

SELECT
LA



INVESTMENT SUMMIT

PROGRAM DESCRIPTION AND SPONSORSHIP OPPORTUNITIES
2018



WORLD TRADE CENTER®
LOS ANGELES

TABLE OF CONTENTS

Overview 2

Agenda 3

Program and Schedule 4

Key Features of 2018 Select LA Investment Summit 6

About Select LA Investment Summit 8

Sponsorship Opportunities 10

Contact Information 11

OVERVIEW



The 2018 Select LA Investment Summit is Southern California's premier international trade and investment event that brings together global investors with business and government leaders from around Southern California. As the recipient of the International Economic Development Council's (IEDC) 2017 Silver Award for Outstanding Event, Select LA is an essential platform for businesses seeking to secure foreign direct investment (FDI) opportunities and gain exclusive insights into market trends and deal flow throughout the Los Angeles region. The World Trade Center Los Angeles is delighted to be hosting the 4th Annual Select LA Investment Summit at the beautiful JW Marriott in downtown Los Angeles from May 23 to May 24, 2018.

AUDIENCE PROFILE



Over 350 international and domestic business leaders



More than 40% of attendees are international businesses



27 countries were represented at the 2017 summit



60% of attendees are key decision makers

WHEN & WHERE

WELCOME RECEPTION

WEDNESDAY, MAY 23, 2018
5:30 – 8:00 pm
Location: TBD

SELECT LA SUMMIT

THURSDAY, MAY 24, 2018
9:00 am – 6:00 pm
Location: JW Marriott at LA Live



AGENDA

WEDNESDAY
May 23, 2018

5:30 – 8:00 PM
Welcome Reception



THURSDAY
May 24, 2018

8:00 – 8:50 AM
Registration and Breakfast

9:00 – 9:50 AM
Opening Remarks
 Welcome remarks by local, state and federal government officials

9:50 – 11:00 AM
Morning Plenary Session: The Waking of a Tech Giant – How investors are working with tech companies to fuel and transform LA's Tech Industry

11:10 – 12:00 PM
Concurrent Breakout Sessions #1

Industry 4.0: Robotics, Automation and Data – The intersection of IoT and manufacturing is transforming entire industries and their supply chains. What's next?

Building the LA Bioscience Industry - What LA's \$40 Billion Bioscience Industry did to edge out competitors from around the world

12:00 – 1:15 PM
Luncheon Sessions

12:25 – 12:45 PM
Keynote Presentation: Government Official TBA

12:50 – 1:15 PM
Lunch Presentation: Future of the LA's Investment Climate

1:25 – 2:10 PM
Afternoon Plenary: 2018 Foreign Direct Investment Report –Almost 10,000 foreign-owned establishments are in SoCal. What is the projected trajectory of foreign investment and trade in the region in 2018 and beyond

2:10 – 2:30 PM **Afternoon Break (Exhibitor Area)**

2:30 – 3:20 PM
Concurrent Breakout Sessions #2

New High Score - Why Los Angeles is emerging as the gaming and eSports capital of the world

The LA Mobility Revolution – From Hyperloop's vacuum pods to all-electric semi-trucks, LA is incubating a new mobility and transportation paradigm

3:20 PM – 4:25 PM
Afternoon Plenary: Navigate LA - Discover the many great cities in Los Angeles and what they are doing to attract FDI

4:30 PM
Summit Closing Reception (Exhibitor Area)

PROGRAM AND SCHEDULE

WEDNESDAY, MAY 23, 2018

5:30 – 8:00 PM

Welcome Reception (Location TBA)

Los Angeles is recognized around the world as the hub of the entertainment industry. Select LA would not be complete without a touch of that signature Hollywood flair. In previous years, we have hosted the Welcome Reception at iconic locations including sound stages and back lots at

Universal (2015), Fox (2016), and Paramount Studios (2017). We look forward to announcing the next sensational space for the 2018 Select LA Welcome Reception soon. Come enjoy the famous California sunshine while networking with key government and business executives in beautiful LaLa Land.



THURSDAY, MAY 24, 2018

8:00 – 8:50 AM

Registration and Breakfast (Exhibitor Area)

9:00 – 9:50 AM

Opening Remarks



There are 88 cities and over 100 unincorporated areas within the County of Los Angeles. These districts are represented by influential policy makers and elected officials. Join us to learn about their visions for making Los Angeles a truly international region through programs and policies that will directly impact international and local businesses.

10:00 – 11:00 AM

Morning Plenary: The Waking of a Tech Giant - How investors are working with tech companies to fuel and transform LA's Tech Industry

Last November, Southern California tech companies set a new monthly record by collectively raising \$2.6B in funding. It's now well understood internationally that Los Angeles is becoming a major tech influencer. Whether your business is looking to invest like a venture capital (VC) firm or trying to understand how to secure funding for your project, this expert panel of funders and company executives focused on the tech industry will provide valuable insights on practices surrounding investment criteria and changes in business operations.



11:10 AM – 12:00 PM

Concurrent Breakout Sessions #1

Industry 4.0: Robotics, Automation and Data - The intersection of IoT and manufacturing is transforming entire industries and their supply chains.

The fourth revolution in production illuminates the deep connections between machine and computer in the form of robotics and automation. In this new era, "smart factories" are born in which cyber-physical systems monitor physical processes and can make simple, autonomous decisions. This panel will explore the increasing number of technologies being integrated into all facets of the value chain. Join sensor technology, data and manufacturing companies address the challenges and opportunities in the future of the factory floor.

Building the Bioscience Industry - What LA's \$40 Billion Bioscience Industry did to edge out competitors from around the world.

The Los Angeles bioscience industry has garnered widespread attention recently as an influx of businesses have planted roots throughout the region. In fact, the local industry is valued at \$40 billion and now has more jobs in this sector than San Diego, peaking at 58,400 workers in this industry. With the strengthening of the biotech ecosystem through new projects supported by local governments – including a \$63 million, 78,000 square-foot LA BioMed research lab and incubator – this session will discuss the intersection of healthcare, technology, and related investments that are shaping one of the hottest industry clusters in LA County and the country.

12:25 – 1:20 PM

Lunch

Keynote

Lunch Presentations

1:15 – 2:10 PM

Afternoon Plenary: 2018 FDI Report Presentation

The exclusive release and presentation of WTCLA's third annual report on Foreign Direct Investment (FDI) in the Southern California region will provide a unique look into the 10,000 foreign companies located in all six counties of Southern California (Los Angeles, Orange, Riverside, San Bernardino, San Diego and Ventura), and explore the future for these international firms in the region and those who are planning to enter the LA market.

2:10 – 2:30 PM

Afternoon Break (Exhibitor Area)

2:30 – 3:20 PM

Concurrent Breakout Sessions #2

New High Score – Why Los Angeles is emerging as the gaming and eSports capital of the world

The epicenter of eSports, the term for competitive video gaming, is Los Angeles. Moguls from the traditional sports world are purchasing franchise license for tens of millions of dollars, while international players like Tencent are making multibillion dollar investment to grow the sport worldwide. A January 2018 CBRE report found that Los Angeles leads the United States with 331 gaming companies operating in the metropolitan area. Come learn from LA's top gaming studios and investors in eSports as they describe the massive opportunity in this burgeoning industry.

The LA Mobility Revolution - From Hyperloop's vacuum pods to all-electric semi-trucks, LA is incubating a new mobility and transportation paradigm.

From fully electric semi-trucks and printed cars to enormous public transportation projects and Elon Musk's mysterious boring machine, Los Angeles is on the cusp of a mobility renaissance. With traffic congestion and its subsequent environmental impact being two issues Angelenos rally around, LA is experiencing a culture shift that has brought innovative mobility solutions to the forefront. This panel will feature mobility company leaders who will share how they're leveraging the advanced transportation momentum throughout their verticals.

**3:20 – 4:25 PM**

Afternoon Plenary: Navigate LA - Discover the many great cities in Los Angeles and what they are doing to attract FDI

In this unique afternoon plenary, officials from cities within LA County will present on their locales' attractiveness and plans for new investments and businesses. This session will provide international attendees the opportunity to understand which cities best fit their business needs, as well as the available resources to make a new venture successful. A summit closing reception will follow the presentations, which will allow guests to interact and engage with the city representatives.

4:30 PM

Summit Closing Reception (Exhibitor Area)



KEY FEATURES OF 2018 SELECT LA INVESTMENT SUMMIT

FOREIGN DIRECT INVESTMENT REPORT 2018

A special session will be held to update the innovative research report on Foreign Direct Investment in Southern California. With three years of data to explore the foreign direct investment landscape in Southern California, this year's report takes a deeper look at the more than 9,900 foreign firms operating in Southern California. This valuable analysis will provide an exclusive look at the trajectory of foreign-owned enterprises in the six counties (Los Angeles, Orange, Riverside, San Bernardino, San Diego & Ventura) of Southern California.



C-SUITE PANELS

Over the last three years, top executives and officials from key industry sectors (entertainment, technology, real estate, bioscience, aerospace & defense, manufacturing, infrastructure, advanced transportation, and education) have shared insight into how their organizations have dealt with the successes and challenges in the region. Come and learn about their experiences and discover what's possible for your company in the LA market.

PREVIOUS SPEAKERS INCLUDED:

Technology

- Fred Farina – CIO, Caltech
- Chance Barnett – CEO, Crowdfunder
- Sheldon Swartz - Executive Creative Director, DJI
- Field Garthwaite - Co-Founder & CEO, Iris.TV
- Nick Crooks - Director, Business Operations, Fullscreen, Inc
- Dan Goman - Founder & CEO, Ownzones Media Network
- Stephen Mullennix - CFO & SVP of Operations, SolarReserve
- Adam Zheng - Cofounder & COO, ObEN
- Shirish Netke – CEO, Amberoon

Entertainment

- Peter Rice – Chairman & CEO, Fox Networks
- Larry Kursweil - President & COO, Universal Studios Hollywood
- Wei Zhang – President, Alibaba Pictures
- Jeff Small – President and Co-CEO, Amblin Partners
- Greg Bassler - CEO, Village Roadshow Entertainment Group
- Thomas McGrath – CEO, STX Entertainment
- Malik Ducard – Head of Family & Learning, YouTube
- Jack Gao – Group VP & CEO, Int'l Investments and Business Development, Wanda Cultural Industry Group
- Martin Willhite – General Counsel, Legendary Entertainment
- Nick Van Dyk - EVP, Film and Television, Activision Blizzard

- Andrew Jameson - Managing Partner, Forward Entertainment Group

Advanced Transportation

- Robert Miller – Chief Marketing Officer, Hyperloop Transportation Technologies
- William Pomerantz – VP of Special Projects, Virgin Galactic
- Joshua Schank - CIO, KA Metropolitan Transportation Authority
- Paul Sernia - Commercial Director and co-Founder, Tritium
- Tony Nie - SVP, Faraday Future

Aerospace

- Lieutenant General Larry James - Deputy Director, Jet Propulsion Laboratory
- Anthony Pirozzi - Director of Systems Integration, Test and Launch Organization, Boeing Satellite Development Center
- Owen Eigenbrot - Lead Composite Production Engineer, Interorbital Systems
- Van Espahbodi - Co-Founder, COO, Starburst Accelerators

Bioscience

- Willie Zuniga – President, Grifols Biologicals
- Rohit Shukla - CEO & Founder, Larta Institute
- Dina Lozofsky - Executive Director, Biocom - Los Angeles
- Yiwen Li - Director, Strategy and Business Development, NantHealth

Real Estate

- Lew Horne – President, CBRE – Greater LA
- Chris Martin – CEO, AC Martin
- Nadine Watt – President, Watt Companies
- Brad Cox - Senior Managing Director, Trammell Crow Company
- Michael Speer - SVP of Asset Management, Brookfield
- Chao Wu - General Manager, Greenland USA
- Michael Krupa – President, Gemdale USA
- Sonnet Hui - Executive Project Director, Hazens Group
- Lucy Rumantir – President & CEO, OUE
- Doane Liu - Executive Director, LA Department of Convention and Tourism Development

Finance/Accounting/Legal

- Steve Olson – Partner, O'Melveny
- Russell Goldsmith – CEO, City National Bank
- Noor Menai - President and CEO, CTBC Bank
- David Shaheen - Managing Director, JPMorgan Chase
- Mike Quindazzi – Managing Director, PwC
- Ryan Yagura – Partner, O'Melveny
- Jeff Joyner – Shareholder, Greenberg Traurig
- Morgan McGrath – Head of International Banking, JPMorgan Chase

Manufacturing

- Stella Li – President, BYD Motors
- Steven Dai – CEO, International Vitamin Corporation
- Lynne Koplín – President, J Brand Jeans

Education

- Quingyun Ma – Dean, USC School of Architecture
- Edward Leamer – Director, UCLA Anderson Forecast
- Dianne Harrison – President, Cal State Northridge
- Fred Farina – CIO, California Institute of Technology
- Erika Endrijonas – President, LA Valley College

Infrastructure

- Ted Craver – CEO, Edison International
- Gene Seroka – Executive Director, The Port of Los Angeles
- Deborah Flint – CEO, Los Angeles World Airports
- Noel Hacegaba - Managing Director and CCO, Port of Long Beach
- Michael Cano - Deputy Executive Officer for Goods Movement, LA Metro
- Drew Murphy - Senior Vice President, Edison International

ELECTED AND GOVERNMENT OFFICIALS

Government policies and regulations have deep impact on the daily operations and cost implications for international and local companies alike. It is prudent for any business to develop strong relationships with elected leaders, government officials and their team members. Come meet top regional governmental leaders and learn of new business opportunities from city, county, state and federal officials.

PREVIOUS SPEAKERS INCLUDED:

- Eric Garcetti – Mayor, City of Los Angeles
- Arun Kumar – Assistant Secretary of Commerce for Global Markets, Director General of the US and Foreign Commercial Service
- Sara Kemp – Deputy Undersecretary, US International Trade Administration
- Hilda Solis – Los Angeles County Board of Supervisors, 1st District
- Kathryn Barger – Los Angeles County Board of Supervisors, 5th District
- Michael Anthonovich - Los Angeles County Board of Supervisors
- Curren Price Jr. - Council Member, City of Los Angeles
- David Ryu – Council Member, City of Los Angeles
- Rex Parris – Mayor, City of Lancaster
- Kish Rajan – Director, California Governor's Office of Business and Economic Development
- Raymond Chan – Deputy Mayor, Los Angeles Mayor's Office
- Rick Jacobs – Deputy Chief of Staff, Los Angeles Mayor's Office

SELECT LA EVENT APP

Select LA offers an event app that provides attendees with all the information they need about the event's program and logistics. More importantly, the mobile app offers a social platform for attendees to connect directly and message one another. After the event, all attendee information is stored on the app and can be retrieved at any time.

ABOUT SELECT LA INVESTMENT SUMMIT

Los Angeles is home to United States' largest county economy, with an annual GDP of over

\$707 billion. With 88 fantastic cities and over 100 unincorporated areas within Los Angeles County, investment opportunities here are unrivaled throughout the nation. In fact, FDI Cities Magazine ranked Los Angeles 5th in the world for return on foreign investment. More than 18 million consumers live in the five counties that make up the Greater Los Angeles Region, establishing the area one of the United States' largest and most attractive marketplaces for every business type. Over 9,900 foreign-owned enterprises have already selected Southern California as their U.S. landing pad, with more selecting Los Angeles each week.

As international companies enter a new market, they often struggle to find the right local partners to integrate into this complex region. The needs of international companies are unique, and a holistic strategy must be carefully developed to navigate business channels and discover the right opportunity in Los Angeles. This is the essence of the Select LA Investment Summit. Select LA provides international and local companies with a comprehensive understanding of the region's investment ecosystem with actionable insights that can guide key business decisions.

Through matchmaking technology and over four hours of networking, 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.

The World Trade Center Los Angeles and the Los Angeles County Economic Development Corporation are delighted to 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.

AUDIENCE PROFILE

Over 350 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 2017, 45% of all attendees were from outside the United States and represented 27 countries, including China, Japan, South Korea, Canada, Mexico, Singapore, Australia, New Zealand and key countries throughout the globe. Over 60% of the 2017 participants were key decision makers in their organizations.



WHO SHOULD ATTEND

- International investors seeking new opportunities to generate business in the Greater Los Angeles Area.
- Service providers, companies, chambers of commerce, trade associations, education institutions 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 your future business partners and work to secure new opportunities.
- 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 leaders on the opportunities and challenges facing international businesses



SPONSORSHIP OPPORTUNITIES

SUMMIT SPONSOR (1 AVAILABLE)

\$50,000

WTCLA is seeking one Summit Sponsor at the \$50,000 level. The Summit Sponsor will receive the following benefits:

- Summit Registration + Welcome Reception (20 tickets)
- Speaking opportunity during Summit Luncheon Session
- Exclusive sponsorship of the exhibitor reception at the Summit on May 24th
- Exclusive "Thank You" email with information about your firm to all registrants
- Opportunity for a one-minute video to be played during the opening session
- Exclusive podium recognition from WTCLA President at the Welcome Reception and the Summit
- Premier logo visibility as Summit Sponsor in a slide show that will be displayed throughout the Summit
- One digital ad that appears on the Select LA event app home screen 5 times throughout the Summit
- Summit Sponsor designation and premier logo placement on Select LA website, app and all digital marketing materials
- Premier logo visibility at all plenary sessions
- One Exhibit table

WELCOME RECEPTION SPONSOR (1 AVAILABLE)

INVITATION ONLY

- Summit Registration + Welcome Reception (10 tickets)
- Speaking opportunity after welcoming remarks at the Welcome Reception on May 23rd
- Exclusive podium recognition from WTCLA President at the Welcome Reception on May 23rd
- Marketing "Step & Repeat" Banner showcasing your firm's and WTCLA's logo at the reception venue
- Logo visibility as Welcome Reception Sponsor in a slide show that will be displayed throughout the Summit on May 24th
- Reception Sponsor designation on Select LA website, app and digital marketing materials
- One digital ad that appears on the Select LA app home screen 3 times throughout the Summit

PRESENTING SPONSOR (2 AVAILABLE)

\$25,000

- Registration + Welcome Reception (15 tickets)
- Opportunity for Welcome Remarks during Summit Opening Session
- Logo visibility as Presenting Sponsor in a slide show that will be displayed throughout the Summit
- Presenting Sponsor designation on Select LA website, app and digital marketing materials
- Exclusive podium recognition from WTCLA President during the Summit
- One digital ad that appears on the Select LA app home screen 3 times throughout the Summit
- One Exhibit table

TITLE SPONSOR (4 AVAILABLE)

\$10,000

- Registration + Welcome Reception (8 tickets)
- Logo visibility as Title Sponsor in a slide show that will be displayed throughout the event
- Title sponsor designation on Select LA website, app and digital marketing materials
- Podium recognition of sponsors from WTCLA President during the Summit
- One digital ad that appears on the Select LA app home screen 2 times throughout the Summit
- One Exhibit table

PREMIER SPONSOR (10 AVAILABLE)

\$5,000

- Registration + Welcome Reception (4 tickets)
- Logo visibility as Premier Sponsor in a slide show that will be displayed throughout the event
- Premiere sponsor designation on Select LA website app, and digital marketing materials
- Recognition of sponsors from WTCLA President during the Summit

EXHIBIT TABLES (12 AVAILABLE)

\$1,500

- Registration (2 ticket)
- Premium placement near all summit activity
- Breakfast, breaks and summit reception will take place in the exhibitor area

SELECT LA APP ADS

- Sponsored Ad Posts: \$250 per post
- Can add downloadable collateral, links and offers

SUMMIT PASSES

- General Public Rate: \$395
- Discounted rate for early bird and LAEDC members until May 1st: \$295

CONTACT INFORMATION

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



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