

CORNING

DC at the Center of Global Government Affairs

Debra Waggoner
Global Government Affairs

July 18, 2018



Founded:

1851

Headquarters:

Corning, New York

Employees:

~46,000 worldwide

2017 Core Sales:

\$10.3 billion (at rate of 107 ¥/\$)

Fortune 500 Ranking (2018):

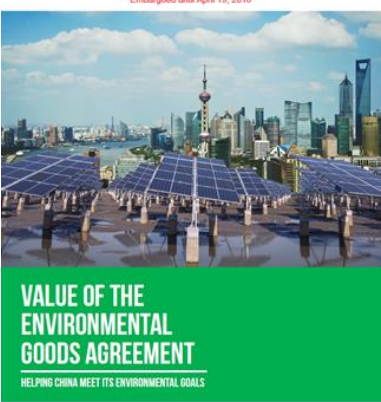
293

Corning Incorporated is one of the world's leading innovators in materials science. For more than 165 years, Corning has applied its unparalleled expertise in glass science, ceramics, and optical physics to develop products and processes that have transformed industries and enhanced people's lives.

Leveraging Everything Around You



Multiple Advocacy Tools for Leveraging DC



Global Business Supports an Ambitious and Rapid Conclusion to an Environmental Goods Agreement at the World Trade Organization
July 8, 2014
An open letter to WTO negotiators



The ITA Expansion Deal on the Table Benefits Korea

BY STEPHEN EZELL | APRIL 2015



Scenarios

- Scenario 1: Embassies
 - Overseas Investment
 - Visas
- Scenario 2: Think Tanks
 - Risk Assessment
 - Understanding Regional Dynamics
- Scenario 3: Administration/Hill/Associations/Embassies
 - Trade Negotiation
 - Building Support
- Scenario 4: Administration/Embassy/Consultants/Hill/Customers
 - Foreign Government Takes Unfavorable Action
 - Fix it

Key Takeaways

- Expand beyond traditional channels
 - Administration and Congress
 - Development Banks
 - NGOs
- Don't Overlook the Embassies
 - Valuable Resources
 - Can be key advocates/influencers
- Know the Experts
 - Risks Assessments
 - Geopolitical Context
 - Relationship Mapping
- Drive the message
 - Associations
 - Media

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