

**PROGRAM DESCRIPTION**

**Department: Economic Development**

**HB Section(s): 7.015**

**Program Name: International Trade and Investment Offices**

**Program is found in the following core budget(s): International Trade and Investment Offices**

**1a. What strategic priority does this program address?**

Laser Focused, Data Driven, Customer Centric, One Team

**1b. What does this program do?**

- This program is designed to increase exports for Missouri's manufacturers and professional service companies while generating interest in the State amongst foreign investors, including businesses capable of creating jobs and new capital investment within the State.
- DED contracts with a foreign-based representative with offices in Canada, China, Europe, India, Israel, Japan, the Republic of Korea, Mexico, United Arab Emirates, and the United States. The representative's teams, along with DED's international team, work together to execute services on behalf of Missouri's businesses and communities.
- DED export assistance includes technical guidance on market entry strategies, sector/product research, foreign partner identification (e.g. distributors and agents), trade shows, and trade missions.
- Foreign-based representatives identify foreign direct investment (FDI) leads for the Missouri Partnership and DED Regional Engagement teams and promote Missouri as an ideal location to foreign investors. These representatives raise awareness of local/community benefits across the State and provide client solutions and technical assistance on DED's incentive programs.

**2a. Provide an activity measure(s) for the program.**

	FY2018		FY2019		FY2020		FY2021	FY2022	FY2023
	Projected	Actual	Projected	Actual	Projected	Actual	Projected	Projected	Projected
<b>Export Work Orders</b>	484	384	461	585	569	548	275	400	450
<b>FDI Leads Generated</b>	N/A	N/A	12	49	25	29	12	28	35
<b>FDI Informational Requests*</b>	N/A	N/A	35	123	100	70	65	73	85

Note 1: Export work orders are specific activities done on behalf of Missouri companies seeking to export.

Note 2: An FDI Lead Generated is defined by the following 4 criteria: a) Capital investment amount; b) Jobs number target; c) Roles and Wages for the jobs to be created; and d) Timeline for decision. (\*FDI: Foreign Direct Investment)

Note 3: FDI Informational Requests\* do not adhere to the FDI Lead Generated criteria. Data on these requests is captured and included as part of the FDI pipeline extending into the future.

Note 4: Projected amounts are calculated by incremental increases based on the previous year's actual results.

Note 5: FY2021, FY2022, and FY2023 projected activity has been updated to reflect the adverse affects of the global health emergency on global demand for Missouri products.

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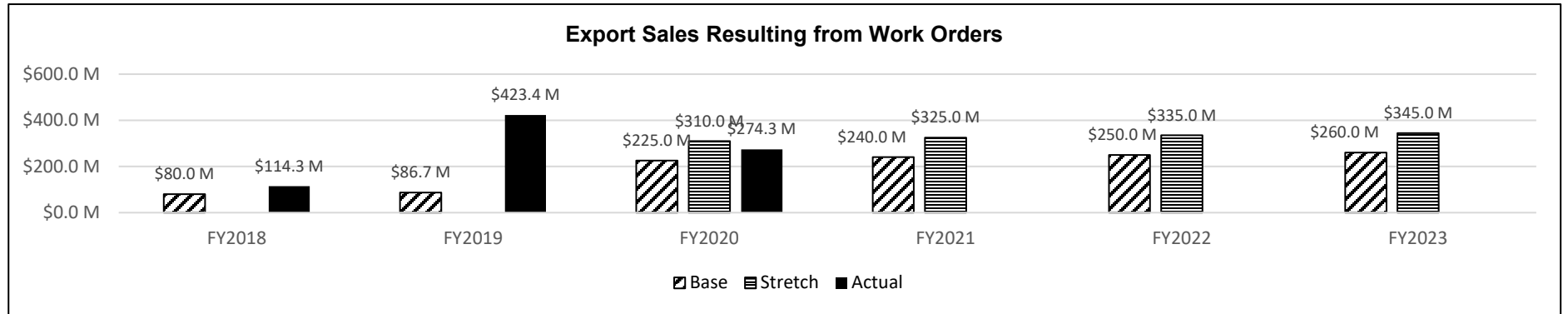
**2b. Provide a measure(s) of the program's quality.**

	FY2018		FY2019		FY2020		FY2021	FY2022	FY2023
	Projected	Actual	Projected	Actual	Projected	Actual	Projected	Projected	Projected
<b>Customer Satisfaction</b>	95%	89%	94%	98%	95%	99%	96%	97%	98%

Note 1: Customer Satisfaction is obtained from the Client Impact Statement; a data collection instrument which includes a client satisfaction survey dispatched to the client upon the completion of each work order.

Note 2: In FY2020, 627 Client Impact Statements were dispatched and 585 were returned.

**2c. Provide a measure(s) of the programs impact.**



Note 1: Chart depicts client success in achieving export sales as a result of DED work order activities.

Note 2: FY2019 export sales reached a high plateau due to the economic and geopolitical issues surrounding U.S. trade policy. This figure is atypical.

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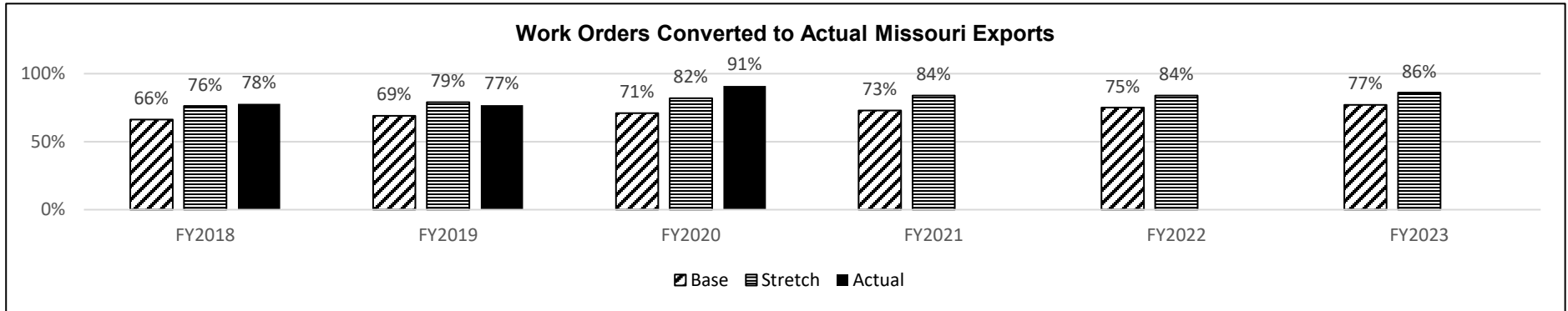
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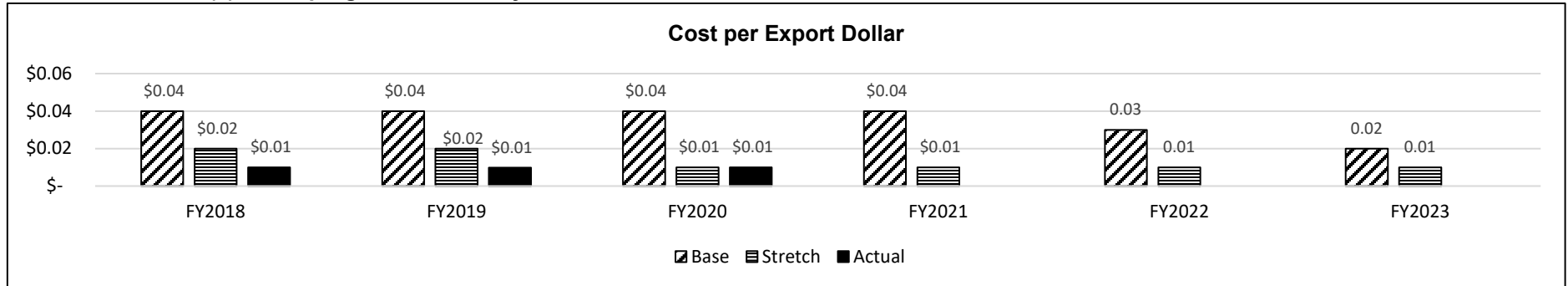
**2c. Provide a measure(s) of the programs impact. (continued)**



Note 1: Chart depicts the percentage of work orders (i.e., export assistance) that were converted to an actual export sale.

Note 2: Base target is average of previous 3 years and Stretch target is 15% increase in converted work orders over Base.

**2d. Provide a measure(s) of the program's efficiency.**



Note 1: Chart depicts the cost of the program to bring back \$1 in export transactions to Missouri businesses.

Note 2: FY2019 export sales reached a high plateau due to the economic and geopolitical issues surrounding U.S. trade policy. Export sales at that level are atypical, so efficiency rates of \$.01 cost per export dollar will be difficult to maintain.

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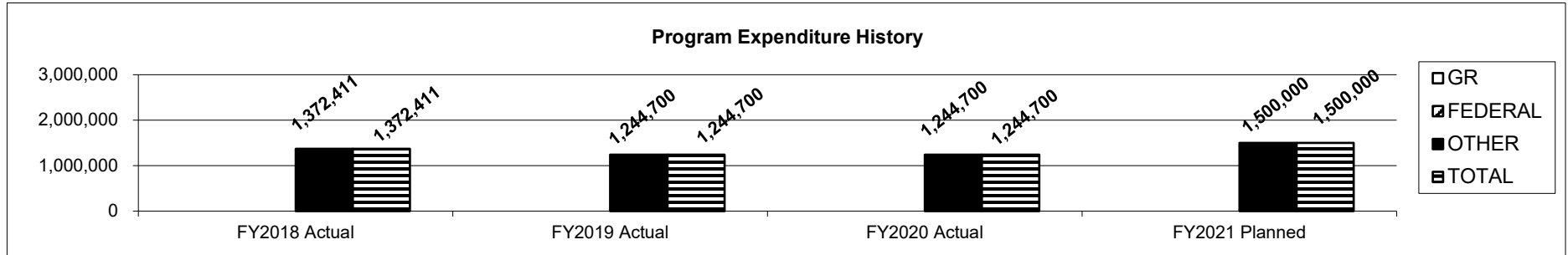
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**3. Provide actual expenditures for the prior three fiscal years and planned expenditures for the current fiscal year. (Note: Amounts do not include fringe benefit costs.)**



**4. What are the sources of the "Other " funds?**

Economic Development Advancement Fund (0783)

**5. What is the authorization for this program, i.e., federal or state statute, etc.? (Include the federal program number, if applicable.)**

Section 620.010, RSMo., establishes the Department of Economic Development and its divisions.

**6. Are there federal matching requirements? If yes, please explain.**

No

**7. Is this a federally mandated program? If yes, please explain.**

No