

RALEIGH WORKSHOP FORUM

The StateView Hotel, March 28th-30th, 2022

Area Development would like to recognize our Host Forum Sponsors.



OPENING — MONDAY, MARCH 28

- 5:30 pm** **Registration/Badge Collection**
The Hub & Patio (main floor)
- 6:00 –** **Sponsor & Speaker Private Reception**
- 7:00 pm** *Viewpoint (main floor)*
- 7:00 –** **Welcome Reception and Dinner**
- 8:45 pm** *Synergy Ballroom (main floor)*

DAY ONE — TUESDAY, MARCH 29

All Workshop Sessions will take place on the main floor (off the lobby) in the following six rooms: **Fusion A, Fusion B, Fusion C, Fusion D, Viewpoint A, and Viewpoint B.**

- 7:30 –** **Opening Breakfast**
- 8:30 am** *Synergy Ballroom (main floor)*
- 8:30 –** **Introduction & Opening Remarks**
- 8:45 am** *Synergy Ballroom*
- Dennis Shea
President & Publisher
Area Development
- 8:45 –** **Workshop Sessions (Track One)**
- 9:30 am** *Fusion & Viewpoint Rooms (main floor)*
- 9:30 am** **Transition/Refreshment Break**
- The Hub*
- 9:45 –** **Workshop Sessions (Track Two)**
- 10:30 am** *Fusion & Viewpoint Rooms*

- 10:30 am** **Transition/Refreshment Break**
The Hub
- 10:45 –** **Workshop Sessions (Track Three)**
- 11:30 am** *Fusion & Viewpoint Rooms*
- 11:45 am –** **Networking Lunch**
- 12:45 pm** *Synergy Ballroom*
- 1:00 –** **Workshop Sessions (Track Four)**
- 1:45 pm** *Fusion & Viewpoint Rooms*
- 1:45 pm** **Transition/Refreshment Break**
The Hub
- 2:00 –** **Workshop Sessions (Track Five)**
- 2:45 pm** *Fusion & Viewpoint Rooms*
- 2:45 pm** **Transition/Refreshment Break**
The Hub
- 3:00 –** **Workshop Sessions (Track Six)**
- 3:45 pm** *Fusion & Viewpoint Rooms*
- 4:00 pm** **Day-One Close**

- 6:00 –** **Sponsor & Speaker Private Reception**
- 7:00 pm** *Vidrio Raleigh (bus departs 5:45 pm)*
500 Glenwood Avenue, #100
- 7:00 –** **Networking Reception and Dinner**
- 8:45 pm** *Vidrio Raleigh (buses depart 6:45 pm)*
- Vidrio is a colorful window into the flavors and soul of the Mediterranean kitchen.*

DAY TWO — WEDNESDAY, MARCH 30

7:45 – Networking Breakfast

8:45 am Synergy Ballroom (main floor)

9:00 – Day-Two Introduction & Remarks

9:15 am Fusion C & D (main floor)

Dennis Shea

President & Publisher
Area Development

**9:15 – A Focus on The Research Triangle and a
9:50 am Lookback at “Project Galaxy”**

The session will discuss the various partnerships and best practices which continue to make RTP a global epicenter for Life Science investment. In addition, the panel will examine the 2021 announcement that Japan-based FUJIFILM Diosynth Biotechnologies would invest as much as \$2 billion and create a 725-job cell culture production facility in Holly Springs.

Moderator:

Laura Rowley Vice President,
Life Science Economic Development
North Carolina Biotechnology Center

Panelists:

Albert Alwang, Economic Development Manager
Wake County Economic Development

Irena Krstanovic, Director, Economic Development
Town of Holly Springs

Katy Parker, Senior Business Recruitment Manager
Economic Development Partnership of North Carolina

10:00 – Refreshment/Checkout Break

10:15 am The Hub

10:20 – Roundtable Discussion #1

10:50 am Fusion C & D

10:55 – Roundtable Discussion #2

11:25 am Fusion C & D

11:30 am Closing Remarks

Fusion C & D

11:45 am – Closing Networking Lunch

12:45 pm Synergy Ballroom

WORKSHOP SESSIONS

Avison Young

Right People in the Room: How to Make or Break your Next Project

McGuireWoods Consulting

A Breakdown of Area Development’s 2022 Corporate & Consultants Survey

Cushman & Wakefield

Life Sciences: A Site Selection and Facility Planning Overview

Strategic Development Group

Industrial Real Estate & Site Selection Trends

Cushman & Wakefield

Cold Storage: What You Need to Know

Atlas Insight

How C-suites are Viewing Diversity and Economic Inclusion

Newmark

Mega Site 101: What, Why, Where, and How

EY

Industry Drivers and Disruptors: How Communities can Position Themselves

Cushman & Wakefield

The Impact of Mega Projects on Site Selection

JLL

Industrial Location Strategy: Key Considerations and Concepts

Baker Tilly

Best Practices and Evolution of the Incentives Landscape

Maxis Advisors

How Site Selectors Grade Your Workforce

Kupperman Location Solutions

Going “All In” on Property Marketing

KPMG

Proactive Site/Product Development: Investment Now for Returns Later

Site Selection Group

Site Visits: Prepare & Execute to Hit the Mark

Cushman & Wakefield

Case Study: An Industrial Adaptive Reuse Project

Parker Poe

Foreign Direct Investment in the US: Trends and Opportunities

Deloitte Tax

ESG: What can We be Doing as Economic Developers?