

# Region 2 Report

Industry Relations Committee

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*Region 2 Annual Meeting*

*Hershey, PA, May 3-5 2019*

# International Business Perspective from Industry

## How Has Foreign Direct Investment Changed Over Time?

- In the 1960s, U.S. firms accounted for about two-thirds of worldwide FDI flows
  - Today, the United States accounts for less than one-fifth of worldwide FDI flows
  - Other developed countries have followed a similar pattern
- In contrast, the share of FDI accounted for by developing countries has risen
  - Developing countries, especially China, have also become popular destinations for FDI

## IEEE Industry Relations Perspective

- ▶ 2/3 IEEE Membership is from Industry.
- ▶ US Corporate Research Centers Diminished.
- ▶ US Research became Highly University Centric.
- ▶ International Investment diversification requires IEEE Communicate a clearer Value Proposition to US Industry to regain ground (membership).
- ▶ Strategy Targeted for Technology, Efficiency and Effectiveness to US Industry. Components:
  - Vehicle
  - Message

## Region 2 Industry Relations Approach

- ▶ Implementation (Pittsburgh Section Prototype)
  - Vehicle: Leveraging Industry Relations Opportunities through the Pittsburgh Technology Council
  - Message: Leveraging New IEEE initiative of Corporate Partnerships as the value proposition message
- ▶ Step 2: Use Approach (Vehicle + Message) as a Template Across R2.
- ▶ Additional Consideration: Propose US industry benefits that can be provided through IEEE-USA.
  - Advocate more Pro Business Environment for US
  - Enable Greater Diversity in US Business / Technology

# Region 2 Industry Relations Approach: Vehicle: Pittsburgh Technology Council

**Pittsburgh Technology Council**

sign in or join up

menu

# EVENTS

The Pittsburgh Technology Council programs more than 130 events every year to connect you to new opportunities.

ptc events

## What We Do

The Pittsburgh Technology Council can help your tech company succeed through a proven platform of [Business Development](#), [Talent Retention](#), [Government Relations](#) and [Visibility Services](#). Companies at all growth stages use the Pittsburgh Technology Council to build new business, connect to capital, grow a workforce and make headlines.

## Who We Are

Pittsburgh Technology Council members cut across Pittsburgh's tech sector from hardware and IT to life sciences and application developers. Add in leading-edge professional service firms and the PTC is one of the largest regional IT trade associations in the nation. We are the voice of Pittsburgh's thriving technology industry.

## Upcoming Events

DIY Series: Using Video to Build Brand & Drive Revenue	4/24/2019
Public Policy Series: Congressman Guy Reschenthaler	4/25/2019
Face2Face Mixer: K&L Gates	4/25/2019
U.S. Special Operations Command: Innovation and Technology	4/29/2019

[See All Upcoming Events](#)



# Region 2 Industry Relations Approach: Vehicle: Pittsburgh Technology Council



**Pittsburgh  
Technology  
Council**

## EVENTS CALENDAR

PTC events *connect* you to knowledge, people and business development opportunities

### Featured Pittsburgh Technology Council Events

**Winning the Talent War: Larry Kleinman, Executive Vice President, Chief Human Resource Officer, Highmark Health**

Wednesday, April 17, 2019  
@ Marriott City Center

[Click for More Info & to Register](#)

**NEW! PTLG: Explores Digital Transformation & Culture**

Wednesday, April 17, 2019  
@ PTC

[Click for More Info & to Register](#)

**Member Face2Face Mixer:**

**K&L Gates**

Thursday, April 25, 2019

[Click for More Info & to Register](#)

### Business Development:

**Public Policy Series: Congressman Guy Reschenthaler**

Thursday, April 25, 2019

[Click for More Info & to Register](#)

**Denmark & Sweden - A Sustainability Mission**

May 4 - May 9, 2019

Initial Agenda Announced!

[Click for More Info](#)

**CIO Insights: Steven C. Van Wyk, Head of Technology and Innovation, PNC Financial Services Group**

Tuesday, June 25, 2019

@ Fairmont Pittsburgh

**REGISTRATION NOW OPEN!**

[Click Here for More Info & to Register](#)

### SAVE THE DATE:

**TechFest 2019**

Saturday, June 8, 2019

@ PTC/ Nova Place

Call for Speakers is OPEN!

[Click for more Info & to Submit Your Story!](#)

### Training/ Networking:

**Tech Connect: ERT**

Wednesday, April 10, 2019

@ ERT Office (Station Square)

[Click for More Info & to Register](#)

**Implicit Bias: It's all Around Us**

Thursday, April 11, 2019

[Click for More Info & to Register](#)

**NEW! PTLG: Explores Digital Transformation & Culture**

Wednesday, April 17, 2019

@ PTC

[Click for More Info & to Register](#)

**Winning the Talent War: Larry Kleinman, Executive Vice President, Chief Human Resource Officer, Highmark Health**

Wednesday, April 17, 2019

@ Marriott City Center

[Click for More Info & to Register](#)

**DIY Series: Using Video to Build Brand & Drive Revenue**

Wednesday, April 24, 2019



# Region 2 Industry Relations Approach: Message: New IEEE Industry Partnerships



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## Driving Technology *by* Innovators *for* Innovators.

The IEEE Corporate Partnership Program is a comprehensive package tailored to your organization's specific goals, interests, and size. IEEE will work with you to customize valuable offerings that will strengthen your company's business intelligence, workforce development, and public visibility programs.

IEEE invites your organization to become an IEEE Corporate Partner. Take advantage of core products and services in areas of interest to your business, plus help IEEE identify important issues to make a lasting impact on humanity.





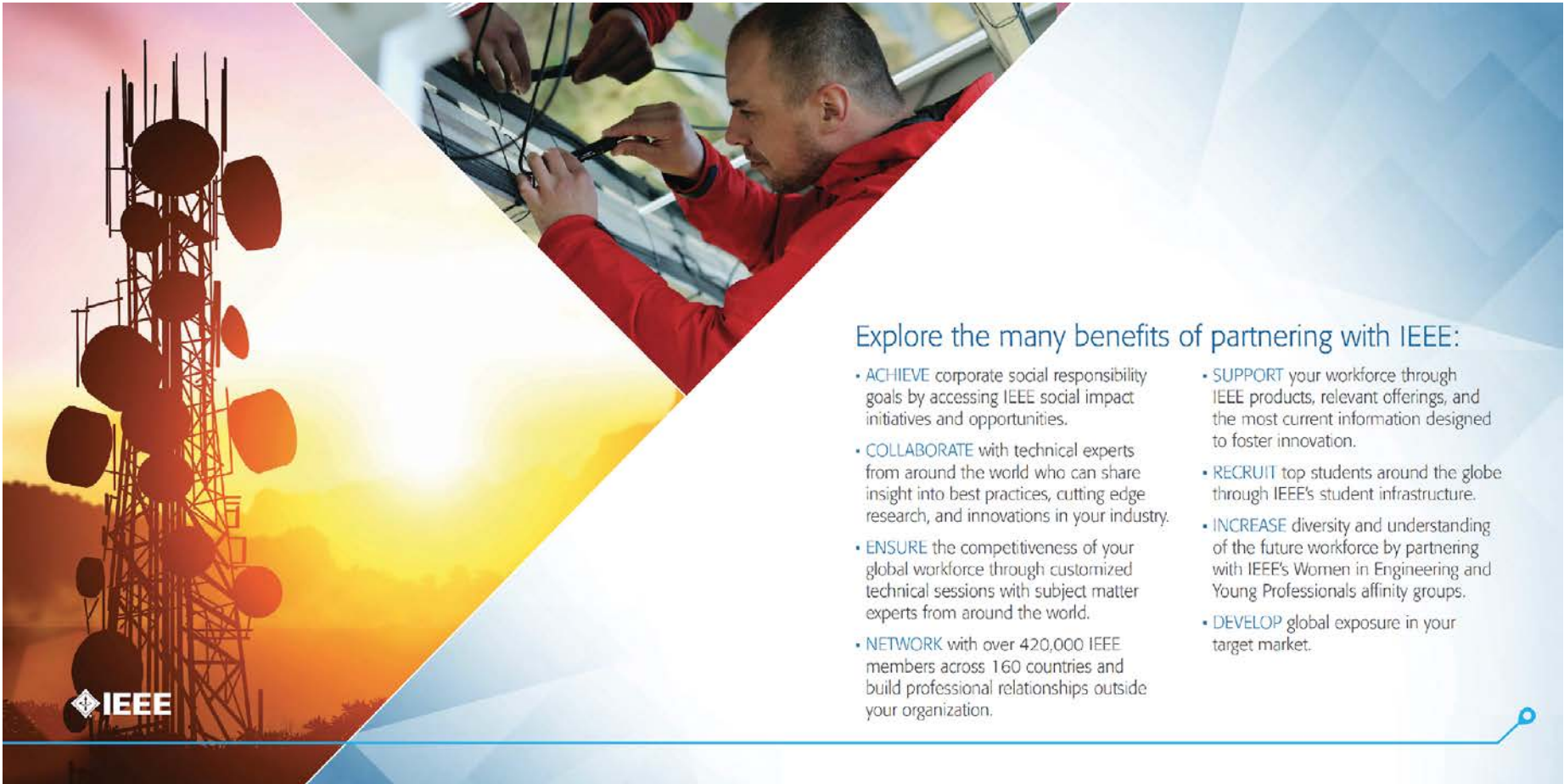
# Region 2 Industry Relations Approach: Message: New IEEE Industry Partnerships

As an exclusive corporate partner, you will be able to:

- **LEVERAGE** the full benefit of IEEE's global reach and technical expertise—with a dedicated Business Engagement Manager to help identify opportunities specific to your company.
- **ENGAGE** and develop your technical employees like never before through IEEE membership and growth opportunities.
- **INFLUENCE** technology development and help define the standards that matter to your business.
- **FOSTER** innovation and keep your global workforce on top of the latest technology advances through customized webinars.
- **RECEIVE** on-demand access to some of the year's most essential plenary sessions at IEEE conferences to share with your entire workforce.
- **CELEBRATE** luminaries in the engineering profession, connect with innovators, and learn from visionaries about the future of technology through a presence at the IEEE Honors Ceremony and Vision Innovation Challenges (VIC) Summit.



# Region 2 Industry Relations Approach: Message: New IEEE Industry Partnerships



## Explore the many benefits of partnering with IEEE:

- **ACHIEVE** corporate social responsibility goals by accessing IEEE social impact initiatives and opportunities.
- **COLLABORATE** with technical experts from around the world who can share insight into best practices, cutting edge research, and innovations in your industry.
- **ENSURE** the competitiveness of your global workforce through customized technical sessions with subject matter experts from around the world.
- **NETWORK** with over 420,000 IEEE members across 160 countries and build professional relationships outside your organization.
- **SUPPORT** your workforce through IEEE products, relevant offerings, and the most current information designed to foster innovation.
- **RECRUIT** top students around the globe through IEEE's student infrastructure.
- **INCREASE** diversity and understanding of the future workforce by partnering with IEEE's Women in Engineering and Young Professionals affinity groups.
- **DEVELOP** global exposure in your target market.



# Region 2 Industry Relations Approach: Message: New IEEE Industry Partnerships



## IEEE Mission

The IEEE core purpose is to foster technological innovation and excellence for the benefit of humanity.

## IEEE Vision

IEEE will be essential to the global technical community and to technical professionals everywhere, and be universally recognized for the contributions of technology and of technical professionals in improving global conditions.

## IEEE at a Glance

IEEE is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity. IEEE and its members inspire a global community through its highly cited publications, conferences, technology standards, and professional and educational activities.

## IEEE Foundation

As the IEEE philanthropic partner, the IEEE Foundation enables programs that address global challenges and nurture the next generation of innovators. At the heart of what the IEEE Foundation does are its priority initiatives—each designed for immediate impact and long-term growth.

One such initiative is the IEEE Smart Village (ISV) program, helping the more than one billion people worldwide who lack access to electrical power. ISV integrates sustainable electricity, meaningful community education, and entrepreneurial solutions so off-grid communities are empowered, resulting in

improved education, health, and economic outcomes.

Many IEEE initiatives supported by the IEEE Foundation encourage young people to study engineering and pursue vibrant careers through a variety of scholarships, travel grants, and educational programs that advance science, technology, engineering, and mathematics (STEM). The future of technology depends upon the nourishment of brilliant minds, the creation of opportunities, and the cultivation of a generation of socially responsible technology professionals.

# Region 2 Industry Relations Approach: Message: New IEEE Industry Partnerships



Stay current with the latest technology advancements through society memberships.

IEEE HAS 39 TECHNICAL SOCIETIES IN SPECIALIZED FIELDS OF INTEREST:

- Aerospace and Electronic Systems Society
- Antennas and Propagation Society
- Broadcast Technology Society
- Circuits and Systems Society
- Communications Society
- Computational Intelligence Society
- Computer Society
- Consumer Electronics Society
- Control Systems Society
- Dielectrics and Electrical Insulation Society
- Education Society
- Electromagnetic Compatibility Society
- Electron Devices Society
- Electronics Packaging Society
- Engineering in Medicine and Biology Society
- Geoscience and Remote Sensing Society
- Industrial Electronics Society
- Industry Applications Society
- Information Theory Society
- Instrumentation and Measurement Society
- Intelligent Transportation Systems Society
- Magnetics Society
- Microwave Theory and Techniques Society
- Nuclear and Plasma Sciences Society
- Oceanic Engineering Society
- Photonics Society
- Power Electronics Society
- Power & Energy Society
- Product Safety Engineering Society
- Professional Communication Society
- Reliability Society
- Robotics and Automation Society
- Signal Processing Society
- Society on Social Implications of Technology
- Solid-State Circuits Society
- Systems, Man, and Cybernetics Society
- Technology and Engineering Management Society
- Ultrasonics, Ferroelectrics, and Frequency Control Society
- Vehicular Technology Society

## Establish new technology connections.

IEEE Future Directions seeks to identify, develop, and promote projects that are value-added for IEEE and its members—bringing together multiple societies and councils to provide broad and deep perspective on a particular topic or technology.

Your organization will have the opportunity to network and cross-collaborate among industry, academia, and government to develop and deploy various future technologies.

### JOIN THE CONNECTION IN:

- Artificial Intelligence
- Cybersecurity
- 5G
- Blockchain
- Digital Reality
- Symbiotic Autonomous Systems
- Rebooting Computing
- Cloud Computing
- and more...



# Region 2 Industry Relations Approach: Message: New IEEE Industry Partnerships

**Aerospace & Defense** Automotive  
Communications **Electronics**  
**Biomedical Engineering** **Oil & Gas**  
**Optics** Photonics Semiconductor  
Computing **Power** Energy

Let's imagine the future together!

To find out more, please email

[ieee-corp-partner@ieee.org](mailto:ieee-corp-partner@ieee.org)



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