

Farnborough 2012 (FIA)

July 19, 2012

Purpose:

Leverage event as economic development tool for South Carolina to promote South Carolina's business climate and solidify relationships with prospects in the aviation industry. Meet with prospects and existing partners. Attend events to network and build relationships.

Dates: July 7 – July 13, 2012

Location: Farnborough, England (outside of London)

Delegation:

The Department of Commerce prepared a delegation of state and regional partners for the Farnborough Air Show (FIA). Additional economic development allies attended the show who were not part of the planned delegation.

1. State (total 13 people)
 - a. Governor plus one staffer and security (total 4)
 - b. Commerce Deputy Secretary, Europe Managing Director and staff, Marketing Director, two project managers (total 9)
2. Regions (total 15 people)
 - a. Alliances represented include Central SC Alliance, Charleston Regional Development Alliance, Charlotte Regional Partnership, Economic Development Partnership, Lowcountry Alliance, NESAs, Southern Carolina and Upstate SC Alliance

David King	Central SC Alliance
Gregg Robinson	Central SC Alliance
Tony Ambler	Central SC Alliance
Hank Taylor	Charleston Regional Development Alliance
Jon Baggett	Charleston Regional Development Alliance
Karlisa Parker	Charlotte Regional Partnership
Mark Farris	Charlotte Regional Partnership
George Patrick	Commerce
Wayne Fritz	Commerce
Warren Darby	Commerce
Amy Love	Commerce
Ford Graham	Commerce European Office
Andrea Schulte-Krauss	Commerce European Office
Christiane Sembritzki	Commerce European Office
Sneha Minisandram	Commerce European Office
Katon Dawson, Jr.	Commerce European Office
Will Williams	Economic Development Partnership

Governor Nikki Haley	Governor's Office
Rebecca Schimsa	Governor's Office
Security	Governor's Office
Security	Governor's Office
Kim Statler	Lowcountry Alliance
Jessica Bridges	Lowcountry Alliance
Jeff McKay	NESA
Kay Maxwell	Southern Carolina Alliance
Danny Black	Southern Carolina Alliance
Dave Edwards	Upstate Alliance
Hal Johnson	Upstate Alliance

Schedule:

- Saturday, July 7 Arrivals
- Sunday, July 8 Arrivals + Commerce-hosted reception in London (Governor attended)
- Monday, July 9 Air Show begins (Governor attended meetings + networking events)
- Tuesday, July 10 Air Show day two (Governor attended meetings + networking events)
- Wednesday, July 11 – Governor and Deputy Secretary of Commerce departed
- Friday, July 13 – Show ended

Meetings:

The goal of the Farnborough Air Show (FIA) is to meet with prospects and companies that may want to locate or expand in South Carolina. Meetings are strategically determined based on the potential of doing business or current situation (maybe there is an active project with a company). The emphasis is on quality of meetings, rather than quantity.

Between 40 and 50 total meetings throughout the week were scheduled by South Carolina Department of Commerce. Most meetings included someone from Commerce and a regional representative. The meeting schedule was fluid, allowing for additions based on contacts made at the show, or cancellations due to unexpected conflicts. Some meetings (scheduled and impromptu) took place before, during or after receptions on the schedule. In some cases, attendance at a scheduled reception resulted in invitations to other receptions where our team was able to make productive business contacts.

Commerce is currently evaluating the meetings and next steps with companies.

The Governor attended 17 meetings and four receptions (including the SC reception).

Names of companies will remain confidential to protect the competitive nature of these meetings.

In addition to South Carolina, the Governors of Kansas, Florida, Alabama, Oklahoma, Mississippi, Virginia and Washington attended the show.

20 other states were represented at FIA show.

South Carolina Exhibit and Reception:

- South Carolina represented on floor of Hall 3 at FIA in an exhibition space with two conference rooms.
- Reception purpose was to kick-off South Carolina's presence at air show, welcome prospects, show support from South Carolina for industry and meet with many important company prospects in one venue. Around 80 people, including South Carolina's delegation, attended at Trinity House, London. Michelin Aviation Tire Division and GKN were sponsors.

Accommodations & Transportation:

- Hotel: Hilton Doubletree, Westminster, London
- Trains, buses and taxis for transportation (London Rail passes; US Air flights)

History of Participation

- South Carolina Department of Commerce started attending the air shows in 2005.
- Attendance at these shows is credited for building relationships with key aerospace companies, including Boeing and GKN Aerospace.
- South Carolina continues to lay the groundwork for the state's growth in the aerospace industry.

Estimated Taxpayer Cost:

Estimated taxpayer cost is approximately \$106,546.

Commerce organized group rates and group reservation of hotel rooms, passes and train tickets. Commerce covered travel (plane, train ticket, per diem travel for food and taxi), hotel and FIA costs for the state employee delegation, including the Governor and her staff. Governor's security (DNR/SLED) will reimburse Commerce for room and travel costs. Each non-state member of the delegation was responsible for his or her FIA ID pass, hotel room and travel costs.

Commerce covered coordination of the reception. Partners and sponsors covered the costs of the reception.

Partners covered a portion of the space and design costs for the South Carolina exhibit on the floor of Hall 3 of FIA.

Contact: Amy Love alove@sccommerce.com or 803 737 1998.