



## **MONDAY, OCTOBER 26 – PRE-EXPO DAY**

**11:00 AM to 8:00 PM**

**Exposition Registration**

**California Lounge**

<b>PRE-EXPO WORKSHOPS/SEMINARS/PRESENTATIONS</b>
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**12:45 PM to 1:00 PM**

**Welcome**

**Los Angeles**

Lt. Governor Kay Ivey, State of Alabama; ASA Chair

**1:00 PM to 2:00 PM**

***"A Soft Landing in the USA - Strategies  
for Accelerating Growth in the U.S. Market"***

**Los Angeles**

Speaker: Mr. Eliot Norman, FDI Practice, Williams Mullen

Primarily intended for the foreign investor, but informative for all, Mr. Norman addresses how to successfully move from an "export only" model to an "American-based" global business.

**2:00 PM to 2:30 PM**

***"Investment Value of Research and Development  
in the Aerospace Sectors"***

**Los Angeles**

Panels introduced by Dr. Joseph B. Michels, PE, Col USAF (RET), Solomon Bruce Consulting

Dr. Michels will give an overview of the aerospace R&D environment and the multiple investment opportunities likely over the next 2 - 7 years.

**2:30 PM to 2:45 PM**

***BREAK***

**2:45 PM to 4:45 PM**

**Lab and Industry Perspectives on Aerospace  
Manufacturing Technologies Investment  
Potentials**

**Los Angeles**

Moderator: Mr. Jack Harris, Rockwell Collins (Retired)

Panelists: Mr. Chad Cundiff, President, Astronautics Corporation of America (Astronautics);  
Dr. Howard Harary, NIST; Mr. Michael Packer, Lockheed Martin; Dr. Steve Ray, Carnegie Mellon;  
Mr. Herm Reininga, Rockwell Collins (Retired)

The vitality of the aerospace industry rests in significant part on robust R&D and the innovation R&D can produce. Panelists from the science and technology arena and members of the aerospace industry will provide their perspectives on products and technologies currently in R&D that are likely to be investment-ready in the next 5 – 7 years.



**4:45 PM to 5:45 PM**

**The Investors' Perspective on Aerospace R&D  
Investment Potentials**

**Los Angeles**

Moderator: Mr. James Powers, Senior Managing Director, BDO, USA  
Panelists: Mr. Jason Dickstein, President, Washington Aviation Group;  
Mr. Robert Jones, Group Head, Transportation, Aerospace and Defense, Union Bank;  
Mr. Brian Martin, Principal, Vance Street Capital, LLC

As the aerospace industry is poised for growth in civil air service, commercial space and the greater utilization of UAS – as well as the infrastructure that supports all three – investment opportunities will become available. R&D is one of the drivers of these opportunities. Equity and investment managers provide their analysis of which aerospace products and technologies currently in R&D are attractive to them for investment in the coming two to seven years.

<b>EVENING ACTIVITY</b>
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**6:30 PM to 8:30 PM**

**Opening Networking Reception  
Sponsored by Bombardier**

**Green Circle  
Terrace**

Welcome: Lt. Governor Kay Ivey, State of Alabama; ASA Chair  
Hors d'oeuvres and networking as we kick off the Exposition.





**9:50 AM to 10:50 AM** **Executive Panel** **Los Angeles**  
 Moderated by the Under Secretary of Commerce for International Trade Stefan M. Selig  
 Panelists: Mr. Jean Rosanvallon, President and CEO, Dassault Falcon Jet; Mr. Gary Spulak, President Embraer Aircraft Holdings; Mr. Masao Yamagami, Chairman & CEO, Mitsubishi Aircraft Corporation America

**10:50 AM to 11:15 AM** **BREAK** **California Lounge**

**11:15 AM to 12:15 PM** **Industry Keynote Address** **Los Angeles**  
**"The FDI Experience - Airbus Perspective"**  
 Mr. Barry Eccleston, President, Airbus Americas

**12:30 PM to 1:45 PM** **General Lunch** **Beverly Hills**

**EXPOSITION**

**2:00 PM to 8:00 PM** **Exposition Hall Open** **California Showroom**

**3:15 PM to 3:45 PM** **BREAK** **California Showroom**

**INVESTMENT MEETINGS, STATE PRESENTATIONS AND FDI SESSIONS**

**INVESTMENT MEETINGS**

**2:00 PM to 5:30 PM** **Investment Meetings** **Rooms as Assigned**

**STATE PRESENTATIONS**

**2:00 PM to 2:45 PM** **Colorado State Presentation** **Los Angeles**  
 Major Gen, USAF (Ret) Jay Lindell, CO A&D Industry Champion; Ms. Vicky Lea, Dir. Aerospace & Aviation, Metro Denver Economic Development Corporation

**3:00 PM to 3:45 PM** **Wisconsin State Presentation** **Los Angeles**  
 Hosted by Lt. Governor Rebecca Kleefisch

**4:00 PM to 4:45 PM** **Indiana State Presentation** **Los Angeles**  
 Hosted by Mr. Victor Smith, Secretary of Commerce



**5:00 PM to 5:45 PM**                      **Alabama State Presentation**                      **Los Angeles**  
Hosted by Lt. Governor Kay Ivey

**5:45 PM to 6:30 PM**                      **Ohio State Presentation**                      **Westwood**  
Mr. Glenn Richardson, Managing Director for Aerospace, JobsOhio

**FDI SESSIONS (Many run concurrently)**

**2:00 PM to 3:00 PM**                      ***“Being a Successful Foreign Investor -  
Soft Landing Experiences”***                      **Westwood**

Moderator: Mr. Eliot Norman, FDI Practice, Williams Mullen  
Panelists: Mr. Bruno Ferrand of Latecoere International, Inc.;  
Mr. Antoine Level, President and CEO, Squadrone Systems, Inc.

Panelists from foreign aerospace companies, large and small, will discuss why they chose the U.S. locations they did and describe their strategies for obtaining financing and accelerating growth in the U.S. market.

**2:00 PM to 2:45 PM**                      ***“U.S. Department of Defense Views on FDI in the  
U.S. Aerospace Industry”***                      **Encino**

Mr. Benjamin Richardson, Dir., Global Markets and Investments, Manufacturing and Industrial Base Policy, Office of the Under Secretary of Defense, AT&L

According to an industry estimate, the U.S. Department of Defense accounts for half of the world’s acquisition of military aircraft. Mr. Richardson will address issues related to the Defense Department’s purchase of military aerospace products from U.S. subsidiaries of foreign companies, including the “Buy America” Act, technologies of interest to the Defense Department, and aeronautical research and development.

**2:30 PM to 3:30 PM**                      ***“The Manufacturing Extension Partnership (MEP)  
Role in Aerospace Growth and Investment”***                      **Brentwood**

Moderator: Mr. David Stieren, Technical Manager, National Institute of Science and Technology (NIST) MEP

Panelists: Mr. Gary Conley, President and CEO, TechSolve (OH); Mr. Loren Lyon, President and Center Director, Impact Washington (WA); Mr. James Watson, Director, California Manufacturing Technology Consulting (CMTCC) CA

Senior leadership from MEPs will discuss how the MEP infrastructure can identify and facilitate exceptional investment opportunities in the U.S. small- to medium-sized manufacturing base.



**3:00 PM to 4:00 PM**                      ***“Lufthansa, Puerto Rico, and SelectUSA:  
Get the Inside Scoop on Winning the Deal”***                      **Pacific Palisades**

Moderator: Mr. Vinai Thummalapally, Executive Director, SelectUSA  
Panelists: Mr. Elmar Lutter, CEO, Lufthansa Technik Puerto Rico; Mr. Antonio Medina Comas,  
Executive Director, Puerto Rico Industrial Development Company

Panelists will discuss how Lufthansa built their investment strategy and how Puerto Rico launched a successful campaign to win Lufthansa’s project.

**3:15 PM to 4:00 PM**                      ***Space Panel***                      **Westwood**

Moderator: Mr. Dale Ketcham, Chief of Strategic Alliances, Space Florida  
Panelists: Mr. Michael Blum, Firefly Space Systems; Mr. Craig Campbell, Alaska Aerospace Corp.;  
Mr. Sean Mahoney, Masten Space Systems; Ms. Jane Poynter, World View Enterprises

Panelists will focus on the potential in commercial space ventures, with specific attention on new commercial and exploration technologies, and the launch vehicles and spaceports to get them up there.

**3:30 PM to 4:15 PM**                      ***“Industrial Airports: Their Logistics  
and Investment Value to Aerospace Clusters”***                      **Encino**

Dr. Daryl Watkins, Embry-Riddle Aeronautical University

Studies have shown that airports alone may not be able to attract the investments of companies wanting to serve global markets. However, airports that anchor to a multi-modal logistics capability and strategy are much more attractive for investment and growth. Dr. Watkins will focus on the value of logistics capabilities and services that can bring value to aerospace clusters.

**4:00 PM to 4:45 PM**                      ***“Understanding China's Outbound  
Foreign Direct Investment”***                      **Brentwood**

Dr. John Wu, California State University-San Bernadino

China recently became the world’s second largest economy, and has emerged as the world’s largest exporter. Despite its rapid economic rise, China lags in one important area: outbound foreign direct investment (OFDI). Dr. Wu will discuss the complexities of Chinese OFDI, and address what types of OFDI Investment China may be looking at in the future.



**4:15 PM to 5:00 PM**                      ***"FAA Policy and Regulations: A Perspective  
for Foreign-Owned Manufacturers of Civil Aircraft  
and Aircraft Parts in the USA"***                      **Pacific Palisades**

FAA Speaker, Ms. Dorenda Baker, Director of the FAA's Aircraft Certification Service

Ms. Baker will discuss FAA aircraft certification policies and regulations from a global perspective. How can companies benefit from bilateral aviation safety agreements the United States has negotiated with other countries? Can the FAA support creative business arrangements? Can FAA airworthiness approvals, such as Type Certificates and Supplemental Type Certificates, move freely between U.S. and non-U.S. companies? Ms. Baker will address these and any other regulatory questions of interest to investors in the U.S. aerospace industry.

**4:30 PM to 5:15 PM**                      ***"CFIUS Planning for FDI Success"***                      **Westwood**

Mr. Chris Griner, Chair, National Security, CFIUS  
and Compliance practice group, Strook & Strook & Lavan

With experience in FDI since the 1970s, and a recognized authority on CFIUS, Mr. Griner will review key issues in CFIUS and outline strategies for success.

**5:15 PM to 5:45 PM**                      ***"The Voice of Aerospace States: ASA's Role  
in Influencing U.S. Aerospace Policy  
and Chapter Update"***                      **Brentwood**

Mr. Charles Huettner, Executive Director, Aerospace States Association

Mr. Huettner will discuss the role of ASA in developing and influencing national aerospace policy in such areas as Space, UAS, STEM Education, and programs like NEXTGEN. ASA state chapter growth and activities supporting state-based aerospace industry will be reviewed.

**EVENING ACTIVITY**

**6:30 PM to 8:00 PM**                      **Networking Reception**                      **California**  
**Sponsored by Cyient Ltd.**                      **Showroom**

Welcome: Lt. Governor Kay Ivey, State of Alabama; ASA Chair  
Hors d'oeuvres and networking in the expo hall







<b>10:00 AM to 10:45 AM</b>	<b>Washington State Presentation</b>	<b>Los Angeles</b>
<b>11:00 AM to 11:45 AM</b>	<b>South Carolina State Presentation</b> Speaker: Jon Baggett, Senior Project Manager, South Carolina Department of Commerce	<b>Los Angeles</b>
<b>12:00 PM to 1:00 PM</b>	<b>General Lunch</b>	<b>Beverly Hills</b>
<b>1:30 PM to 2:15 PM</b>	<b>Nevada State Presentation</b> Hosted by Lt. Governor Mark Hutchison	<b>Los Angeles</b>
<b>2:30 PM to 3:15 PM</b>	<b>California State Presentation</b> Speaker: Mr. Jeff Malin, Senior Business Development Specialist, Governor's Office of Business and Economic Development (GO-Biz)	<b>Los Angeles</b>
<b>3:30 PM to 4:15 PM</b>	<b>Kansas State Presentation</b>	<b>Los Angeles</b>

**FDI SESSIONS (Many run concurrently)**

<b>9:00 AM to 9:45 AM</b>	<b><i>"The Resurgence of American Manufacturing - Why Aerospace Matters"</i></b>	<b>Brentwood</b>
	Speaker: Ms. Chandra Brown, Deputy Assistant Secretary of Commerce for Manufacturing	

"Make It In America" is more than just a passing catch phrase at the U.S. Department of Commerce. It is the linchpin for a series of initiatives President Obama has called for to increase – and retain – high-paying jobs for American manufacturing workers. Ms. Brown will discuss what the U.S. Department of Commerce is doing to boost manufacturing in the United States. Her presentation will touch on efforts to expand the competitiveness of aerospace manufacturers in the United States, including subsidiaries of non-U.S. parents.

<b>9:00 AM to 9:45 AM</b>	<b><i>"FAA Policy and Regulations: A Perspective for Foreign-Owned Manufacturers of Civil Aircraft and Aircraft Parts in the USA"</i></b>	<b>Westwood</b>
	FAA Speaker, Dorenda Baker, Director of the FAA's Aircraft Certification Service	

Ms. Baker will discuss FAA aircraft certification policies and regulations from a global perspective. How can companies benefit from bilateral aviation safety agreements the United States has negotiated with



other countries? Can the FAA support creative business arrangements? Can FAA airworthiness approvals, such as Type Certificates and Supplemental Type Certificates, move freely between U.S. and non-U.S. companies? Ms. Baker will address these and any other regulatory questions of interest to investors in the U.S. aerospace industry.

**10:00 AM to 10:45 AM**

**UAS Panel**

**Westwood**

Moderator: Mr. Ron Stearns, Research Director, Aerospace Analytics

Panelists: Eric Folkestad, Arcturus UAV; Ben Marcus, AirMap; Tom Hallman, Pictorvision; Keith Kaplan, CEO, Tesla Foundaton

Panelists will discuss the UAS market, the opportunities for growth and investment potential from a small- to medium-sized commercial UAS perspective.

**11:00 AM to 11:45 AM**

***“CFIUS Planning for FDI Success”***

**Brentwood**

Speaker: Mr. Chris Griner, Chair, National Security, CFIUS and Compliance practice group, Stroock & Stroock & Lavan

With experience in FDI since the 1970s and a recognized authority on CFIUS, Mr. Griner will review key issues in CFIUS, and outline strategies for success.

**11:00 AM to 11:45 AM**

***“Aerospace Research Investment Opportunities in Education”***

**Westwood**

Moderator: Ms. Dion Jackson, Program Director, USC Center for Economic Development, Sol Price School of Public Policy

Panelists: Ms. Marie Talnack, Director of Technology Transfer & Industry Clinic, California Polytechnic Institute, Pomona; Dr. Joe Michels, University of North Texas; and Mr. Timotei Centea, Postdoctoral Scholar-Research Associate, University of Southern California

Panelists will discuss capabilities universities have to provide applied research to the benefit of the aerospace industry, discover practical innovations and indicate how using university research can show reasonable ROI.

**12:00 PM to 1:00 PM**

**General Lunch**

**Beverly Hills**

**12:00 PM to 3:00 PM**

**ASA Lt. Governor’s Executive Meeting and Luncheon (Closed Session)**

**Pacific Palisades**



**1:15 PM to 2:00 PM**

**Space Panel**

**Westwood**

Moderator Mr. Dale Ketcham, Chief of Strategic Alliances, Space Florida

Panelists: Mr. Daniel Faber, Deep Space Industries; Mr. Peter Marquez, Planetary Resources;  
Bob Richards, Moon Express

Panelists will address the more exotic but potentially lucrative long term investments in space resource utilization technologies and the challenges this new market confronts.

**2:00 PM to 2:45 PM**

***“U.S. Department of Defense Views on FDI  
in the U.S. Aerospace Industry”***

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<b>CLOSING</b>
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**4:30 PM to 5:00 PM**

**Closing Remarks**

**Los Angeles**

Nevada Lt. Governor and ASA Vice Chair Mark Hutchison

# NATIONAL AEROSPACE FOREIGN DIRECT INVESTMENT EXPOSITION

October 26-28, 2015



Pictured: Charlie Huettner, UT LG Spencer Cox, AL LG Kay Ivey, WI LG Rebecca Kleefisch, NV LG Mark Hutchison

**Background:** During the April 2014 Aerospace States Association annual meeting held at the Space Foundation in Colorado Springs, CO a request by the Department of Commerce asking ASA to host a national aerospace Foreign Direct Investment (FDI) event as part of the department's [Select USA](#) initiative was presented. The then Chair of ASA Alaska Lt. Governor Mead Treadwell and Chandra Brown, Deputy Assistant Secretary for Manufacturing, International Trade Administration, U.S. Department of Commerce signed a formal agreement to co-sponsor the National Aerospace Foreign Direct Investment Exposition. The Expo was the first industry specific event of its kind.

The basic concept is:

**Why:** Foreign Direct Investment is a way to expand aviation and space related manufacturing and operations in a state or region resulting in economic growth, high paying jobs, increased tax revenue, and workforce education/training opportunities, as well as creating new ideas and increasing knowledge.

[http://www.going-global.com/articles/understanding\\_foreign\\_direct\\_investment.htm](http://www.going-global.com/articles/understanding_foreign_direct_investment.htm)

**How:** ASA collaborated with the Department of Commerce (DoC) to establish an aviation and aerospace FDI Exposition. DoC supported the Expo through American embassies around the world and on-line to identify and invite investors from foreign industry, investment firms, and banks. Interested investors were identified in advance of the Expo so that matches could be made with state investment needs and desires. ASA identified the state of California to be the host state for the Expo, hired a professional event management firm, and provided each state and its municipalities and companies the opportunity to connect with foreign investors.

**What / Who:** The Expo was designed to “facilitate business.” This FDI event was not a conference, but a business event akin to a trade show. The Expo showcased states’ prowess in aviation and aerospace as well as their opportunities for investors. Primary attendees were States (and their economic development organizations), firms seeking foreign investment, and foreign investors. Other attendees include service providers (consultants, legal firms, logistics services, etc.).

**When / Where:** The Expo was held October 26-28 of 2015 at the iconic Hyatt Century City Hotel in Los Angeles CA.