

Foreign Direct Investor



José Fernández

Age: 38

Position:

Company: Herram Bio

Industry: Healthcare/Electronics – Advanced Manufacturing

Headquarters: Madrid, Spain

Personal Characteristics:

- English as second language
- Busy
- Detailed Researcher
- Organized

“Developing a facility in another country is quite an investment, so it is important to know if a location will be a perfect place to invest in.”

Background

José Fernández previously worked at Barlo, Inc. as the head of distribution, where he mainly focused on distribution within Spain and neighboring countries. José joined Herram Bio in 1998 to become the head of International Production and Distribution. Herram Bio is a company that produces and sells electronics for healthcare professionals and bio research companies.

José’s job entails establishing new facilities in foreign countries and watching over the production and distribution of the products from those facilities. If it proves more economical than creating facilities, he also explores developing partnerships and joint ventures.

José is kept very busy with his job, so it is a struggle to put in as much effort and research as he likes to when looking to create a new facility in another country.

Goals

1. Create a new facility in another country
 - a. Find potential locations
 - i. Based on location of industry clusters, e.g. location of 5 biggest users
 - b. Know, within each location:

- i. Laws and regulations
 - ii. Type and quality of workforce
 - iii. Type of access there is to markets and proximity of markets
 - iv. Cost of doing business
 - v. Economic stability
 - vi. Opportunities for his type of business and product. This may even include partnerships and joint ventures
 - vii. Presence and strength of his business' and related industries
- c. Know what is required to develop a facility in those locations
- d. Get assistance in developing a facility and selling and distributing products
 - i. Funding and incentives
 - ii. Programs
 - iii. Assistive Organizations
 - iv. Work with a country/state's representative
- 2. Keep up to date on what is occurring internationally within the health and bio research electronics industry

Interaction with NewPA.com

As José looks for possible places to locate a new facility he falls upon NewPA.com.

When he comes to the site, he hopes to satisfy the following goals:

- 1. Learn why to consider PA
 - a. Proximity to customers
 - b. Infrastructure
 - c. Environment for foreign investors
 - d. Workforce
 - e. Market access and proximity
 - f. Opportunities for his business
 - g. Presence and strength of related industries
- 2. Find potential locations in PA
 - A. Based on location of industry clusters
- 3. Know what is required to develop a facility in the potential locations
- 4. Find what assistance is available in and from PA
 - a. Funding and incentives
 - b. Programs
 - c. Assistive organizations
 - d. PA Representatives for FDI