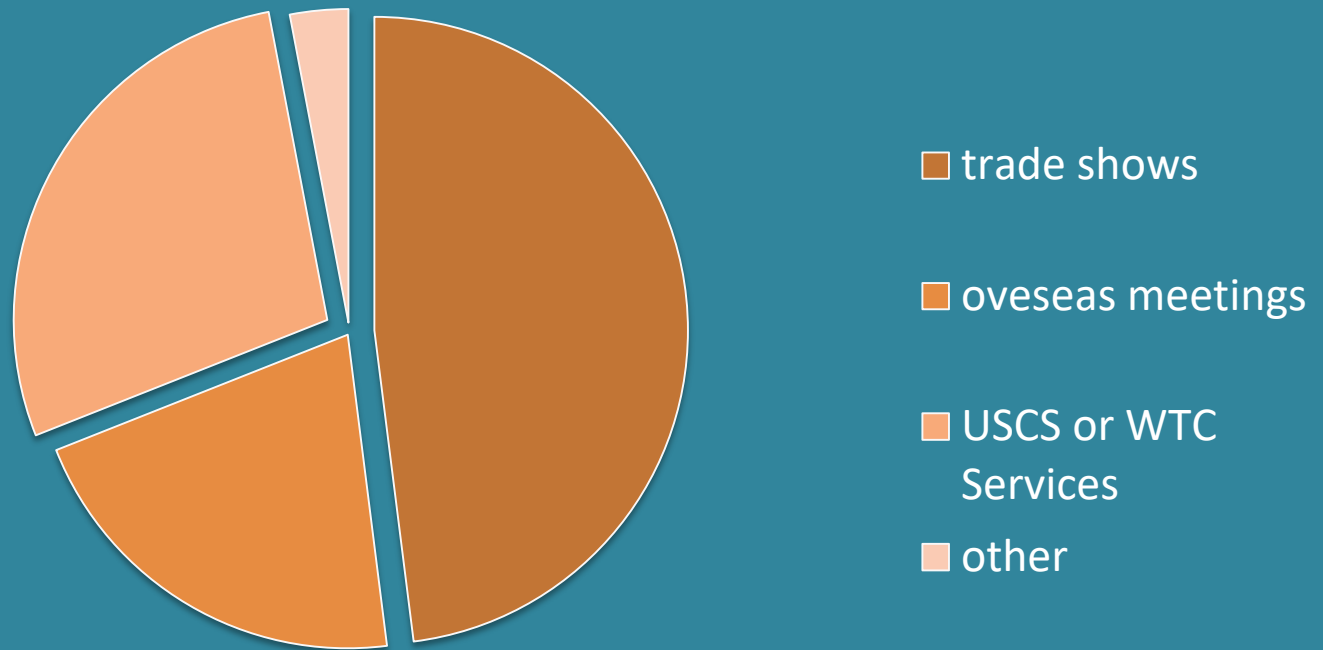
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BEAM Export Promotion Program

New JPMorgan Chase Grant: \$220,000

\$170,000: Awarded ~\$5600 to 30 companies



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Revamped Approach: Business Retention & Expansion

- **Holistic approach to company scaling, growth, longevity**
 - New questions
 - More data tracking
 - More proactive referrals
- **Focus on succession planning**
 - Training for BEAM region organizations
 - New partnerships for company education



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Middle Market Succession & Exit Planning

- **Strong companies have good options about how to grow:**
 - Transition within the family
 - Acquisition by larger firm
 - Sale to PE
 - ESOP
- **If a company wants to sell:**
 - Sell strong.
 - Stay here.
 - Grow here.

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Targeted Focus on Key International Markets

- **UK, Netherlands, Canada**
- **Fostering Performance in Established and Emerging Industry Sectors**
- **Metropolitan leadership to maximize contribution to Kentucky's overall performance**



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Thank you!

BEAM Partner Organizations

Louisville Forward/Mayor Fischer's Office

Mayor Gray's Office

Commerce Lexington

U.S. Commercial Service

World Trade Center Kentucky

KY Cabinet for Economic Development

Greater Louisville, Inc.

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