



ENGAGE IN THE GLOBAL BUSINESS COMMUNITY.

FREE TRADE



ALLIANCE

FOREIGN INVESTMENT
BUSINESS DEVELOPMENT
TRADE ADVOCACY
EDUCATION



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WHY INVEST IN THE ALLIANCE?



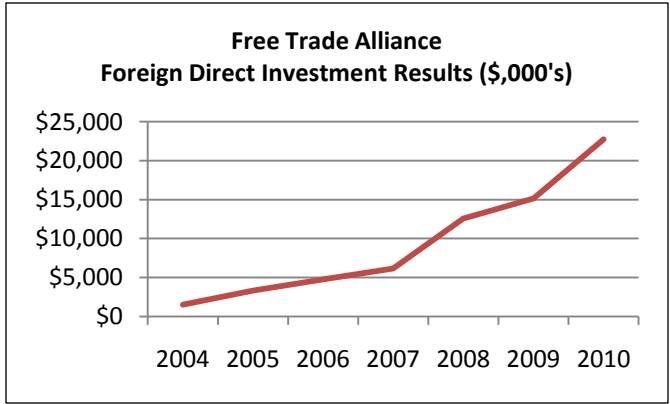
FREE TRADE ALLIANCE is the premier organization in the state of Texas that is wholly focused on developing global opportunities for your family, your business and our future. Whether your business conducts international trade or not, you benefit from the work of the Alliance. To the imported coffee and tea you drink each morning, the Smartphone you can't put down, the computer you work on and the car you drive, these are all products of international trade. In fact international trade gives the average family \$9,000 more per year in purchasing power.

- ✿ **95% of consumers live outside the United States.** The Alliance works daily to keep and expand access to these markets, so that when you are ready, the opportunity is there. Your employees will thank you as well when you do start exporting, as **export related jobs pay 13-18% more** than the national average.
- ✿ **The Alliance continues to attract foreign investment.** Over 135 foreign companies have incorporated in Texas through the Alliance's International Business Development Center (IBDC).
- ✿ Over the past seven years **foreign investment into Texas through the Alliance IBDC program has experienced an average annual growth rate of 34.8% and the economic impact of the program now exceeds \$22 million annually.** These investors purchase residential and commercial property, attend local churches, join country clubs and fitness centers, shop in our stores, dine in our restaurants and hire employees.
- ✿ **Foreign companies employ 344,600 Texans.** These Texans are then able to purchase your goods and services, partly because **jobs created by foreign investment pay 32% more than the national average.**

There are more honor students in India than the United States has students and China will soon become the number one English speaking country in the world. Are your children prepared for the global knowledge economy? The **Free Trade Alliance Education Foundation helps prepare our future global leaders** through programs such as the Future Global Leaders Coalition, the International Business Plan program, providing globally oriented internships to college students and providing scholarships for international studies. The Alliance helps aspiring leaders not only see the global picture, but to be in it.

Accolades:

- TradeRoots International Leadership Award by the U.S. Chamber of Commerce (Sept. 2009)
- San Antonio's District Director's Alliance Award, by the Small Business Administration (April 2009)



Join those companies and individuals that already know that membership in the Free Trade Alliance makes all the sense in the world. To join, or review your level of membership, contact Cynthia Sutton at csutton@freetradealliance.org or at 210.229.9036.

INTERNATIONAL BUSINESS DEVELOPMENT CENTER



Overview of Services:

Establishing a company

The IBDC offers access to a team of professionals with expertise in the areas related to forming a company in the United States. Our investment team will review all aspects and options available in setting up a company structure so it aligns with the company's goals. The team includes:

- Accountants that will review pertinent corporate accounting and tax issues
- Immigration attorneys that provide an overview of work visa options and application procedures
- Corporate attorneys that will review corporate entity options and characteristics
- Business bankers that will help open the company's business accounts

Sales

At the core of the IBDC is a series of services and support aimed at accelerating a company to the point of readiness to sell their products and/or services. For this purpose, focus and support is given to:

- Developing and implementing a sound sales and distribution strategy
- Working with the company to develop customer prospects and leads
- Developing the right sales approach, given the target market
- Establishing meetings and introducing the company to identified qualified leads
- Developing a business network with one year complimentary memberships to the Greater San Antonio Chamber of Commerce and the San Antonio Hispanic Chamber of Commerce, providing access to 2000+ businesses
- Monitoring, evaluating and modifying the company's sales and marketing strategy to ensure a steady increase in sales

Research and Planning

One of the most important steps in business is planning, which is where the IBDC program begins. Our goal is to develop a structured, yet flexible plan to assist in targeting your company's efforts and maximizing the use of time and investment.

Your work plan with the IBDC begins with:

- Outlining a strategic work plan for the company's expansion into the market
- Developing the business plan for the company's project
- Developing a budget and proforma financials
- Organizing a series of meetings with managers and industry experts in order to learn more about the business environment in the region and market strategies
- Coordinating a Product-to-Market research report outlining:
 - The company's strengths (internal), opportunities (external), weaknesses (internal), and threats (external)
 - Channels of Distribution: Advice and strategies for place and distribution
 - Primary competitors
 - Market Demand
- Providing supplemental market research that compliments the Product-to-Market report and will be integrated into the business plan and sales strategy
- Identifying the target market and product/service positioning
- Review and provide feedback on modifications/adaptations necessary for the product/service competitiveness
- Analyzing and comparing competitors in the state of Texas and region.

INTERNATIONAL BUSINESS DEVELOPMENT CENTER

Marketing and Promotion

Corporate identity and communication are crucial elements in marketing. Through participation in the IBDC program your company will build credibility which makes approaching potential U.S. customers easier and more productive. Through the IBDC, the company will develop competitive marketing skills and tools that will impact sales performance, such as:

- Cross cultural training to gain experience in U.S. sales and purchasing practices
- Support with sales preparation through mock sales activities
- Assistance in development and launch of an English language website
- Evaluation and/or development of company logo and marketing materials
- Organization of a focus group to evaluate product/service
- Distribution of a press release introducing the company to the local business community and associating the company with the Free Trade Alliance

Why choose San Antonio as an investment destination ?

- #1 strongest performing metropolitan area in the current recession (Brookings Institute's *Metro Monitor*)
- Named one of the top 5 healthiest U.S. real estate markets (*Builder Magazine*, Feb. 2009)
- Named 2nd most recession-proof city in America and 11th best city for jobs (*Forbes* 2008)
- United States' 14th hottest market (*CNN-Money*)
- Ranked 3rd best city for job growth among largest U.S. cities (*New Geography*)

Free Trade Alliance IBDC Offices



Client Testimonies

"Our company found a wealth of resources to facilitate our growth in the market within a short period of time. I found contacts for my supply chain, suppliers and a network of companies and individuals that have helped us achieve our goals. The market research and the accessibility to databases available through the IBDC program are highly effective and save time, especially nowadays where companies have to adapt to changes and new ways of developing faster." -- **Continental Green Produce (Home office in Uruapan, Michoacán, Mexico) -- Jesus Sebastian, President & CEO**

"The IBDC program has helped us expand our business to the United States and enter the market in an organized and cost effective manner given all the resources that are provided. The IBDC eliminated the missteps that could have cost us a lot of money and above everything time." -- **BASE Minerals, Inc. (Home office in Torreon, Coahuila, Mexico) -- Edgar Santillan, Vice President**

"The IBDC program helped us execute our expansion plan. The program helped us adapt the approach to our prospective clients and allowed us to penetrate the large grocery store chains, in our case HEB. The program consolidates the necessary services to open and operate a U.S. company. Without the programs assistance the outcome of our expansion would not have been the same." -- **Natural and Fresh Texas Produce (Home office in Delicias, Chihuahua, Mexico) -- Antonio Porras, President & CEO**

Interested in sponsoring the International Business Development Center (IBDC) or other Free Trade Alliance business development initiatives?

Contact Rogelio Garcia at 1.210.229.9036 or at rgarcia@freetradealliance.org for more information.

FREE TRADE ALLIANCE EDUCATION FOUNDATION



Free Trade Alliance Education Foundation is a 501(c)(3) not-for-profit, public-private alliance dedicated to educating and preparing students to compete and collaborate in the global marketplace. Through the Foundation students engage the global community and develop lasting relationships through a series of internationally focused programs. The Alliance possesses strong relationships with education, business, and civic organizations, lending to its unique position of being able to serve as a bridge between students and business, with a focus on building a more diverse global community.

About the Future Global Leaders Coalition:

The Future Global Leaders Coalition is a network of globally focused students and faculty at universities around the world. Each Coalition provides students, from every area of study, a focused program to explore and discuss global opportunities and exercise their leadership skills with a multi-national focus. Coalitions are connected through the Free Trade Alliance and work on various collaborative projects. The Free Trade Alliance's Future Global Leaders Coalition grew from our successful internship and International Business Plan programs.

Participation Opportunities:

International Business Plan Program – Begun in 2009, 80 students from 10 universities and 10 countries have participated in this program that has more than doubled participation in just two years. Teams comprised of 2-5 students are paired with a mentor from the business community to assist them develop a 10 - 12 page business plan with an international component, which also addresses environmental sustainability in their operations. Teams are awarded bonus points for including more than one nationality and university on their team, more closely simulating a multi-national working environment. Companies that have participated as mentors to teams include: Barton, East & Caldwell, L.L.P., CPS Energy, DeFlores, LLC, Guillen International, Grupo CETEC, H-E-B, Kinetic Concepts, Inc., Port San Antonio, ProNucleotein Biotechnologies, Inc., Rackspace Hosting, Rainbow Play Systems, Seno Medical, Bexar County Economic Development & Valero. Student teams compete for \$26,250 in prize money, quarterly leadership sessions and are often eligible for course credit. Hear what students are saying at www.youtube.com/user/freetradealliance.

Participating colleges and universities include:



ST. MARY'S
UNIVERSITY



Internship program – The Alliance serves as a gateway between Coalition members and the business community. As companies seek to further develop their import and export markets, the Alliance works with students and businesses to find an internship candidate with the required skill set to assist the business with a specific project. Students frequently possess linguistic and cultural knowledge that can assist a business to develop new markets. Participating students are often able to receive course credit for the internship, creating a win-win scenario for both the student and business. Since 2007 the Alliance has placed 35 students, from 9 colleges and universities and five countries, in internship positions with a global focus. Previous program participants now work for companies such as Milwaukee Power Tool, Rackspace Hosting, RF Barnes Customs Brokers and have founded and grown their own businesses.

Future Global Leaders Summit – This program serves as an opportunity for global students to interact with each other and business leaders through a series of educational programs developed in partnership with participating schools and businesses. Sessions are focused on developing a deeper understanding of global logistics, developing and managing a global workforce, global branding, entrepreneurship and corporate responsibility and sustainability. The first Future Global Leaders Summit took place July 18 - 19, 2011 in San Antonio, Texas.

For more information about how your business or school can participate, contact us at globalleaders@freetradealliance.org

THE BENEFITS OF MEMBERSHIP

Free Trade Alliance Benefits Of Membership		Individual* \$150	Corporate \$500	Diplomat \$750	Sponsor \$1,250	Patron \$2,500	Benefactor \$5,000	Signature \$10,000	Ambassador \$25,000	Global Partner \$50,000+
Designated membership representatives		X	X	X	X	X	X	X	X	X
Subscription to monthly electronic newsletter		X	X	X	X	X	X	X	X	X
Appreciation and knowledge that your investment is helping the international and economic development of your community		X	X	X	X	X	X	X	X	X
Online membership directory listing with company profile			X	X	X	X	X	X	X	X
Involvement opportunities on committees and task forces			X	X	X	X	X	X	X	X
10% Discount on language training at CETEC Global Training Center		X	X	X	X	X	X	X	X	X
Access to over 40 networking, business, and special events every year		X	X	X	X	X	X	X	X	X
Preferred rates to events and programs		X	X	X	X	X	X	X	X	X
Participation in business matchmaking referral network			X	X	X	X	X	X	X	X
Member pricing on trade leads			X	X	X	X	X	X	X	X
Discounted Certificate of Origin processing			X	X	X	X	X	X	X	X
Access to international market information			X	X	X	X	X	X	X	X
Access to international contacts network			X	X	X	X	X	X	X	X
Access to import/export resources and assistance			X	X	X	X	X	X	X	X
New member recognition on homepage of website			X	X	X	X	X	X	X	X
One time complimentary display table at a business networking mixer				X	X	X	X	X	X	X
25% onetime discount on a Single Meeting Business Sponsor at the International Business Network (IBN) Program				X	X	X	X	X	X	X
25% onetime discount on Single Meeting Sponsorship at Latin America & Caribbean Forum				X	X	X	X	X	X	X
Logo featured in online membership directory listing				X	X	X	X	X	X	X
Opportunity to serve on Alliance Board of Directors				X	X	X	X	X	X	X
Eligible to chair a committee or task force				X	X	X	X	X	X	X
One time complimentary sponsorship of a business networking mixer				X	X	X	X	X	X	X
Involvement and client referral opportunities in the International Business Development Center (IBDC) Program						X	X	X	X	X
Promotion of company to targeted list of Alliance contacts in specified country of origin						X	X	X	X	X
Participation as featured member on the homepage of Alliance website on a rotating basis						X	X	X	X	X
Eligible to be enrolled in quarterly payment plan option						X	X	X	X	X
Special invitations to events with Alliance leaders and other special VIP members						X	X	X	X	X
Organization logo displayed in Alliance office lobby only						X	X	X	X	X
Opportunity to have an ad feature in the Alliance weekly news blast						X	X	X	X	X
Complimentary exhibit table at IBDC Investment seminars						X	X	X	X	X
Nickel presentation during Latin America & Caribbean Forum or IBN Program								X	X	X
Opportunity to serve on Alliance Executive Committee								X	X	X
Recognized as the Host of one Latin American & Caribbean Forum								X	X	X
Opportunity to submit articles for the monthly Policy Post newsletter								X	X	X
Organization logo displayed in Alliance and IBDC office lobbies								X	X	X
Preferred participation in inbound and outbound trade missions and investment seminars								X	X	X
Logo featured on Alliance letterhead									X	X
Logo featured on Alliance homepage and duplicated throughout website										X
Recognized as the Host of one IBN Program										X
Nickel presentation or welcome remarks at an event of the member's choosing										X

*Student Members: \$25 – Exclusive to students currently enrolled at an accredited institution of higher education
 Call 210-229-9036 or visit www.freetradealliance.org to join.

FREE TRADE



ALLIANCE

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