

IIUSA Investor Market Development Efforts are Full Steam Ahead

IIUSA Drives Critical Business Development & Education in Key EB-5 Investor Markets



MCKENZIE PENTON
DIRECTOR OF EVENTS AND
BUSINESS DEVELOPMENT, IIUSA

As the EB-5 industry's only non-profit membership-based trade association and its strongest voice in advocacy, research and education, IIUSA believes it is our responsibility to ensure that the industry is well-informed and empowered with the information it needs to succeed.

In 2017, we identified a lack of educational opportunities and a dearth of authoritative information in many of the EB-5 investor markets around the globe. Thus, the IIUSA

Global Banquet Series (GBS) was born to deliver education, business development and networking opportunities to members and international stakeholders alike. To date, the GBS has connected over 1,500 professionals at 12 events in 7 countries in the last 2 ½ years (China, Vietnam, India, South Korea, Taiwan, the UAE and Switzerland).

To those organizations and guests who have helped make the GBS successful, we thank you for your continued support of IIUSA and recognize you as champions of education and investor market development. To those who have yet to attend, we hope that the below information will provide you a reason to join IIUSA overseas in 2020!

Here's what the Global Banquet Series is all about!

Educating Overseas Markets

There seems to be no shortage of investment migration events taking place every month around the world. However, while many of these events provide marketing value, we found that they are often lacking in education and quality and reliable information. This becomes particularly apparent when EB-5 is often relegated to a single panel or presentation with other investment programs from

IIUSA Policy Analyst, Lee Li, conducts and in-depth data presentation for attendees at the IIUSA Global Banquet Series in HCMC. Data analysis and education are key components of IIUSA's mission and focus of its international events.

Cyprus, Grenada, Australia and everywhere in between taking much of the limelight and diminishing the ability to provide in-depth education on EB-5 alone.

As the EB-5 industry's only source for unbiased education, we feel that it is our responsibility to ensure that all of our members, international stakeholders and the general public have access to critical IIUSA and EB-5 Program information.

A key component of each and every Global Banquet Series is an in-depth data presentation conducted by IIUSA's very own Policy Analyst Lee Li. The presentations take a deep dive into EB-5 program trends and highlight investor market-specific data, including I-526 processing times, petition filing growth (or decline) and filings by investor market. The presentations are important for international stakeholders as well as our regional centers in attendance as it enables both to assess the strength of the given investor market and determine future growth potential. The information presented by IIUSA during these events is not available publicly anywhere else and is only made possible through the data we receive via Freedom of Information Act (FOIA) requests and IIUSA's close working relationship with government administrations namely the Visa Controls Office at the U.S. Department of State.

Each international event also features an "EB-5 Experts" panel comprised of professionals from across the spectrum of EB-5, often including members of the IIUSA Board of Directors and Leadership Circle. These panels provide much-needed updates on EB-5 advocacy efforts, in-market insights and other hot topics and importantly they also provide a great Q&A opportunity for gathered attendees.

We know that hearing about the latest

Continued on Page 48



IIUSA Investor Market Development Efforts are Full Steam Ahead

IIUSA Drives Critical Business Development & Education in Key EB-5 Investor Markets



proud to expand this important event series to the United Arab Emirates (UAE) and most recently Taiwan.

Attendees at IIUSA's First Ever Event in Dubai, UAE enjoy a cocktail and networking reception

In the new era of EB-5, it is becoming increasingly important for regional centers (and other service providers alike) to expand their operations into new markets. While some are already well established in what may be termed as an "emerging market," others are just looking to expand and that's where IIUSA comes in.

The GBS provides sponsors of the events a great opportunity to explore new investor markets and we pride ourselves on ensuring that all of our event sponsors receive significant business development and marketing return for their investments.

The IIUSA Membership & Investor Market Committee has taken an active role in helping the association expand this event series and is already hard at work to help IIUSA enter new investor markets in the year(s) ahead with plans forming for events in Africa, South America, Europe and the Middle East.

Panelists discuss EB-5 regulations, legislation and other industry hot topics as part of the EB-5 Experts panel at the IIUSA Global Banquet Series event in Mumbai, India.



Above: Attendees at IIUSA's First Ever Event in Dubai, UAE enjoy a cocktail and networking reception.

Left: Panelists discuss EB-5 regulations, legislation and other industry hot topics as part of the EB-5 Experts panel at the IIUSA Global Banquet Series event in Mumbai, India.

Continued From Page 47

industry advocacy updates or investor market trends is not for everyone, but we are confident that the industry leaders in investor markets around the world not only appreciate the timely and valuable information IIUSA provides, but also understand the value of continuing education opportunities to ensure that they are best equipped to advise their clients.

IIUSA Policy Analyst, Lee Li, conducts and in-depth data presentation for attendees at the IIUSA Global Banquet Series in HCMC. Data analysis and education are key components of IIUSA's mission and focus of its international events

Championing EB-5 Industry Best Practices & Transparency

Equally important as our education efforts, IIUSA is committed to promoting our industry best practices, including our Code of

Conduct (iiusa.org/code-of-conduct). These documents, authored and curated by IIUSA members, give IIUSA members (and the larger industry) a guidepost from which to conduct their EB-5 business with a high level of ethical standards and transparency.

Transparency and best practices are both extremely important in overseas markets and we aim to ensure that all foreign service providers are well versed in the importance of transparency as well as the Code of Conduct that all IIUSA members have agreed to abide by.

Opening New Investor Markets

Started as a way to connect IIUSA members with the leading EB-5 investor market in China, the Global Banquet Series has since evolved, along with the rest of the industry. To date, we have connected our members and leading stakeholders in the industry's largest markets, including India, Vietnam and South Korea. This year we were also

Growing IIUSA's International Membership

As a membership association, it is only natural that membership growth is a key component of IIUSA's overseas initiatives. With a majority of our members located in the United States, it is easy for the association to stay connected and we pride ourselves in providing regional centers, attorneys developers and the like with representation on Capitol Hill and valuable membership resources that they utilize each and every day.

However, there is a whole other side of the EB-5 industry being conducted by stakeholders in investor markets around the globe. While these agents, financial service providers and attorneys are equally important to the success of the EB-5 program, we found that they had less of a voice within the association over the past years.

Continued on Page 49

IIUSA Investor Market Development Efforts are Full Steam Ahead IIUSA Drives Critical Business Development & Education in Key EB-5 Investor Markets



Top Left: IIUSA staff presentations FRR Shares & Securities Ltd. with their International Membership Certificate during a IIUSA Global Banquet Series event in Mumbai, India.



Top Right: IIUSA representatives participate on Keynote Panel highlighting EB-5 legislative reform and reauthorization efforts during the 2019 Global Investment Immigration Summit in Guangzhou, China.



Left: IIUSA Staff Meets with Representatives from the Taiwan Immigration Consultants Association (TICA) to discuss 2019-2020 collaboration prior to IIUSA's ever event in Taipei, Taiwan!

Continued From Page 48

Our international events we have set about to change that. Specifically, we have focused on driving membership growth in these overseas markets to make sure as many organizations as possible are well-informed and engaged with the industry's trade association. In the past year of events alone, IIUSA has grown its international membership with new members from India, Vietnam, South Korea, Taiwan, the UAE and Japan!

IIUSA staff presentations FRR Shares & Securities Ltd. with their International Membership Certificate during a IIUSA Global Banquet Series event in Mumbai, India.

Establishing and Reinforcing Partnerships

Critical to the success of many of IIUSA's international events and activities are partnerships with other like-minded organizations. As a non-profit organization that is representative of the collective EB-5

industry, IIUSA is uniquely positioned to formalize partnerships with other associations actively involved in the investment migration space.

Over the past year alone, IIUSA formalized and reinforced partnerships with the Taiwan Immigration Consultants Association, Korean Emigration Association, Investment Migration Council and the Guangdong Entry & Exit Immigration Association.

IIUSA representatives participate on Keynote Panel highlighting EB-5 legislative reform and reauthorization efforts during the 2019 Global Investment Immigration Summit in Guangzhou, China.

These partnerships have enabled our event series to succeed and more importantly provide our members access to critical contacts in overseas markets and given IIUSA a pipeline through which to ensure our information is shared with the worldwide

EB-5 community.

IIUSA Staff Meets with Representatives from the Taiwan Immigration Consultants Association (TICA) to discuss 2019-2020 collaboration prior to IIUSA's ever event in Taipei, Taiwan!

Haven't Joined Us Yet? What are You Waiting For!

We get it. There are a lot of EB-5 events and it can be hard to determine where to commit your marketing budget and time. However, how many of those events are hosted by the only non-profit membership-based trade association for the EB-5 industry? How many of these events feature in-depth data analytics? How many of these events feature important advocacy updates from the association on the front lines of the legislative and regulatory discussion?

The answer is simple. Only the IIUSA Global Banquet Series. If you want to present your organization as a leader in EB-5 business development, education, best practices and investor market development, you need to join IIUSA's Global Banquet Series.

IIUSA staff is already hard at work developing the schedule for its 2020 events. Key target markets include Russia, South Africa, Turkey, and Brazil. Have an idea for the next IIUSA Global Banquet Series event? Let us know by emailing info@iiusa.org or giving us a call (202) 795-9667.

Want to hear what members are saying about the Global Banquet Series? Check the recap of our Taiwan event on page 45-46. ▶