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
Statement of the Problem

- 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


