

FINDING THE RIGHT BUSINESS LOCATION IN NORTH AMERICA IN A TIME OF UNCERTAINTY

Unlocking Investment Opportunities in the World's Largest Economic Market

Join Us for an Exclusive Seminar in Tokyo, Osaka & Nagoya!

Expanding into North America? Selecting the right business location is a critical decision for long-term success. Join Tractus and Newmark for a practical, insights-driven seminar on how to navigate corporate site selection opportunities in the world's largest economic region in a time of uncertainty and risk.

Event Details

Tokyo: April 14, 2025 – JBIC Conference Headquarter, Chiyoda-Ku
14:30 Door Open | 15:00-16:30 Seminar | 16:30-17:15 Networking

Osaka: April 16, 2025 – Kasumi Room, Westin Hotel Osaka
14:30 Door Open | 15:00-16:30 Seminar | 16:30-17:30 Networking

Nagoya: April 18, 2025 – Oasis Room Courtyard by Marriott, Nagoya
12:15 Door Open | 12:45-14:15 Seminar | 14:15-15:00 Networking

Why North America?

With a **\$33.23 trillion** economy, the North American economy is **70% larger than the EU** and **nearly twice the size of China**. It offers exceptional opportunities for Japanese businesses:

- **United States:** The **top destination for FDI**, offering a **stable business climate, low energy costs, and a highly skilled workforce**.
- **Mexico:** A global **nearshoring hub**, attracting **\$40+ billion in annual FDI**, particularly in **automotive and aerospace manufacturing**.
- **Canada:** A resource-rich economy with **strong industry linkages** and an average of **\$55+ billion in FDI per year**.

While the economic attractiveness of North America is undeniable, so is the uncertainty that is impacting the trade and investment relationships among these three economies. Making an informed decision about where to invest in North America is more challenging than ever and requires considered, systematic and objective analysis.

Who Should Attend?

Large Japanese multinational enterprises expanding globally

Consultants, Law Firms & Accountants advising clients on international expansion

Medium-Sized Japanese companies planning overseas investments

Any Japanese company considering adjusting its existing North American footprint

What You'll Learn

- **Understanding FDI Trends & Policies** – How U.S., Canada, and Mexico's new policy direction will impact investment decisions.
- **Defining Location Strategy & Site Selection** – What factors determine an ideal investment site in North America and elsewhere?
- **Case Studies & Best Practices** – Real examples of successful (and failed) site selection projects in North America.
- **Expert Insights** – Decades of experience from professionals advising Japanese and global MNEs on their location and trade decisions.

Meet the Speakers



Gregg Wassmansdorf
Senior Managing Director,
Newmark Canada



Carlos Sanchez
Senior Managing Director,
Newmark Mexico



Spencer Schobert
Senior Managing Director,
Newmark U.S.A.



Dennis J. Meseroll
Co-Founder & Executive
Director, Tractus



Shinichiro Kawazo
Chief Representative –
Japan, Tractus

Testimonials from Previous Events

" Thank you very much for organizing this valuable event! The content was highly engaging and truly opened my eyes to potential risks that can arise without a proper process in place. "

" An excellent and insightful event – I'm genuinely glad I participated. I'm already looking forward to the next one! "



Gain practical insights and make informed decisions for your North American investment strategy
Scan the QR code for more information about the event

Register Now: <https://forms.gle/zi76vEq5hLFNPLMD9>

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