

# How to crack the US market ?

*If only I knew....*

# Huge, complex, diverse

- AEROSPACE
- AGRICULTURE
- AUTOS
- BUSINESS SERVICES
- CHEMICALS
- EDUCATION
- ENERGY
- FINANCIAL SERVICES
- GOVERNMENT
- HEALTH CARE
- MANUFACTURING
- MEDIA/ENTERTAINMENT
- NATURAL RESOURCES
- TECHNOLOGY/ SOFTWARE
- TOURISM
- TRADE

Sources: ESRI; U.S. Bureau of Labor Statistics; U.S. Census; state labor departments.

## INLAND WEST

The most rapidly growing region, it boasts the youngest population in the nation and continues to attract people from the coasts to its wide-open spaces. Boise, Denver and Salt Lake City have all enjoyed overall employment growth, thanks to both the energy boom and growth in technology.



## THE LEFT COAST

The Left Coast has by far the highest percentage of workers in STEM professions—more than 50% above the national average—and the largest share of engineers in its workforce as well. Despite high housing prices and business-unfriendly regulations, the area should continue to expand its primacy as the nation's leading tech hub.



## CITY-STATE LOS ANGELES

Once called "an island on the land," southern California remains distinct from everywhere else in the country. Long a lure for migrants, it has nonetheless slipped in recent decades, losing whole industries and major corporations. Yet it retains America's top port, the lion's share of the entertainment business, the largest garment district—and the best climate in North America.



## THE GREAT PLAINS

Fracking fuel, thriving agriculture and a growing technical capacity have engendered an economic—and demographic—revolution, with the population expected to rise 5% by 2023, twice the rate of the East. Not every small town will enjoy the comeback. The new Great Plains is increasingly urbanized, an archipelago of growing cities from Dallas and Oklahoma City to Omaha, Sioux Falls and Fargo.



## THE GREAT LAKES

Despite Detroit's bankruptcy filing, the nation's industrial heartland is enjoying a mild renaissance in manufacturing, paced by an improving auto industry and a shale boom in parts of Ohio. With many underappreciated assets—such as the most engineers in the nation, easy access to water, cheap housing and great public universities—this region should hold its own and then some.



## THE GREAT NORTHEAST

The Northeast—which excludes the city-state of New York—has been the country's brain center since before the American Revolution, but it now faces greater challenges from other regions, notably the Left Coast. High housing costs and a rapidly aging population will keep population growth below the average.



## CITY-STATE NEW YORK CITY

The Big Apple's much-heralded comeback has assured its place as one of the world's great cities. But New York faces painful challenges: soaring indebtedness, rapid aging, a weak technical workforce, expensive housing and high taxes. It will also struggle with increasing competition from other American cities, which threaten New York's traditional role in key sectors of the economy.



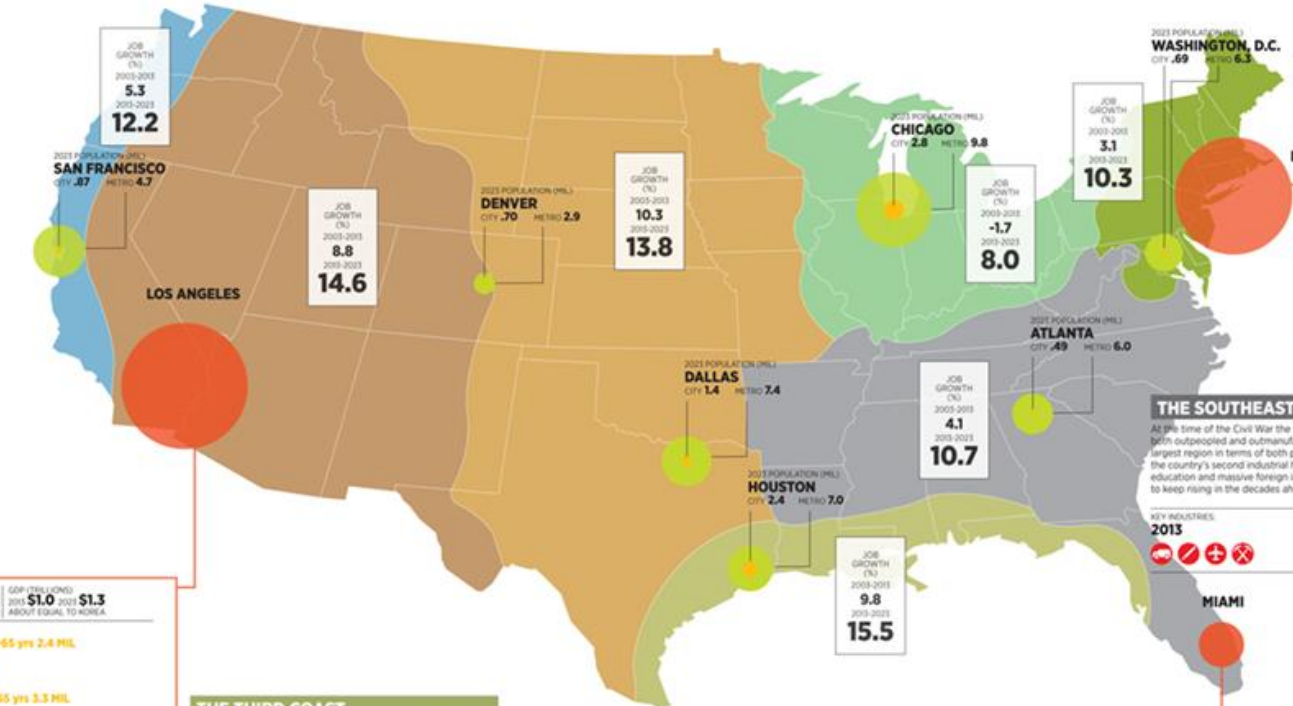
## THE SOUTHEAST MANUFACTURING BELT

At the time of the Civil War the southeastern United States was both outpopulated and outmanufactured. Today the Southeast is the largest region in terms of both population and establishing itself as the country's second industrial hub, after the Great Lakes. Improving education and massive foreign investment mean this region is likely to keep rising in the decades ahead.



## CITY-STATE MIAMI

Greater Miami often seems more the capital of Latin America than it does an American region. Its population is heavily Hispanic, and trade, finance, construction and tourism tend to focus southward. But Miami faces the constraints of an aging, and largely childless, population—which means it will continue to rely on newcomers both from abroad and from the colder regions of the U.S.

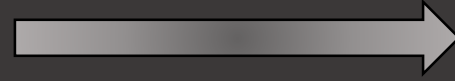


## THE THIRD COAST

Once the nation's sleepy, semitropical backwater, the Third Coast, which follows the Gulf from South Texas to western Florida, has come out of the recession stronger than virtually any other region. Powered by the energy industry and burgeoning trade with Latin America, the Third Coast is on a roll. By 2023 its capital—Houston—will be widely acknowledged as America's next great global city.



**LUXURY**



**@ luxury**

History

Stories

Craftsmanship

Quality

\$\$\$\$

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Exclusive

Inclusive

Hedonistic

Purposeful

Traditional networks – Brick and  
Mortar

Omni channel – Brick and  
online

Elitist

Community based

# DO

**Benchmark**

**Build a network of local experts**

**Start with the Coasts**

**Use lots of data and test**

**Use the right metric**

**Hire local and teach them about your home  
base**

**Plan for the long term**

**Build strong relationships with your partners**

# DON'T

**Copy and paste strategies**

**Do business for afar**

**Try to cover the entire market at once**

**Send executives that are not familiar with  
the US market**

**Impose your luxury culture**

**Be afraid to Test and Fail**

**Expect quick market penetration**