

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

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| 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 |

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| 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.

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