ATTRACTING FOREIGN DIRECT INVESTMENT IN THE PROCESS OF TACOMA’S GLOBALIZATION

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Foreign Direct Investment (FDI)

- FDI as an important source of financing
- Status quo of FDI in Tacoma

FDI project: 6.4 acre Town Center
Tacoma seeks to be an international city and wants to gain more FDI but isn't prepared to.
Mayor’s Commission on International Relations has not figured out FDI strategy
Lack of capacity to deal with FDI
Main questions:
1. Why is Tacoma an idea hub for FDI?
2. Why is Tacoma lagging behind in attracting FDI?
Theoretical Framework

**Theories**
- FDI economic theory
- City marketing
- Urban modeling
- FDI from developing countries
- Change theory

FDI project: Convention Center Hotel
Methods

Qualitative Research

- **Data collection**
  - Interview
  - Survey
  - Focus group
  - Meeting minutes
- **Case study**
  - Oklahoma City
  - Oakland
Findings

- Unanimous agreement on Tacoma’s going global
- Challenges of competition
- Historical legacy impact
- Emerging markets option
- Education as a vehicle

FDI project: Pt. Ruston real estate
Analysis – Why Tacoma lags behind in FDI

- Lack of professional team deal with the entire process of FDI
- Shadowed by Seattle, Bellevue, and Portland
- Slow in applying EB-5 tool
- Policies do not actively support attracting FDI
Educational Program Design - FDI Professional Development

- Andragogy
- Curriculum design
- Instruction
- Learning methods
- Mentoring program

Criteria → Initiative → Curriculum design → Evaluation → Adjustment


