



Competition between locations to attract investment has become intense. Almost every country, city, state or region now has an investment promotion agency engaged in investment attraction. Most investment promotion agencies target similar industries and use comparable promotional messages. In this environment, it has become difficult for agencies to differentiate themselves and position their location as being different or better than others.

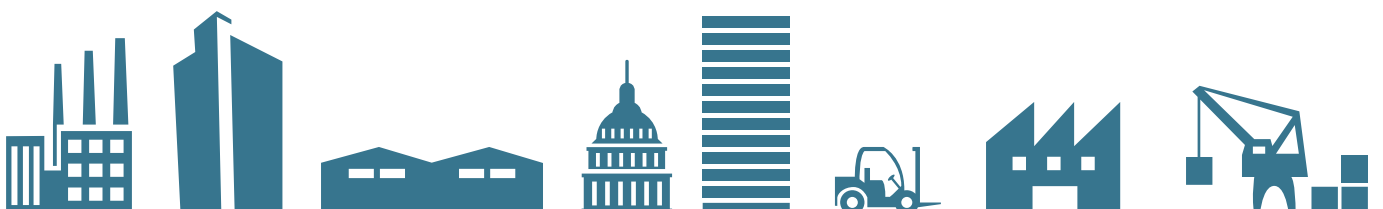
Investment promotion agencies also need to respond to changes in the market such as the increase in the number of investors from emerging markets and growing requirements to support different types of investment such as mergers and acquisitions. At the same time, political expectations and budget constraints are putting pressure on agencies to deliver results more cost-effectively.

CONWAY ADVISORY CAN HELP YOUR AGENCY TO OVERCOME THESE CHALLENGES AND SUCCESSFULLY ATTRACT INVESTMENT. WE CAN HELP YOUR AGENCY TO:

- Develop an investment attraction strategy focused on areas with the greatest opportunities.
- Promote and market your location to key target groups using the most effective methods.
- Identify and attract companies with the potential for making investments.
- Increase the skills of your employees through customized training and coaching.
- Retain existing investors through processes and tools for successful aftercare.
- Build your agency's capabilities for investment promotion, attraction and retention.

CONWAY ADVISORY PROVIDES YOU WITH THE FOLLOWING BENEFITS:

- An in-depth understanding of how companies in different industries make location decisions.
- Extensive contacts to company decision makers and industry specialists around the world.
- Up-to-date knowledge and information on investment drivers and location trends.
- Significant experience working with investment promotion agencies around the world.
- Effective tools and processes to help you create and maintain high levels of performance.
- An experienced team that can tackle challenging objectives to deliver tangible results.





Our approach to assisting agencies with investment attraction is based on yours of experience working with companies on their international investments. We understand what companies want and how they make location decisions. We also understand the requirements of investment promotion agencies and the challenges they face in attracting investment in a competitive market.

Conway Advisory has assisted numerous locations with foreign direct investment attraction. We provide hands-on support to identify investors and promote our clients' locations. We have generated successes for all of our clients.

SOME OF THE PROJECTS THAT CONWAY ADVISORY HAS DELIVERED INCLUDE:

- Developed a comprehensive FDI attraction strategy, including a 2-year action plan for the global office network of Invest in Catalonia.
- Developed a global FDI attraction strategy, provided training and coaching to foreign office directors and developed promotional materials and website content for Invest in Andalusia.
- Represent London & Partners for FDI attraction in the German-speaking region.
- Represented the Ontario Ministry of Economic Development and Trade for FDI attraction in the German-speaking market.
- Assist the Chile Foreign Investment Committee to identify and secure investor companies for an investment forum.
- Developed and delivered advanced FDI-sales training for Austrade investment managers in Europe and Asia as well as basic FDI training for the agency's staff in Australia.
- Provided FDI training to NRW.invest's network of global investment directors for the past four years.

“ We selected Conway Advisory as our consulting firm to take advantage of their extensive location advisory expertise. Conway Advisory's ability to exactly understand our requirements, meet challenging deadlines and develop a convincing solution to one of our key strategic issues all contributed to a successful project outcome.

—Jürgen Otto, CEO, Brose Gruppe

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