

Doing Business in Europe

SYMPOSIUM

MAY 12, 2016



Steve Riedel

International Trade Representative
Minnesota Trade Office

Overview of Minnesota Exports to Europe



Economic Organization

- European Union
- EU Candidates
- EFTA
- Rest of Europe

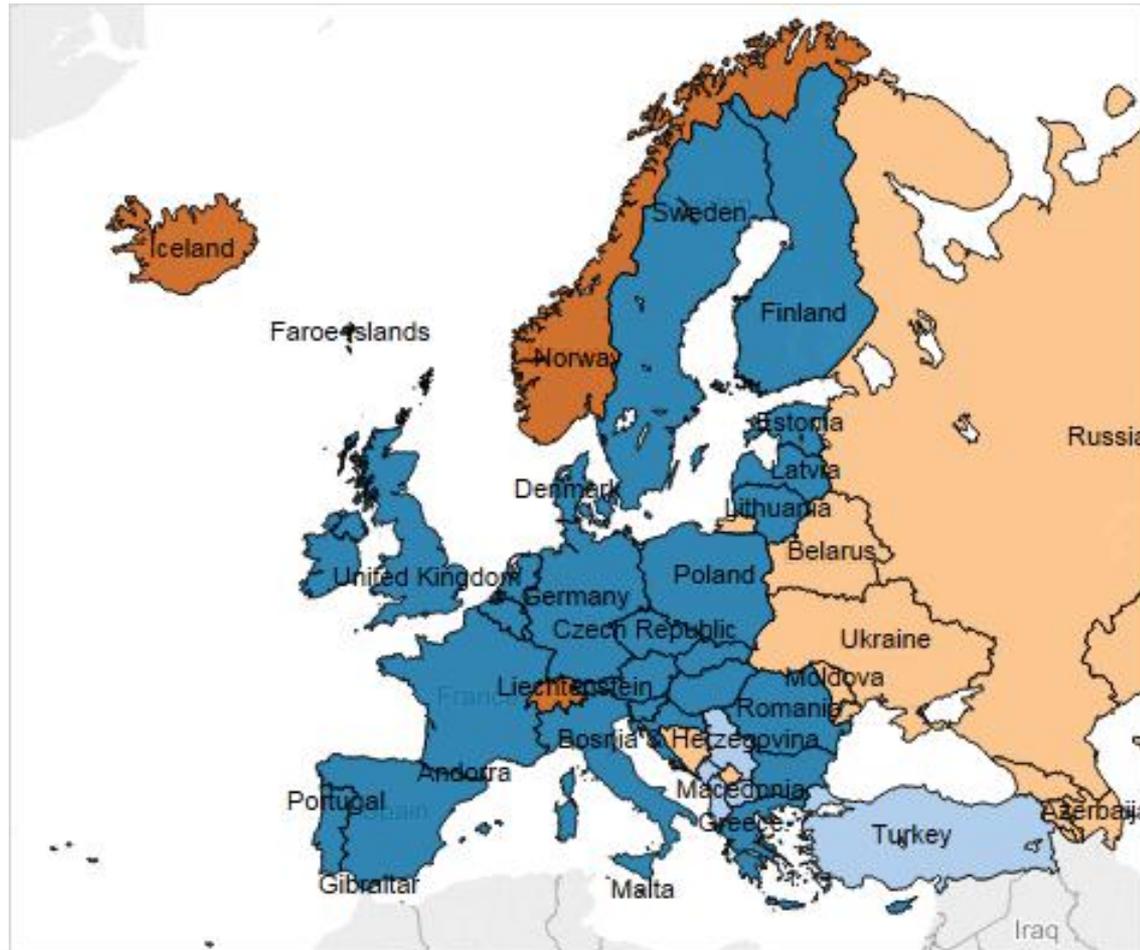


Overview of Minnesota Exports to Europe



Economic Organization

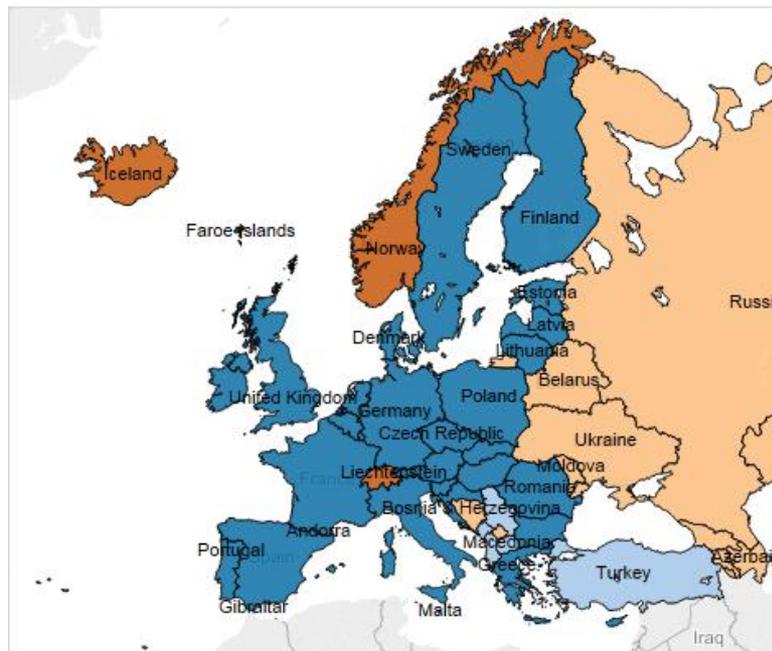
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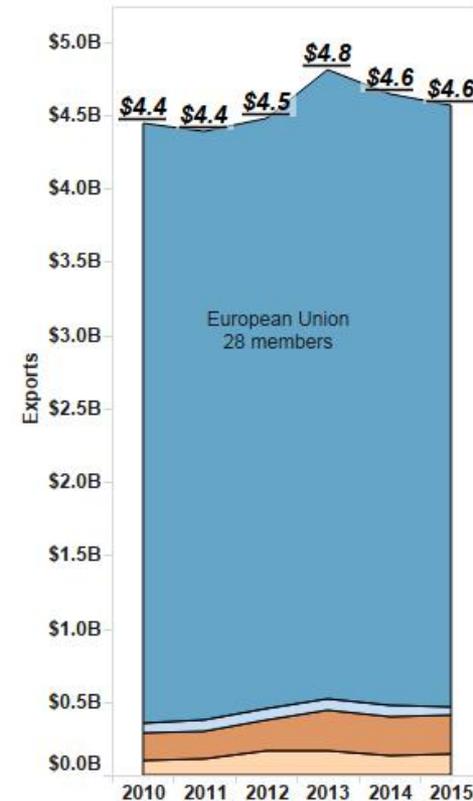
Overview of Minnesota Exports to Europe



Minnesota Exports to Europe, By Type of Economic Organization



Region	Cumulative Exports, 2010-2015
European Union	\$24.7B
EU Candidates	\$0.4B
EFTA	\$1.4B
Rest of Europe	\$0.8B
Grand Total	\$27.3B



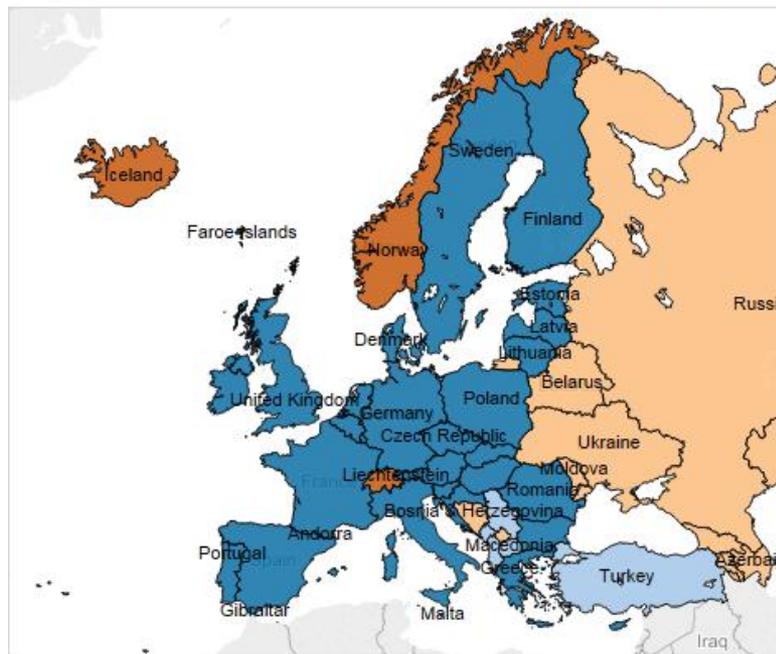
Prepared by Economic Analysis Unit, CARD, DEED (4/2016)

Cumulative Exports, 2010-2015

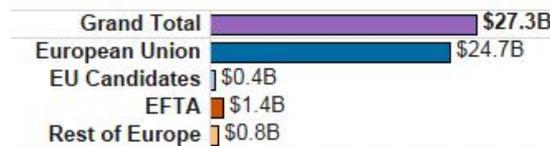
Overview of Minnesota Exports to Europe



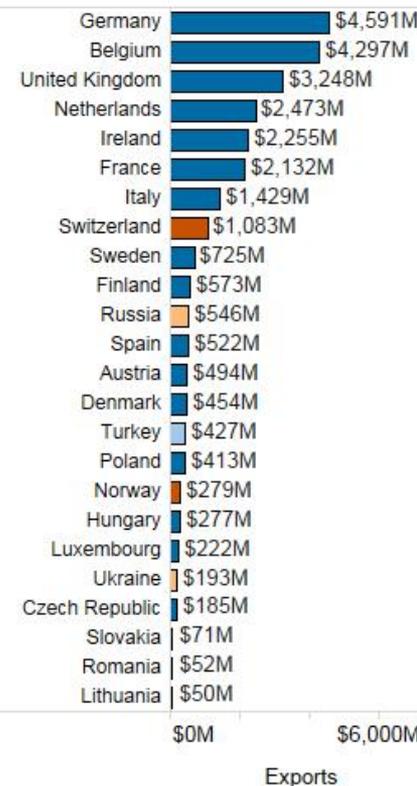
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Region
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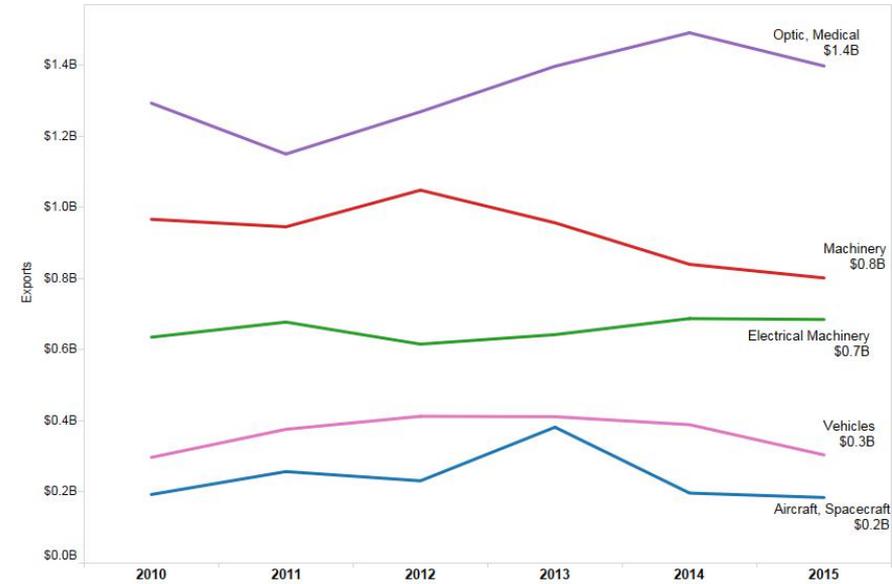
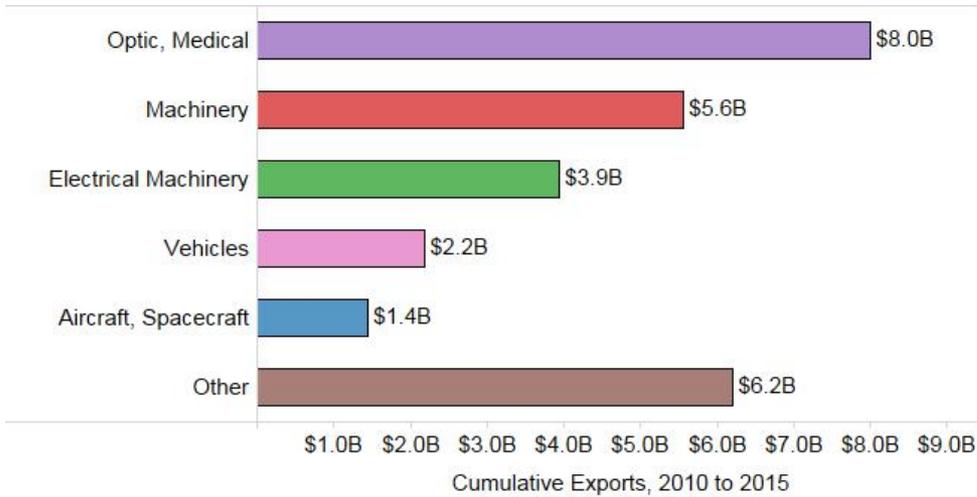


\$10.0B \$20.0B \$30.0B
 Cumulative Exports, 2010-2015



Only countries with more than \$50 million exports from Minnesota are shown in bar chart.
 Prepared by Economic Analysis Unit, CARD, DEED (4/2016)

Minnesota Exports by Products



Minnesota Trade Office in Europe



Minnesota

Department of Employment and Economic Development

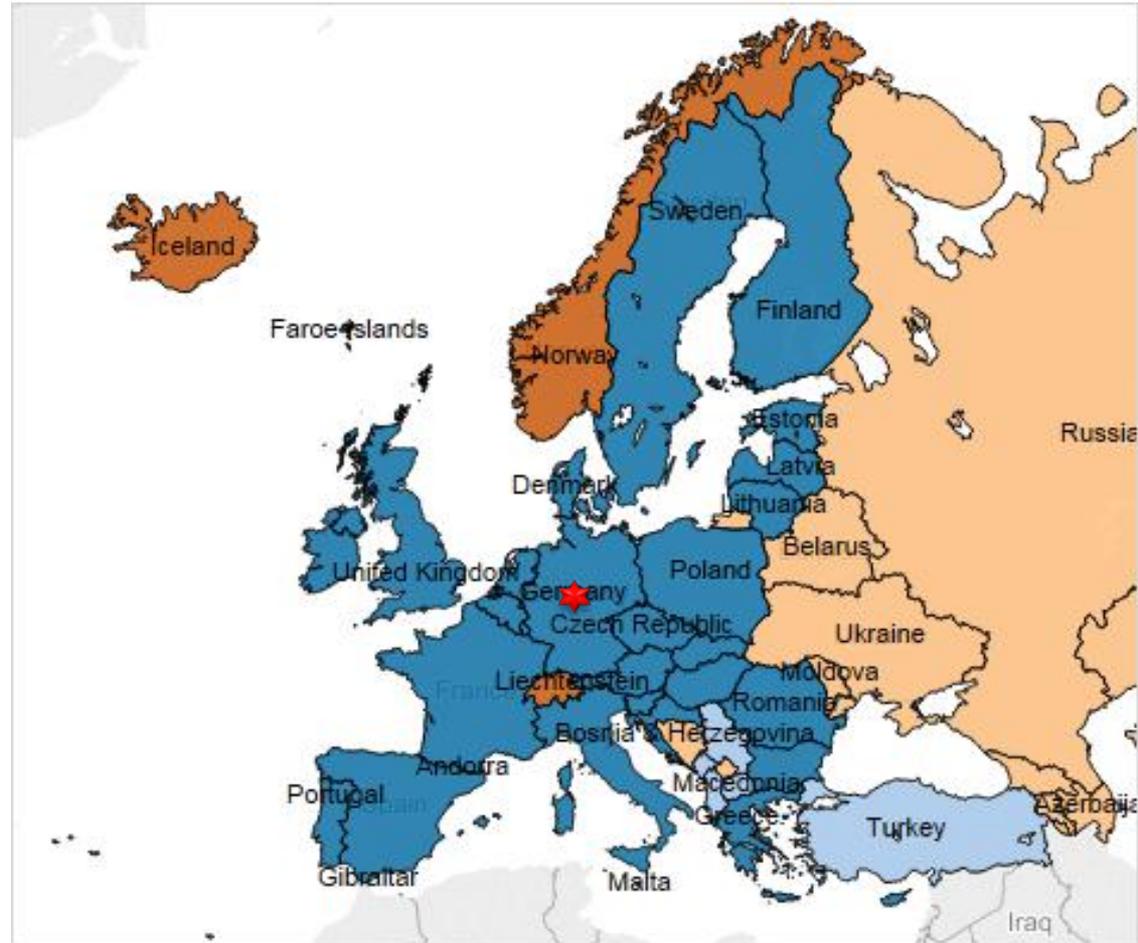
Minnesota Trade Office – Europe



Düsseldorf Office

Mr. Peter Leyer-Pritzkow

Minnesota also has offices also in
China, Brazil, Seoul



Minnesota Companies in Europe



SJM™



Many Small & Medium sized firms—
Our Rising Minnesota Export Stars
Are You Next?

Future Prospects: Minnesota & Europe = Good Match



Country Commercial Guide for Europe
Best Markets for US products

- ✓ Automotive (e-vehicles)
- ✓ Chemicals
- ✓ Health and Medical Technologies
- ✓ Information and Communications Technology
- ✓ Energy and Environment; Smart Grid; Renewables

Governor Mark Dayton at 3M's R&D Facility
in Neuss, Germany, 2013



Minnesota Rising Export Star



- Viroment is working with a water utility serving 10M people in the UK
- UK partner is an early adopter of an award-winning MN technology
- Replacing over 100 mechanical processes to separate the solids from waste water resulting in:
 - Cleaner reuse/discharge water
 - Concentrated biosolid reduced disposal transport/landfill costs
 - Later, convert the solids to energy sold for a profit to the grid
 - AKA Dewatering Wastewater Treatment Sludge
- Watch for more Minnesota companies engaging in environmental and water treatment and conservation work in Europe

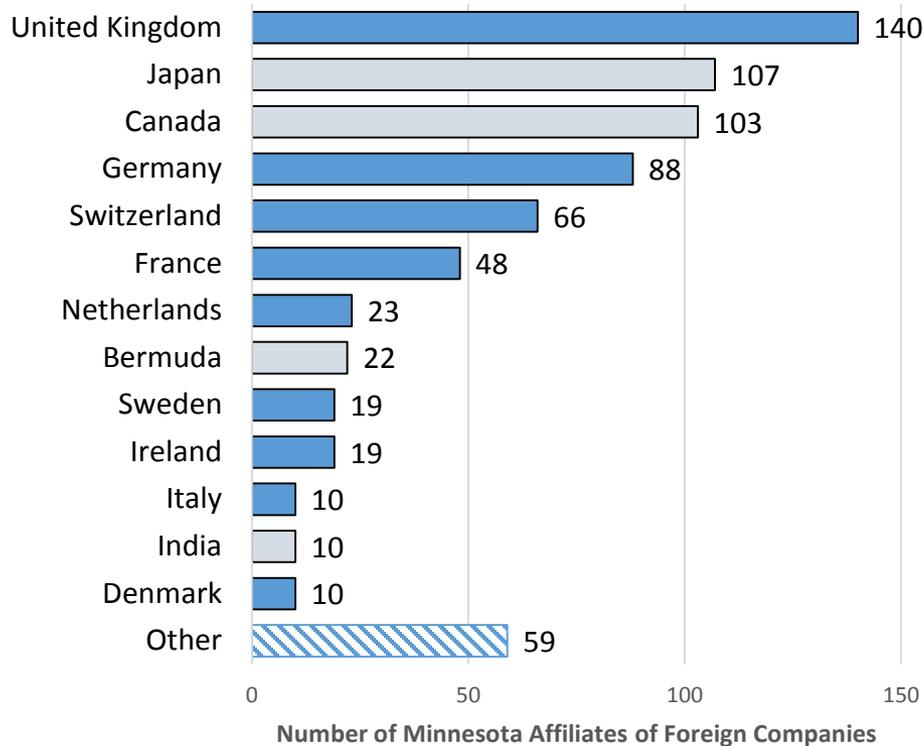


Foreign Direct Investment in Minnesota

AmCham: Pass the Word!



Foreign Companies Operating in Minnesota



The Case for Investing in Minnesota

- ✓ 7 of top 10 are European
- ✓ 403 companies in Minnesota are majority-owned by European investors
- ✓ These companies employ 64,600 Minnesotans
- ✓ With indirect employment, impact is 120,000 jobs

There's Help for growing your company In Europe



- ✓ Minnesota Trade Office
- ✓ US Commercial Service
- ✓ Our local European Chambers
 - ✓ Germany
 - ✓ France
 - ✓ Sweden
 - ✓ Norway
 - ✓ Finland
 - ✓ + Russia + Israel
 - ✓ MGTA and others
- ✓ American Chambers of Commerce

Thank you AmCham for

- Supporting our companies around the globe
- Assisting us and our companies on state trade missions
- Supporting our embassies
- Coming to Minnesota!

Thank you!