



Business Development, Education and Membership Growth:

What IIUSA is Doing Overseas for Its Members



MCKENZIE PENTON
IIUSA DIRECTOR OF EVENTS AND BUSINESS DEVELOPMENT

IIUSA's core focus is to be a champion for the EB-5 industry. We accomplish that through our tireless work on Capitol Hill and regular communications to all relevant entities both inside and outside of the government. However, we are much more than an advocacy organization. Over the past several years, we have worked collaboratively with our members to ensure that they also receive world-class educational, business development and networking opportunities. Just in the past year, the association launched an EB-5 education module, published multiple

editions of its Regional Center Business Journal, rolled out a new Allied Partnership for economic development organizations, published an economic impact study and countless EB-5 data reports. We also convened industry stakeholders at the first-of-its-kind industry achievement banquet and held two top-notch conferences in Washington, DC and Chicago.

However, perhaps nowhere else has the association's commitment to education, business development and networking been more apparent than in its Global Banquet Series. Launched in 2017, the series has traveled the globe connecting our members to the markets and international stakeholders that matter most. To date, the events have reached audiences in India, Vietnam, China, South Korea and the UAE. In the near future, we will also add Turkey and Taiwan to this growing list of destinations. The Global Banquet Series is just a small fraction of what the association is doing each and every day on the industry's behalf, but it is of critical importance as we look to grow our membership base, diversify marketing and business development opportunities and provide education to the industry stakeholders around the world.

The events have been a testament to IIUSA's data quality and convening power as the only international, non-profit EB-5 industry membership association and a testament to the dedication and commitment of the association's members and partners. Perhaps more importantly, the events are positive reflections of the incredible potential for economic development and job creation that the EB-5 Program represents – it has become increasingly clear that the strength of international investor markets around the globe and the dedication of our members has only just begun to show the true potential for the industry.

As the only non-for-profit trade association for regional center professionals, it is IIUSA's responsibility to provide our members and the industry as a whole the critical program updates and market intelligence they need to succeed. To that end, we are honored to provide our banquet attendees with in-depth investor market data presentations as well as industry-leading panels. Since 2017, our international events have provided well over 600 industry stakeholders with expert analysis on some of the industry's hottest

Continued on Page 50

BUSINESS DEVELOPMENT, EDUCATION AND MEMBERSHIP GROWTH: WHAT IIUSA IS DOING OVERSEAS FOR ITS MEMBERS

Continued From Page 49

topics, including legislation, Program reform, retrogression, source of funds and more.

As we look to grow our presence internationally, the association has formed partnerships with some of the leading investment immigration organizations both to enhance the quality of our events, but also to provide meaningful connections to international stakeholders for our members.



These organizations include the Korean Emigration Association, the Investment Migration Council and most recently the Taiwan Immigration Consultants Association (TICA).

On the membership front, we have been honored to welcome new members to the association in each and every international market to which the banquet series

has traveled. Not only is international membership growth a critical component of the association's overall health, but more importantly it is a reflection on the truly global nature of the EB-5 program.

Check out some of the highlights from our two most recent events!

Key Highlights of Our Most Recent Events in Mumbai and Dubai

Earlier this year, we were excited to kick off the banquet series with two great events in Mumbai, India and Dubai, UAE. Both events attracted many of the leading immigration professionals from throughout India and the UAE (as well as attendees from some of the regions' other large EB-5 investor markets including Iran, Egypt, Turkey, Pakistan and Bangladesh to name a few).

The Mumbai banquet marked the association's third event in India since 2017 and we were pleased to see many returning guests as well as new faces. The India market is increasingly important for industry stakeholders and IIUSA was honored to connect our members with stakeholders from throughout India once again.



The Dubai event was the association's first-ever banquet in the Middle East and we were pleased to host our members in the dynamic investment capital of the region. While the UAE remains a relatively small investor market by comparison to others, it is also home to expatriots from around the world who are looking at EB-5 as a viable investment and immigration option. In fact, according to a recent United Nations report, 88% of the UAE population was comprised

of international migrants in 2017, allowing IIUSA to connect our members with investment immigration professionals not only from the UAE, but also from markets throughout the region, most notably India, Egypt and Bangladesh.

As always, we were honored to recognize the support of our international members during the events including FRR Shares and Shanghai Can-Achieve Exit-Entry Services. The support of our international membership is critical to the association's success and we were pleased to present both of these organizations with their 2019 Membership Certificates. We look forward to welcoming more members to our growing network of international organizations as it is through these organizations' support that IIUSA is able to have a strong on-the-ground presence in the largest EB-5 investor markets around the world.

Of course no IIUSA event is possible without the generous support of our sponsors. Their financial support and empirical expertise ensures the association is able to host these important events each year. To that end, we would like to extend a special thank you to the sponsors of the banquets without whom such successful events would not have been possible. Our sponsors included: American Regional Center Group, AscendAmerica, Atlantic American Partners, Cleveland International Fund, FirstPathway Partners, Global Capital Market Advisors, NRIA EB-5 and Orbit Law.

As we look ahead to the remainder of 2019 and beyond, the future is certainly bright for the association and its members. We look forward to continuing to be your advocate in Washington, DC but also to working with you to ensure your business is well equipped to succeed in an ever-changing marketplace. The IIUSA Global Banquet Series will continue to play a leading role in this regard and we hope you will be able to join us at the next Global Banquet Series event. ▶

See You at the Next IIUSA Global Banquet:

- Ho Chi Minh City | Vietnam (Fall 2019)
- Seoul | South Korea (Fall 2019)
- Taipei | Taiwan (Fall 2019)
- Istanbul | Turkey (TBD)