

HOW TO FIND FOREIGN DIRECT INVESTMENT (FDI) PROSPECTS AMONG POTENTIAL U.S. COMPANY INVESTMENTS

Since 1998, Global Consulting & Affiliates has worked and networked with over 50 European national, regional and city economic development agencies. During this time, it has become clear to us that one area of critical interest to most agencies is HOW TO attract foreign direct investment (FDI).

Finding *serious and real* FDI is a challenge for all European economic development agencies, even if the agency has U.S. representatives in the U.S. Agencies use many methods to find and qualify American companies who are believed to be interested in a new investment in Europe or who already have a European address but are interested in expanding or relocating to another European region.

To meet this critical need, we have developed an in-house workshop “**HOW TO FIND FOREIGN DIRECT INVESTMENT (FDI) PROSPECTS AMONG POTENTIAL U.S. COMPANY INVESTMENTS**” to help European economic developers *more effectively find, qualify and attract FDI from the U.S.*

The one-day workshop is personally presented by Russ Froneberger, President of Global Consulting & Affiliates, to small groups of no more than fifteen to ensure interactivity between Russ and the participants.

Based on Russ’s hands-on experience with other European economic development agencies, this program is ideally beneficial to agency staff, particularly project managers, and others in the region who are part of presenting the region to foreign investors (such as: academics, technology park managers, incubators) and regional public officials who need to better understand the benefits that that can be attained from the economic development process, especially the development of FDI.

Testimonials:

- "The preparation and the work he did to prepare his workshop was very good and the participants really got what they wanted. The workshop dealt mainly with two issues: marketing for economic developers in general and then we especially concentrated on matters related to inward investments." – Satu Freyberg, Jyväskylä Regional Development Company, Finland
- “Our group was particularly impressed with our discussions about persistence, networking and how to respond to the specific needs of each prospect. We also were a bit surprised to learn that brochures are not as effective as other ways to promote our agency.” – Laurence Slangen, SPI+, the economic development agency of Liege, Belgium
- “Russ understands how to find real prospects in America. The techniques he presented with real world examples were useful. I have already had success with his advice on how to find prospects during trade shows.” – Project Manager, Canton of Zurich Agency

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Topics:

- What a prospect is (and is not)
- The “must list” of company prospects – How many? How to keep it current?
- How to ask for and discover the real and perceived needs of a prospect
- The art of listening
- What is the difference between a “prospect” and a “project?”
- How to prepare for and make an effective prospect call
- Persuasive presentations - it’s all in the preparation
- How to follow-up on prospect calls and turn prospects into projects
- When does a prospect become a project?
- Why is it important to be persistent and patient with prospects?
- How to write winning proposals
- Networking “American style”
- What organizations to join and what to do with the membership
- How to stay connected to your most important existing companies and prospects
- How to get your existing companies to work for you and your agency (for free)
- Why existing investor surveys are so helpful
- Why testimonials are useful and how to use them
- Reactive and proactive – when to do one or the other
- Why pro-active community involvement is so important
- Why the development of trust critical
- How to develop trust
- Marketing vs. advertising – Are brochures really effective?
- How to stay focused on the commitment to marketing (and to avoid backsliding based on day-to-day demands)
- Benefits derived from persistence. Is there a difference between harassment and persistence? Why do Americans so admire persistence?
- Why agency and personal road maps are important to maintaining focus and a positive attitude
- How to look at problems as opportunities and to maintain a positive attitude
- What do I need to know about the competition?
- How do the agency and I compete?
- Can regions cooperate for the benefit of all?
- How to effectively and efficiently use the Internet and e-mail
- American site consultants, what is their role?
- How to find prospects during trade shows
- What American lead generation consultants can do/not do to create FDI opportunities

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AGENDA

09.00 – 09.30	Welcome and Refreshments
09.30 – 09.45	Introduction and Overview
09.45 – 10.00	Benefits of A Well-Conceived Marketing Plan (The “Road Map” to Gaining <i>Quality</i> Jobs and Investments)
10.00 – 10.15	Establishing Individual and Agency Identities
10:15 – 10.30	Selling vs. Marketing – Yes, there is a Difference
10.30 – 11.00	Networking Break
11.00 – 11.15	Networking: With Whom? How Much Time?
11.15 – 11.45	Case Studies
11.45 – 12.00	Wrap-up of Morning Session
12.00 – 13.15	Networking Lunch
13.15 – 13.30	Ways to Develop Long-term Relationships
13.30 – 13.45	Electronic Marketing - Effective Use of the Internet
13.45 – 14.00	How to Find “Prospects” from among all of the “Suspects”
14.00 – 14.15	Existing Companies – They are More Valuable than Most Economic Developers Think
14.15 – 14.30	Effective Ways to Close the Deal
14.30 – 14.45	Dealing with Competition
14.45 – 15.15	Networking Break
15.15 – 15.45	Case Studies
15.45 - 16.00	Overview of Economic Development Practices in the United States
16.00 – 16.15	Workshop Wrap-up and Adjourn