The World Does Business With Nebraska

OVERVIEW: In addition to promoting the export of goods, services, and produce, Nebraska encourages foreign investments to further its economic development. This lesson looks at some current foreign investments in the State. This list will change over time. Contact your local Chamber of Commerce or the International Trade Institute to keep a current list.

ECONOMIC CONCEPTS: The students will learn about:
1. capital investment
2. production
3. international trade

OBJECTIVES: The students will be able to:
1. identify foreign investors in Nebraska.
2. describe what these investments are.
3. identify where the foreign investment companies are located.
4. assess foreign investments in Nebraska in regard to the countries and products involved.

NEBRASKA STANDARDS: 8.3.5, 8.3.6, 12.3.10, 12.3.13

MATERIALS:
1. Case Study: International Firm Investing in Nebraska
2. International Firms with Facilities in Nebraska Student Handout
3. Foreign Investments in Nebraska Student Worksheet
4. Foreign Investments in Nebraska Teacher Information
5. Foreign Investments in Nebraska Review
6. Foreign Investments in Nebraska Teacher Information
7. Foreign Companies Investing in Nebraska Student Worksheet

PROCEDURE:
1. Begin with a brief discussion of foreign investments in Nebraska by asking students what countries they think have invested in the state, why they have located in Nebraska, and what products they produce.

2. Distribute “Case Study: International Firm Investing in Nebraska” and have students read the article. Instruct them to consider the following questions and to be prepared to discuss their answers:
   - What firm was featured in this article?
   - What is their host country?
   - What city is primarily affected by this news?
   - Why did this company choose Nebraska in their decision?
   - How will this firm’s decision impact the local Nebraska economy?

3. Distribute the handout entitled “International Firms with Facilities in Nebraska” to each student and allow them to comment on their observations of the list. Have them check to see if their city is mentioned and the corresponding company.

4. Distribute the Foreign Investments in Nebraska Student Handouts and Student Worksheet and have students answer the questions.

5. Hand out the Student Review on Foreign Investment in Nebraska. Have students match the company to the product produced.

6. After reviewing the worksheets, have the class assess foreign investments in Nebraska with regard to the different types of industry involved, for example: food products, agriculture, manufacturing, or service related products.

7. Have students locate on a map the different nations that are doing business with Nebraska.

8. Locate an international firm doing business in your area. Contact the company and see if a speaker can come to your class to help the students answer the questions on the worksheet, "Foreign Companies Investing in Nebraska". You may want to use the business survey form letter in the lesson, "Finding Nebraska Firms Involved in International Trade" when you contact the foreign firm for information.
Case Study: International Firm Investing in Nebraska

Meeting customers close to home

Novozymes has selected Blair, Nebraska, as the location for its new USD 80–100 million production facility. The plant will produce enzymes for existing corn-based fuel ethanol and later, enzymes for cellulosic ethanol production.

The new facility will be located on a 30-acre property at the Biorefinery Campus in Blair, approximately 25 miles north of Omaha, Nebraska. Novozymes expects to break ground in 2008 and start operations in late 2010.

The search begins
“The search for the perfect location started 18 months ago,” says Per Olesen, Vice President and project chairman at Novozymes. “Our objective was to find the most economical and efficient area from which to supply our American fuel ethanol customers. To begin with we didn’t limit our options; we started looking across the whole world for possible sites.”

The project team quickly narrowed the possibilities - first to the Americas, then the US, then the Midwest, and finally to Blair, Nebraska.

“We found that proximity to our customers means a great deal,” says Per Olesen. “There are many excellent sites around the world to place a new enzyme manufacturing facility. But when we looked at the entire package, the Midwest was the best match. There were many variables to consider, including raw material sourcing, utilities supply, transportation costs, construction costs, infrastructure, and the availability of a skilled workforce. In Blair we identified a site where all of our needs could be met in the most optimal way.

Enthusiasm all around
“The US is an attractive and competitive market for us to invest in,” explains Peder Holk Nielsen, Executive Vice President at Novozymes. “The new location will allow us to sustain our close cooperation with bioethanol customers...
across the Midwest and provides us access to a well-educated workforce and a good infrastructure.”

The state of Nebraska also warmly welcomes the new facility. Nebraska State Governor Dave Heineman says, “Nebraska is pleased that Novozymes has selected Blair for its world-class biotech facility.”

Initially the facility is planning to bring approximately 100 new jobs to the state. Further development could increase the number significantly.

David G. Brown, president and CEO of the Greater Omaha Chamber of Commerce, says, “This is one of the most exciting investments and job announcements we’ve had in recent years.”

One piece of a larger plan
The new facility in Nebraska is just “When locating a new production facility, proximity to your customers means a great deal,” says Per Olesen, Vice President and project chairman at Novozymes.

one of the important initiatives that Novozymes is taking to grow with the American biofuel industry.

Earlier in 2008, one of the first steps was taken to meet Midwest customers’ needs by opening an office and laboratory facility in Ames, Iowa, another city in the heart of the Corn Belt. The main focus of the Ames office is to develop strong

relationships with Midwest customers and provide quick-response technical support.

Expansion of both R&D facilities and production is also taking place at Novozymes’ enzyme facility in Franklinton, North Carolina.

Growing with the industry
With the American biofuel industry growing so quickly, Novozymes wants to have the necessary capacity to grow together with it. The expansion initiatives being implemented right now are key to preparing Novozymes for the inevitable requirements of tomorrow’s biofuel industry - not just in the US, but worldwide.

“When locating a new production facility, proximity to your customers means a great deal,” says Per Olesen, Vice President and project chairman at Novozymes.

Note: Novozymes is a Danish company with a wholly-owned subsidy in Franklinton, North Carolina
# International Firms with Facilities in Nebraska

## By Country of Origin

(Partial List from NE Department of Economic Development, February 2009)

<table>
<thead>
<tr>
<th>Country</th>
<th>Company(s)</th>
<th>U.S. Company(s)</th>
<th>Location(s)</th>
<th>Products</th>
<th># Employees</th>
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<tr>
<td>Australiia</td>
<td>QBE Insurance Group</td>
<td>National Farmers Union</td>
<td>Grand Island, Lincoln, Saint Paul</td>
<td>Insurance</td>
<td>13,000 worldwide</td>
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<td></td>
<td>Rosenbauer Aerials</td>
<td>Rosenbauer Aerials</td>
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<td>Firefighting Technology</td>
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<td>Bermuda</td>
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<td>Brownville, Crete, Stella</td>
<td>Agribusiness and food conglomerate</td>
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<td>Brazil</td>
<td>BCS Stone</td>
<td>BCS Stone</td>
<td>Omaha</td>
<td>Granite, brick and stone</td>
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<td>Enterprises Petco Inc.</td>
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<td>Omaha</td>
<td>Pet supplies</td>
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<td>Canada</td>
<td>Ipsco, Inc.</td>
<td>Ipsco Slezl, Inc.</td>
<td>Geneva</td>
<td>Oilfield pipes &amp; casing products</td>
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<td>Canada</td>
<td>Potash Corporation of Saskatchewan</td>
<td>PCS Phosphate Company, Inc.</td>
<td>Weeping Water</td>
<td>DiCalcium Phosphate 18.5% and MonoCalcium Phosphate 21%</td>
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<td>Canada</td>
<td>Quebecor, Inc.</td>
<td>Quebecor Printing Lincoln, Inc.</td>
<td>Lincoln</td>
<td>Commercial printing, magazine printing</td>
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<td>Subconn, Inc.</td>
<td>Burwell</td>
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<td>Travelex Currency Services, Inc.</td>
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<td>England</td>
<td>John Swire &amp; Sons, Ltd.</td>
<td>United States Cold Storage, Inc.</td>
<td>Omaha</td>
<td>Beverage Division, e.g. Coca-Cola, USA</td>
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<td>England</td>
<td>Prudential, Plc.</td>
<td>Investment Centers of America</td>
<td>Atkinson, Fairbury, Nebraska City, Omaha, Wayne, West Point</td>
<td>Retail financial services</td>
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<td>Country</td>
<td>Company Name</td>
<td>Location</td>
<td>Industry</td>
<td>Employees in North America</td>
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<td>England</td>
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<td>Plumbing and builder products</td>
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<td>Kone, Inc.</td>
<td>Lifts, elevators, and escalators</td>
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<td>Banque Federale Des Banques PO</td>
<td>Coface Services North America</td>
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<td>Beatrice, Bellevue, Columbus, Fremont, Grand Island, Kearney, LaVista, Lincoln, Norfolk, North Platte, Omaha, South Sioux City</td>
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<td>Lafarge North America, Inc.</td>
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<td>Schneider Electric, SA</td>
<td>Square D company</td>
<td>Lincoln, Omaha</td>
<td>electrical apparatus &amp; equipment</td>
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<td>Siemens AG</td>
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<td>North Platte, Omaha, Alliance, Fremont</td>
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<td>ethanol</td>
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<td>Finmeccanica Spa</td>
<td>Union Switch &amp; Signal, Inc.</td>
<td>Omaha</td>
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<tr>
<td>Italy</td>
<td>Giovanni Agnelli E C Sapa</td>
<td>New Holland North America, Inc.</td>
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<td>farming and construction equipment</td>
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<td>Omaha, Lincoln</td>
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<td>CSM N.V.</td>
<td>Purac America, Inc.</td>
<td>Blair</td>
<td>bakery supplies and food ingredients</td>
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<td>Skellerup Industries, Ltd.</td>
<td>Masport Incorporated; Skellerup Masport</td>
<td>Lincoln</td>
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<td>Norway</td>
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<td>Lincoln Composites, Inc.</td>
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<td>fuel storage systems</td>
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<td>Scotland</td>
<td>First Group, Plc.</td>
<td>First Student, Inc.</td>
<td>Crete</td>
<td>charter bus rental</td>
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<td>Spain</td>
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<td>Rental Service, Corp.</td>
<td>Blair, Lincoln, North Platte, Omaha, Scottsbluff</td>
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<td>Crete</td>
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<td>Switzerland</td>
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<td>Lincoln, Seward</td>
<td>Pharmaceutical supplies</td>
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</tbody>
</table>
1. What country is most heavily invested in Nebraska?

2. Name five companies with foreign investments in Lincoln?

3. Who is the foreign affiliate of Kawasaki Motors in Lincoln?

4. What country is the affiliate from?

5. What is manufactured?

6. Name four different countries with foreign investment in Omaha?

7. Name two different operations of foreign investments in Fremont?

8. How many different companies have foreign investments in Blair, including Novozymes?

9. What company has foreign investments in Geneva?

10. What do they manufacture?

11. What company has foreign investments in Crete?

12. What do they manufacture?

13. What Nebraska town has Finland invested in?

14. What do they manufacture?
Foreign Investments in Nebraska

Foreign Investments in Nebraska Solutions

1. What country is most heavily invested in Nebraska?
   Japan

2. Name five companies with foreign investments in Lincoln?
   QBE Insurance Group, Quebecor Inc., NBP Paribas, Schneider Electric, S.A.

3. Who is the foreign affiliate of Kawasaki Motors in Lincoln?
   Daito Electron Co, Ltd.; Kawasaki Heavy Industries, Ltd.

4. What country is the affiliate from?
   Japan

5. What is manufactured?
   Motorcycles, recreation vehicles

6. Name four different countries with foreign investment in Omaha?
   Brazil, Canada, England, Finland, France, etc. answers will vary.

7. Name two different operations of foreign investments in Fremont?
   John Swire & Sons, Rosenbauer Aerials, BNP Paribas

8. How many different companies have foreign investments in Blair, including Novozymes?
   Three

9. What company has foreign investments in Geneva?
   Ipsco, Inc.

10. What do they manufacture?
    Oilfield pipes & casing products

11. What company has foreign investments in Crete?
    Burge limited

12. What do they manufacture?
    Agribusiness & food conglomerate

13. What Nebraska town has Finland invested in?
    Omaha

14. What do they manufacture?
    Lifts, elevators, and escalators
Foreign Investments In Nebraska

MATCHING QUIZ

_____ 1. Nestle               a. farming/construction equipment

_____ 2. Hexagon Composites   b. granite, brick & stone

_____ 3. New Holland North America, Inc. c. pet food

_____ 4. BCS Stone            d. pharmaceutical products

_____ 5. Novartis             e. fuel storage systems

_____ 6. Purac America, Inc.  f. plumbing & builder products

_____ 7. Kerry, Inc.          g. bakery supplies

_____ 8. Ferguson Enterprises, Inc. h. processed foods
Foreign Investments In Nebraska

MATCHING QUIZ SOLUTIONS

1. Nestle is a Swiss company, produces pet food in Crete, Nebraska (c)

2. Hexagon Composites is a Norwegian company that produces fuel storage systems in Lincoln, Nebraska. (e)

3. New Holland North America, Inc. is an Italian company that produces farming and construction equipment in Grand Island, Nebraska. (a)

4. BCS Stone is a Brazilian company that produces granite, brick and stone in Omaha, Nebraska. (b)

5. Novartis is a Swiss company that produces pharmaceutical products in Lincoln, Nebraska. (d)

6. Katana Summit, produces bakery supplies in Blair, Nebraska. (g)

7. Kerry, Inc. produces processed foods in Fremont, Nebraska. (h)

8. Ferguson Enterprise, Inc. produces plumbing and builder products in Omaha, Nebraska (f)
Foreign Companies
Investing In Nebraska

Name of Company: ______________________________________________________

Company’s National Origin: _____________________________________________

Number of Employees: ________________________________________________

Nationality of Employees: _____________________________________________

• When and where did you first learn about the benefits of investing in Nebraska?

• What specific factors influenced your decision to locate in Nebraska?

• Describe your company’s product(s).

• Is your product made entirely in Nebraska or do you import components from your home country? What percentage of your final product is made in Nebraska? _________ Made in your home country? _________ Imported from other nations? _________

• Where are your products sold? (In Nebraska, the U.S., or overseas?)

• What do you suggest students at our school should study to prepare to work in the global marketplace?