



Yee Fow Center
for History, Culture, and Trade

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Trade Fact Sheet

China, with its unprecedented economic growth and world-leading foreign capital reserves, currently presents the most concentrated and significant opportunity for delivering Foreign Direct Investment (FDI) into California. Sacramento is ideally positioned to meet the needs of Chinese businesses considering investing into the United States.

Sacramento must proactively market the opportunities the city and its surrounding region offers for tourism, education, and foreign investment. With the addition of a Yee Fow Center of History, Culture and Trade, Sacramento will be ideally positioned to meet the needs of Chinese businesses considering investing into the United States.

The development of a high profile Yee Fow Center of History, Culture and Trade, would afford the City an anchor facility around which to develop an economic development campaign focused on tapping into the already-begun influx of Chinese investment into the United States.

Such a platform would feature a "business incubator" style operation geared to foster ease of market entry (as opposed to the traditional business start-up incubator model). Additional components would include: spaces where local businesses and other entities could host events (i.e. receptions, product launches, welcome ceremonies for visiting delegations) within the culture center; the presence of local and state economic development support organizations (including a State Foreign Direct Investment Support Office serving as a liaison between State Government and foreign businesses currently operating with California or considering such investment); and, the active support and presence of a private non-profit entity formed to promote cultural programs that demonstrate the historic and contemporary ties between California and China, including governmental, cultural, and business exchange programs.

Many factors serve to Sacramento's advantage to attract increased FDI and the job growth:

- Ease of access to all levels of federal, state, and municipal government
- Strong Chinese historical ties
- Vibrant and abundant Chinese-American population
- Multiple transportation and distribution options

Increased foreign investment would translate into economic development benefits including:

- Increased tax base
- Economic diversification and increased tourism
- Increased business opportunities for Sacramento companies
- An influx of top foreign students attending Sacramento State University and the University of California Davis
- Increased leverage with State and Federal government due to a raised status and influence as a strong international business and economic engine
- Increased funds for transportation and other essential city objectives