

# SELECTUSA VIRTUAL TOUR: NEVADA

## SMART CITY, MANUFACTURING & HOSPITALITY

**February 16, 2021**

6:00 AM PST | 9:00 AM EST | 2:00 PM GMT | 3:00 PM CET | 11:00 PM JST

Nevada invites you to be part of the SelectUSA Virtual Tour showcasing how The Silver State is leading in innovation and tech on February 16, 2021. International companies will connect with leading partners and resources in the Smart City, Manufacturing, and Hospitality sectors in the state. In addition to the Virtual Tour, SelectUSA will host a One-on-One Virtual Matchmaking event with government officials from the Nevada Governor's Office of Economic Development (GOED), to take place on February 25, 2021.

Brought to you by:



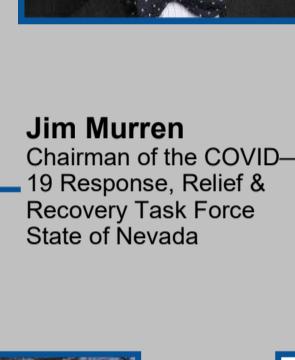
*Nevada Governor's Office of  
ECONOMIC DEVELOPMENT*

*Empowering Success*

### Nevada Virtual Tour Speakers



**Bill Burwell**  
Deputy Executive Director  
SelectUSA



**Michael Brown**  
Executive Director  
Governor's Office of  
Economic Development



**Jim Murren**  
Chairman of the COVID—  
19 Response, Relief &  
Recovery Task Force  
State of Nevada



**Michael Sherwood**  
Chief Innovation Officer  
City of Las Vegas



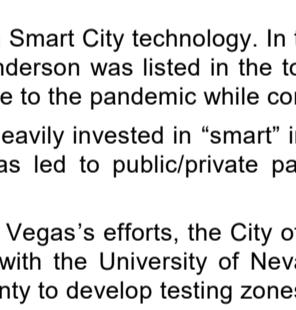
**Bill Baver**  
Vice President  
NTT SMART World



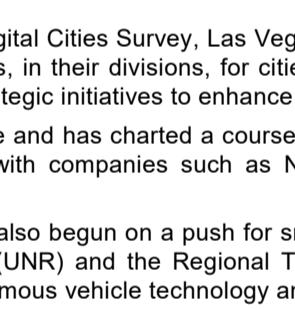
**Jeff From**  
Deputy Director  
Nevada Industry Excellence



**Bo Bernhard**  
Associate Vice President of  
Economic Development  
University of Nevada,  
Las Vegas



**Melanie Sheldon**  
Director of Business  
Development  
Governor's Office of  
Economic Development



**Pawel Pietrasinski**  
Director of International  
Trade  
Governor's Office of  
Economic Development

### Nevada's Smart City Initiative



Nevada is leading the way in Smart City technology. In the 2020 Digital Cities Survey, Las Vegas was listed in the top ten cities and Henderson was listed in the top four cities, in their divisions, for cities best using technology to tackle response to the pandemic while continuing strategic initiatives to enhance services.

The City of Las Vegas has heavily invested in "smart" infrastructure and has charted a course to become a smart city by 2025. This has led to public/private partnerships with companies such as NTT and Dell Technologies.

In addition to the City of Las Vegas's efforts, the City of Reno has also begun on a push for smart mobility. The city has been working with the University of Nevada, Reno (UNR) and the Regional Transportation Commission of Washoe County to develop testing zones for autonomous vehicle technology and pedestrian safety.

### Benefits of Manufacturing in Nevada



Centrally located in the western market, Nevada is ideal for manufacturing and distribution operations. Nevada's location within the western U.S. provides an unparalleled market reach that gives manufacturing and distribution companies a competitive advantage.

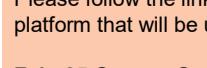
Nevada is less than one day's drive to more than 40 million consumers and five major U.S. ports serving the Pacific Rim. Northern Nevada is at the center of the western region, with 11 states and 53 million people only one day's drive away. Southern Nevada is just hours away from the Southern California markets and within two-day delivery of nearly every state west of the Mississippi River.

For companies that are looking to relocate or expand their manufacturing operations, Nevada has affordable, industrial-scale real estate available. With major industrial parks already developed, and prime land available and zoned for industrial use, companies are able to easily find a facility or work with one of our many industrial developers to construct a build-to-suit facility that fits their unique needs. Additionally, Nevada has very competitive utility rates for commercial operations and has been ranked as in the top 3 best states for business by Chief Executive Magazine.

Nevada's extensive mining landscape is of strategic relevance for the future of Green manufacturing across the world. According to the United States Geological Study, "Lithium supply security has become a top priority for technology companies in the United States and Asia." Since Nevada has the only operational Lithium mine in the nation it is the optimal place to locate battery manufacturing for electric vehicles and other green technologies.

Analysts determined the manufacturing industry was the largest contributor to Nevada's gross domestic product. Another indicator showed the state's manufacturing base grew at a faster rate than any other sector — showing a year to date increase of 14 percent.

### Hospitality and Entertainment Epicenter



Nevada is a world brand known for attracting tourists, conventions, shows and attractions, and its exciting resorts. This allowed the Silver State to draw in approximately 56 million tourists in 2019. This astounding number is not only good for the hospitality industry, but all business in Nevada.

In a normal year, Las Vegas hosts more than 22,000 conferences, trade shows, festivals, and other events making it the convention capital of the world.

Nevada has embraced the hospitality and entertainment industries wholeheartedly, but not only in the traditional sense. The University of Nevada, Las Vegas's (UNLV) William F. Harrah College of Hospitality is ranked 2nd worldwide for best hospitality and hotel management school. The strength of Nevada's local hospitality industry makes it so that this program has an unrivaled ability to train the next generation of leaders in the hospitality industry.

In addition to this, in partnership with Caesar's Entertainment, UNLV opened its state-of-the-art innovation lab, Black Fire Innovation. This is the leading location for startups and corporations open for collaboration in gaming, hospitality & entertainment technologies. The creative environment provides the ideal place for testing and showcasing solutions that address industry-specific dynamics.

With entertainment, Nevada has been well positioned to take advantage of the growth in popularity in both traditional and novel formats for professional sports. Las Vegas has acquired professional sports teams in hockey, woman's basketball, and American football, to name a few.

**Feb. 16 Nevada Virtual Tour Registration:** <https://live.eventtia.com/en/virtualtourofnevada>

Please follow the link to register for the Virtual Tour. You will be sent an email after registering that has a link to register with the GoToWebinar platform that will be used for the event.

**Feb. 25 One-on-One Virtual Matchmaking Registration:** <https://live.eventtia.com/en/virtualnetworkingevent>

Kindly note, SelectUSA is only allowing Economic Development Organization's within Nevada and international companies to participate in the matchmaking event on February 25.