




CITY OF
Riverside
ECONOMIC DEVELOPMENT

Foreign Direct Investment Questions?

2025 Japan & South Korea Trade Mission

Presented By:
Miranda Evans
Deputy Community & Economic Development Director


www.riversideca.gov/cedd [@rivecondev](https://www.instagram.com/rivecondev)



CITY OF
Riverside
ECONOMIC DEVELOPMENT

Why FDI?

FDI happens when a company or investor from another country decides to:

- 
Invest in Riverside
- 
Build in Riverside
- 
Hire in Riverside



CITY OF
Riverside
ECONOMIC DEVELOPMENT

2025 Riverside Delegation



**Mayor Patricia
Lock Dawson**



**Councilmember
Steven Robillard**



Ana Lee
Advisor to the Mayor



Miranda Evans
*Deputy Community &
Economic Development
Director*



Welcome to Japan!

The first leg of the trip included:

- **American Chamber of Commerce in Japan**
 - 3,000 members from 600 leading Japanese Companies
- **Beams Japan**
 - Sustainable, chic clothing design and manufacturing
- **Japan External Trade Organization (JETRO)**
 - Promoting mutually beneficial trade and investment relations
- **US Embassy**
- **World Expo 2025**
 - Presentation on Riverside at the USA Pavillion
- **Foreign Diplomacy & Sister City Relations**
 - Sister City pavilions
 - Meeting with Sendai City
 - US-Japan Sister Cities Conference



320 miles

Tokyo

Osaka



OSAKA, KANSAI, JAPAN
EXPO 2025



Welcome to Korea!

The second leg of the trip included:

- **Smart Medical Device**
 - Innovative insole wandering-prevention device
- **Korea Smart Village Association**
 - Digital innovation ecosystem solving regional challenges
 - Businesses: Carebell, Corners
- **Seegeene Biotech**
 - Biotech company specializing in molecular diagnostics and PCR tests
- **Nemesis**
 - Semi-conductor design
- **Homes**
 - Property tech innovator
- **Gangnam District Office**
 - Sister City
- **Chaevi**
 - EV charging solutions



Seoul

Yeongdeungpo-gu

Gangnam-gu

Gyeonggi-do



Welcome to Korea!

The second leg of the trip included:

- **PharmaResearch**
 - Biopharmaceutical company specializing in PDRN
- **Hanmi Pharmaceuticals**
 - Biopharmaceutical company
- **Incheon Free Economic Zone**
 - Innovation and international business hub
 - Smart city leader
- **Hyundai**
 - Hyundai Heavy Industry
 - Hyundai Motors



Japanese



Korean

What We Shared



Riverside Advantage



Location, Location, Location

- 1 of 17 Foreign Trade Zones
- 10 Opportunity Zones
- Heart of SoCal in a logistics hub
- Access to 3 ports
- SoCal lifestyle without the SoCal prices
- Quality of life focus

Supportive Ecosystem



Access to Talent & Support

- Access to 80,000 educated college students
- Resources such as incubators ExcITE and OASIS
- Supportive ecosystem and 5 new green tech companies in last 18 months

Partners in Success



A Partner in Business Success

- Examples of the City supporting companies with process and products (e.g., Ohmio, Voltu)
- Mayor's leadership
- Concierge assistance

What We Heard

Challenges & Needs for Japanese and Korean Business

- Virtual offices
- Incubator space
- Assistance obtaining and navigating the evolving VISA landscape
- Support from government
- Support from other companies for supply chain

- Access to talent
- Cheaper is not always better (other states)
- Importance of safety
- Importance of entitlement process and zoning
- Foreign Trade Zone interest
- Strength of our cultural ties

Excitement about the opportunities in Riverside!

Our Gallery







CITY OF
Riverside
ECONOMIC DEVELOPMENT

Foreign Direct Investment Questions?

2025 Japan & South Korea Trade Mission

Presented By:
Miranda Evans
Deputy Community & Economic Development Director

 www.riversideca.gov/cedd  [@rivecondev](https://www.instagram.com/rivecondev)