

GDP Global

Invest fdi

**Investor Targeting, Opportunities
Promotion and Meetings Agenda
Arrangement for Missions**

Our commitment

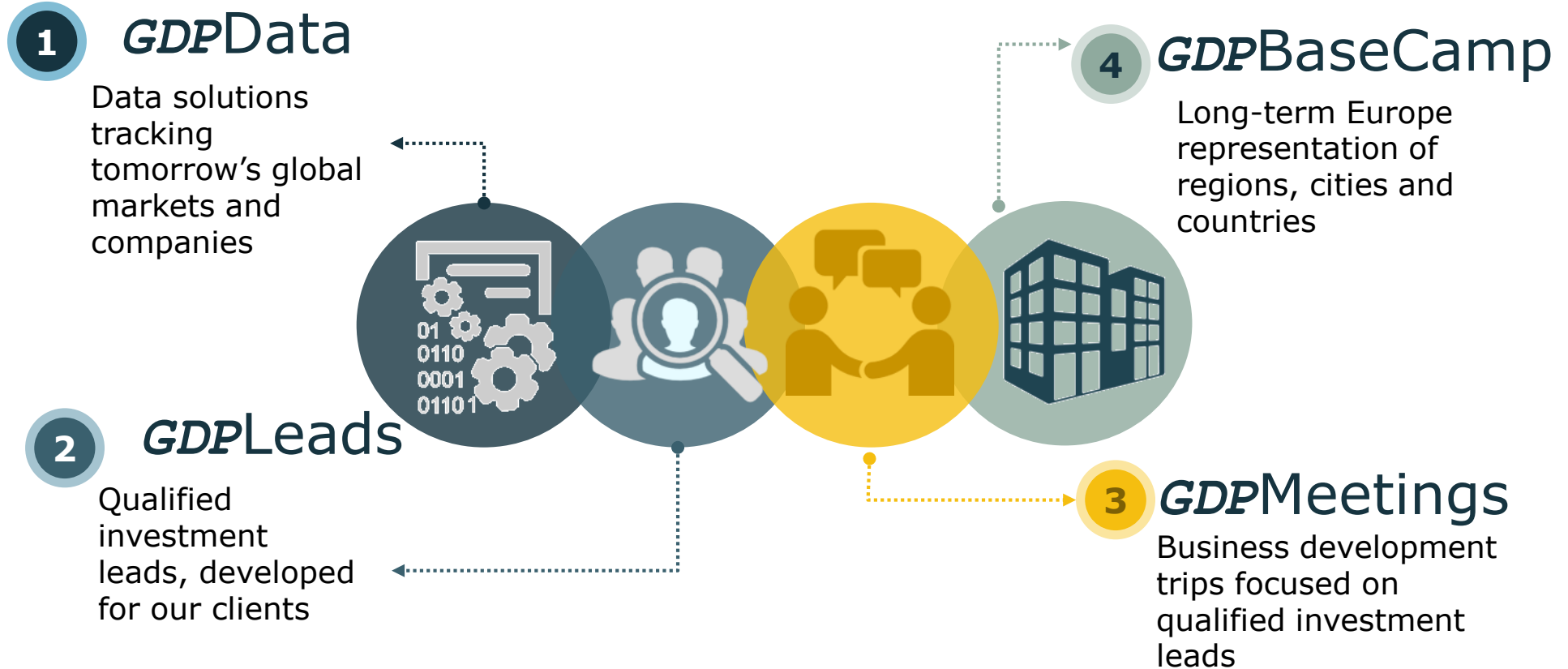
Globalisation is here to stay. **GDP** Global addresses the issues and opportunities arising from international business strategies.

We support countries and regions in their quest to achieve sustainable and inclusive economic growth by increasing their participation in international business:

- Attracting foreign investment
- Growing exports
- Creating industry clusters and strengthening links with global value chains
- Increasing international marketing and business development



GDP Global's Invest*fdi** is our foundation for smart FDI lead generation



*Foreign Direct Investment

Together *GDP*Data, *GDP*Leads and *GDP*Meetings provide the integrated solution for your needs



INTEGRATED SOLUTION

***GDP*Data:** Available segmented database of potential investors to identify your ideal target company for promotion of foreign investments.



***GDP*Leads:** Identification and selection of 250 investors in target markets. Then, opportunities for promotion and prequalification of interested potential investors; includes telephone calls and follow-up.



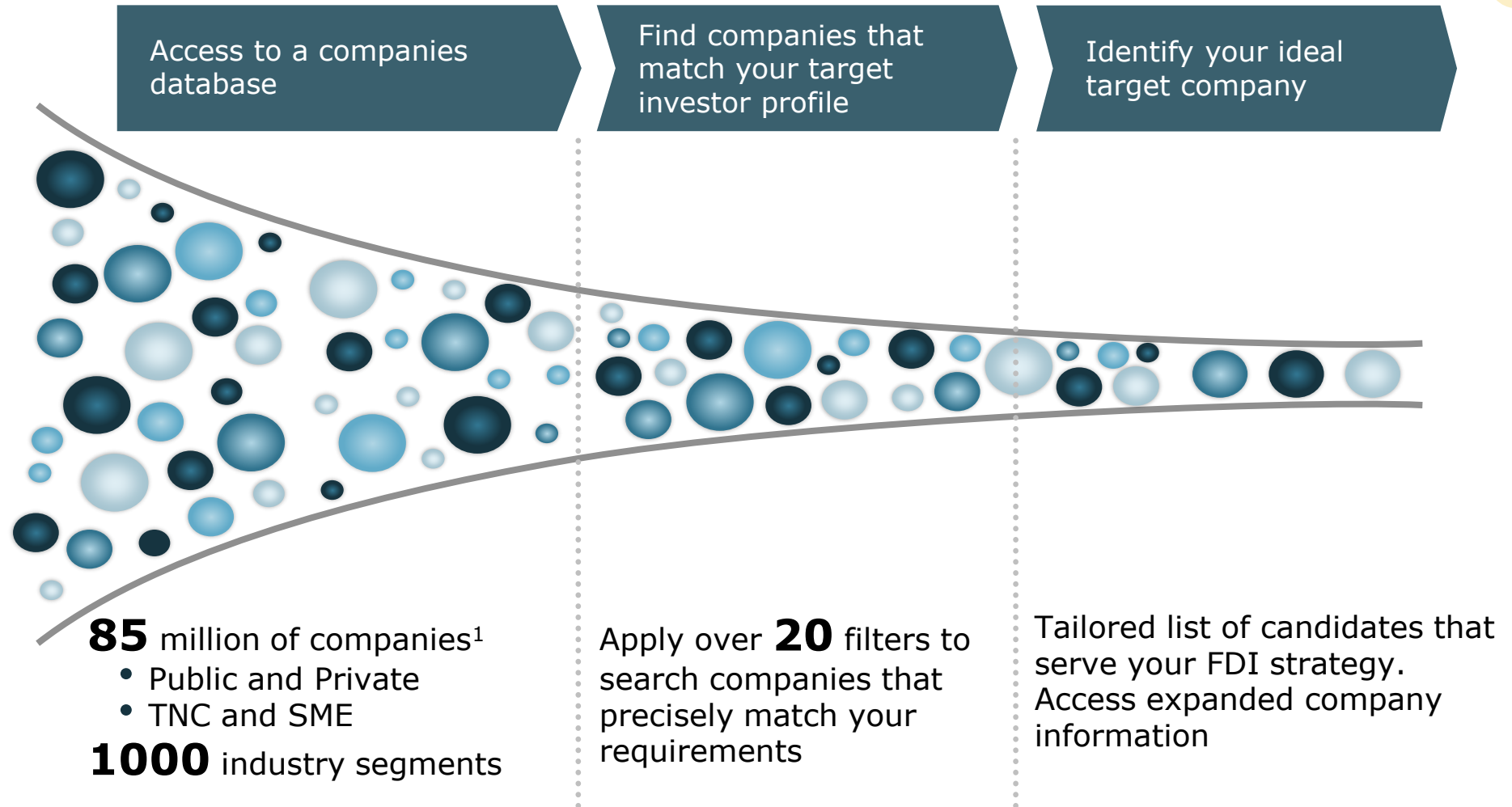
***GDP*Meetings:** Securing 10 meetings in target markets (includes supporting documentation for the meeting – aspects to highlight of the company and the interest shown).

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GDPData

GDP Global has a segmented database of potential investors for continuous promotion of foreign investments.



GDPData is based on the main market databases including Thomson Reuters, Nikkei, Bloomberg, LexisNexis, D&B Hoovers'; it also uses specialized sources such as social networks, industry associations, chambers of commerce, as well as personal contacts of the team of GDP experts.



GDPData principles

Our proven market intelligence system follows a three-dimensional approach to rating companies regarding their investment potential, thanks to the application of a selection of up to 20 filters available in GDPData.

Together with our clients, we establish specific criteria to be used in the identification, segmentation and prequalification of the list of investment prospects.

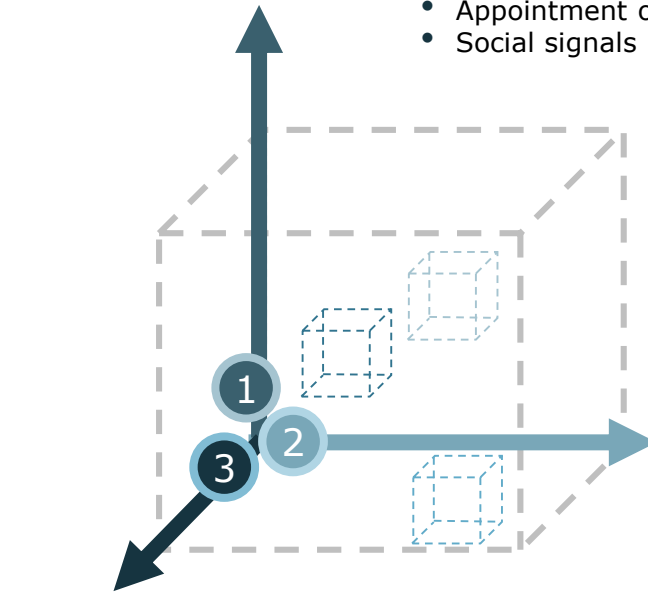
The result is a pre-qualified list of potential investors on which the promotion and marketing efforts will focus.

THREE-DIMENSIONAL APPROACH

Propensity to invest

Signs that show a company has intentions to expand into international markets

- Big Data analysis
- Announced intentions plan
- Registration of Intellectual Property Rights
- Appointment of senior executives
- Social signals



International Expansion Readiness

Overseas expansion essentials

- Market position
- International markets
- Financial health
- Readiness index

Match with region priorities

Client requirements

- Business activity
- Filling a value chain gaps
- Geography
- Company size
- R&D

GDPLeads

It consists of a direct and relational four-step marketing process that seeks to introduce investment opportunities to target companies, generating genuine interest and investment consultations for our clients.



We will:

- Segment candidate businesses
 - Identify key decision makers
 - With you, create string FDI messages for each lead profile, and convert this into the FDI promotion script
 - Deliver to you the outline company profile of the target leads list: company name, sector description, website and decision-maker
- Implement a proposition-based marketing campaign
 - Meaningful value propositions
 - Direct contact through email and telephone
 - Contact target companies to confirm high-value leads
 - Investor outreach will be carried out by our experienced team of senior business developers based in the UK
- Several interactions by email and telephone
 - Pre-qualify the investment project in line with the characteristics of qualified prospects
 - Support enquiry management provide timely and relevant information
- Profile the investment opportunity
 - Company information
 - Investment project description
 - Conduct a conference call
 - Qualified prospects approval
 - Investigate triggers in decision making and information requirements
 - Provide company meeting¹
 - Full meeting support during the mission¹

1

Target lead list

2

Pre-qualified FDI leads

3

Company profiles

4

On-site meetings agenda

 Deliverables

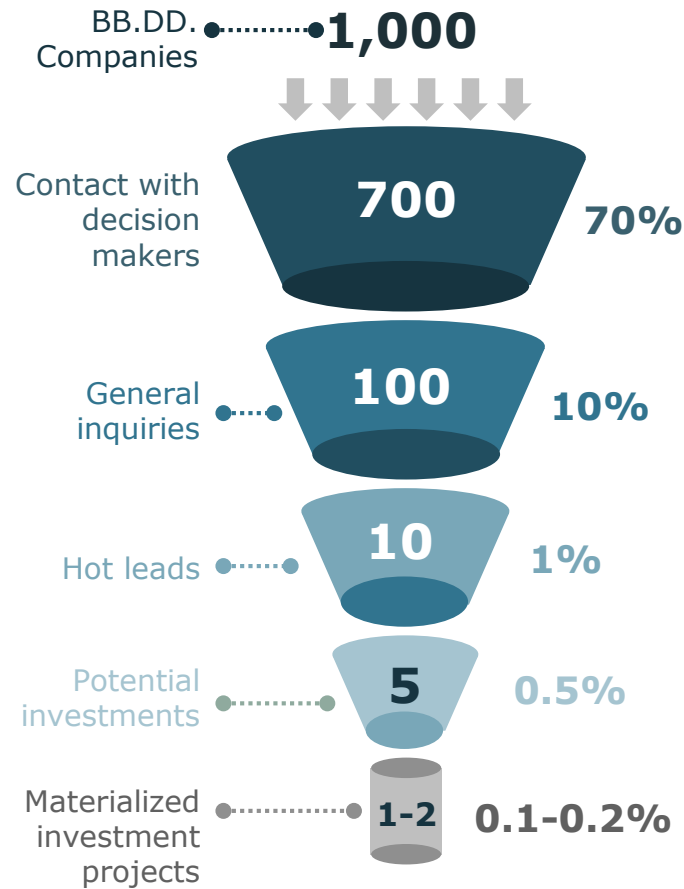
GDPLeads strategy

GDPLeads uses the concept of proposition-based marketing to generate an introductory material for highly specific investment opportunities for each priority sector / industrial subsector. Jointly with our clients, we formulate assertive and relevant messages to initiate contact with potential investors.

The rationale behind GDPLeads approach is that the generation of a limited list of well researched and segmented companies, together with a one-to-one approach with personalized sales arguments, increases the response rate and consequently the investment conversion ratios.

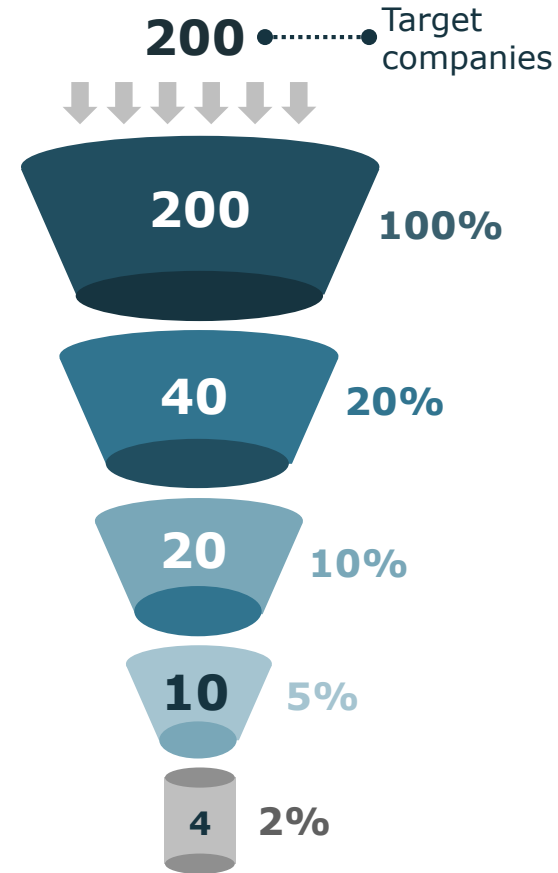
THE INVESTMENT LEAD FUNNEL – QUERY CONVERSION RATES

Traditional approach
HIGH REACH CAMPAIGN*



*Powerful Direct Marketing Campaign (e.g., 1,000) – mail, then call, follow-up by mail

GDPLeads
PROPOSITION BASED-MARKETING**



**Direct Marketing campaign highly focused and selective (e.g., 50-200) – call, followed by email and telephone follow-up



GDP Meetings



GDP Meetings is our solution for organizing meetings with potential high-value investors, prior to participating in trade missions and / or attending international fairs and conferences. The one-to-one meetings we arranged allow us to maximize the impact of attending or organizing events and increasing the possibilities of establishing meaningful business relationships.

Our objective is to identify prospects that not only respond to the desired investor profile, but also have a genuine interest in investing and doing business in their region.

GDP Global not only schedules the meetings, but we make an additional effort to ensure these meetings are productive, so we provide specific advice on each planned meeting: objectives, agenda, participants, arguments and messages.

If you need support during meetings, our team of business developers will be happy to accompany you!



GDP Global has a platform to arrange B2B meetings with potential investors.

We help you to present your investment opportunities to the right decision makers.

Recent Experience

Client	Country	Date	Project
 <p>Keele UNIVERSITY Science and Innovation Park</p>	United Kingdom	2017-2018	<p>Qualified Leads Generation for Keele University Science and Business Park Limited</p> <ul style="list-style-type: none"> • Identification and coordination of direct interviews with senior representatives of potential investors of high technology companies in the area of energy and environment, health, medical technology • Implementation of a direct marketing campaign • Database generation of 350 companies and 10 qualified investment leads
 <p>Niagara Economic DEVELOPMENT</p>	Canada	2017	<p>Qualified Agribusiness Leads for U.K.-based Agribusiness Company Site Meetings</p> <ul style="list-style-type: none"> • Support in the implementation of the targeting program of potential investors in the agroindustrial sector of the United Kingdom • Database generation of 250 target companies, implementation of direct marketing campaign and prequalification of the opportunity • Identification and coordination of interviews with senior representatives of 14 agro-industrial companies in the United Kingdom
 <p>InvestChile</p>	Chile	2016	<p>Development of the Commercial Strategy: Identification of investment projects and prospection of potential investors</p> <ul style="list-style-type: none"> • Design of an Investment Promotion Plan focused on Chile's priority sectors: Mining, Agro-industry, Infrastructure, Renewable Energy and Tourism • Identification and prequalification of a database of 300 potential investors that match the country's value offer and specific investment opportunities • Formulation of the promotion plan and the proposition-based marketing campaign for a period of 12 months

About **GDP** Global

Who we are

GDP Global is a leading economic promotion consulting firm, based in London, specialising in providing services for trade and foreign investment promotion organisations.

We are involved in all areas of international economic promotion. We help clients to develop policies, strategies and performance standards that deliver tangible economic results.

What we do

GDP Global support governments and investment and trade promotion organisations to make locations more attractive and better understand and address the environment, challenges and opportunities in the field of Foreign Direct Investment (FDI) and international trade to achieve GDP growth.

We go beyond strategic and policy advice and provide implementation support and capacity-building to make sure our clients can translate our recommendations into action.

On every case, we develop highly customised and pragmatic solutions that provide sustained performance improvement.



Founded in 1999



Based in London with offices in South Africa and Australia

Representations in Spain, Nigeria, Peru, Colombia and El Salvador



15 high-profile economic consultants and 20 associate industry and local experts

Track record



PROJECTS

200

CLIENTS

85

COUNTRIES &
TERRITORIES

We have been trusted advisors to government, ministries, embassies, local authorities and economic zones worldwide for over 15 years.

Some of our valued clients

We have proudly worked with clients representing ministries, national, regional, city, trade and investment promotion agencies, economic development organisations, international institutions and multilateral banks

Europe

UK Trade & Investment

Stockholm
The Capital of Scandinavia

BUSINESS SWEDEN
THE SWEDISH TRADE & INVEST COUNCIL

COPENHAGEN
CAPACITY

CZECHINVEST

INVEST IN TURKEY

Africa

the dti
Department of Trade and Industry
REPUBLIC OF SOUTH AFRICA

WESGRO
cape town & western cape
tourism, trade & investment

BOTSWANA
INVESTMENT & TRADE CENTRE

Trade & Investment
KwaZulu-Natal
YOUR KNOWLEDGE PARTNER IN BUSINESS

TRADE & INVESTMENT
LIMPOPO

Australia & Asia

Australian Government
Australian Trade Commission

InvestHK

INVEST
CANBERRA

الهيئة العامة للاستثمار
SAGIA

NEW ZEALAND
TRADE & ENTERPRISE

EDB BAHRAIN
ECONOMIC DEVELOPMENT BOARD

Latin America

InvestChile

Invest in Bogota

PRO MÉXICO
Trade and Investment

Uruguay XXI
PROMOCIÓN DE INVERSIONES
Y EXPORTACIONES

PROESA

ProlInversión
Agencia de Promoción de la Inversión Privada

North America

INVEST IN
CANADA

Niagara Economic
DEVELOPMENT

Investissement
Québec

Government
of
Saskatchewan

TORONTO
GLOBAL

Enterprise Florida

Institutions

WORLD BANK

IDB

UNITED NATIONS
UNCTAD

MILLENNIUM
CHALLENGE CORPORATION
UNITED STATES OF AMERICA

Our solutions

Strategy and Intelligence

Unparalleled insights and analysis to help clients develop their investment attraction, economic and trade promotion policies, strategies and techniques to stay ahead of the market.

Operations

We increase efficiency and standards of economic promotion organisations by providing the optimal methodologies, processes, business models, modus operandi, and performance measurement and monitoring to successfully drive FDI attraction and trade promotion.

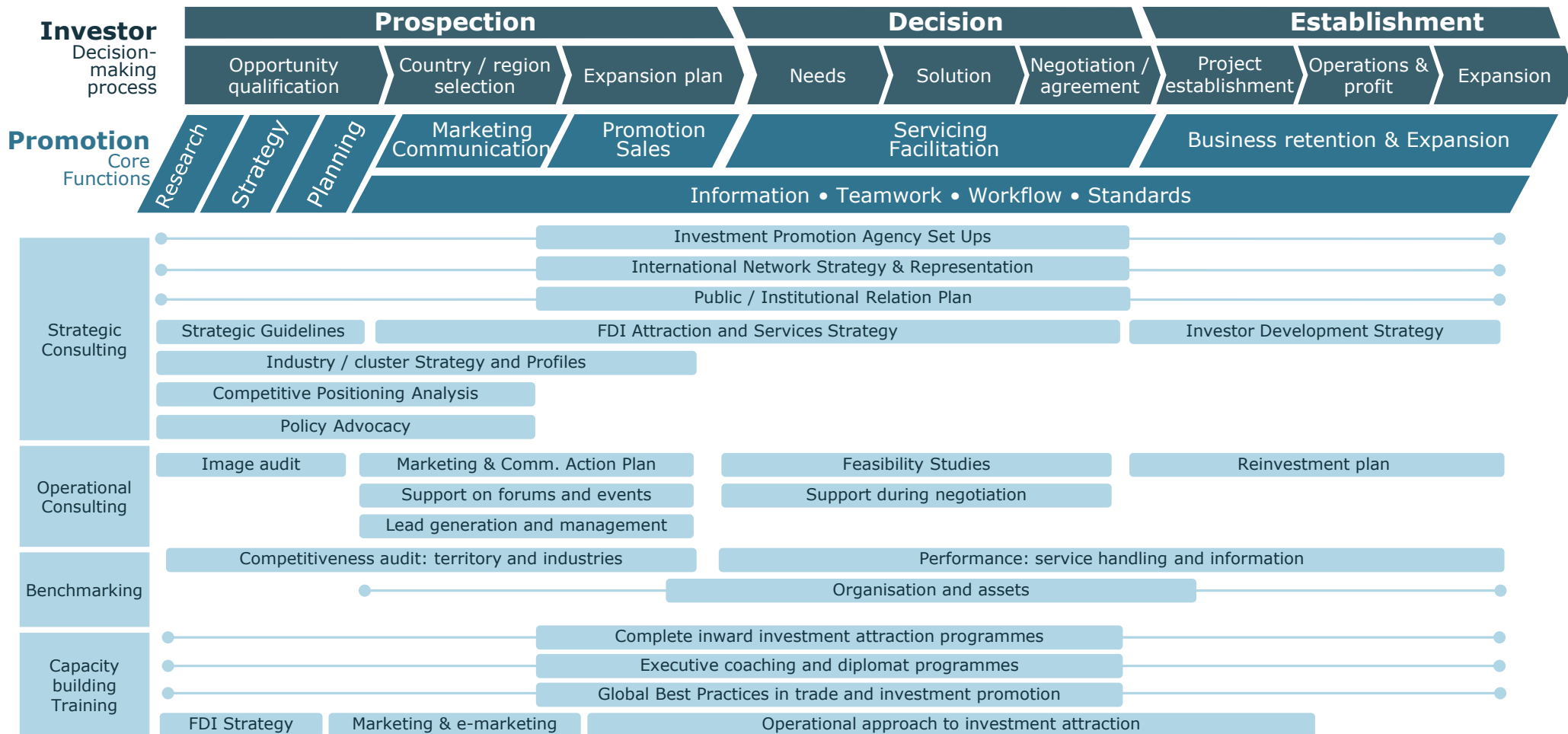
Capacity building

GDP Global provides practical and operational training, helping organisations to equip their people with expert knowledge and skills to work towards their investment attraction and export goals.



FDI promotion experts

GDP Global takes a holistic perspective on the complex business of inward investment attraction. We have the ability to demystify the complex world of FDI to understand the role and impact of policy vs macroeconomics, business environment, marketing, branding, sales and its challenges and opportunities that are key to economic diversification and growth.



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