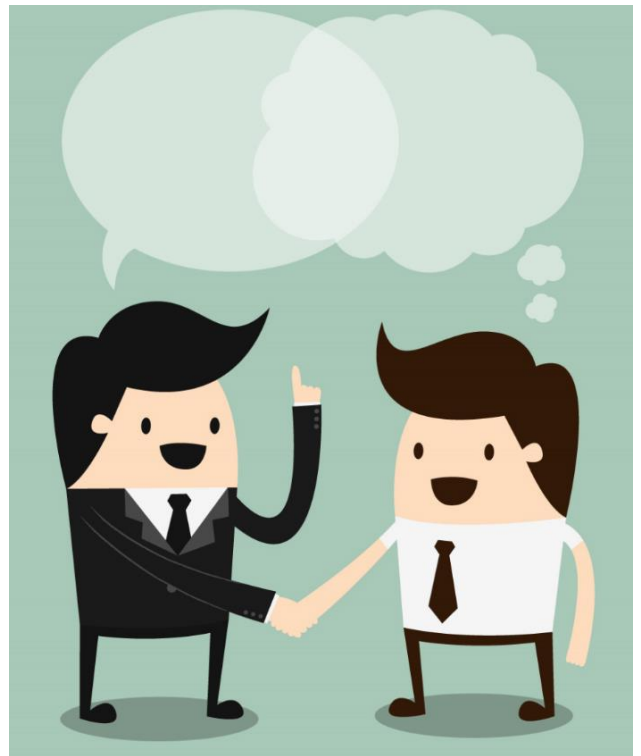
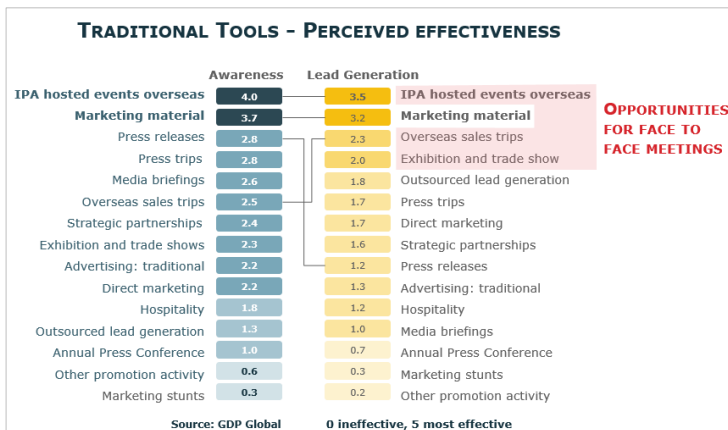


## InvestFDI

### Face to face meetings with potential investors continues to be one of the most effective traditional practices to attracting FDI

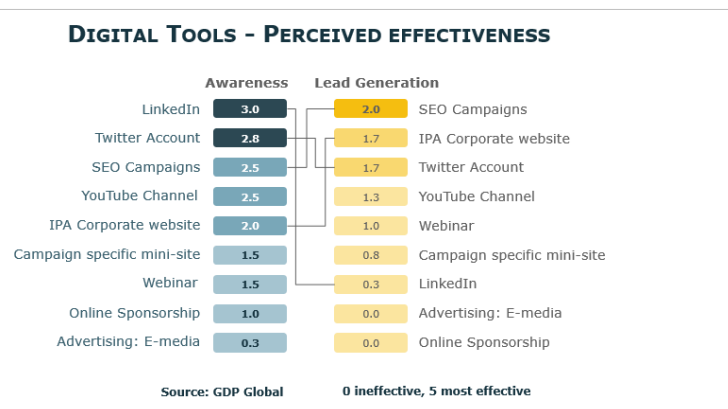
Investment promotion agencies (IPAs) implement a wide range of actions and tools to attract foreign direct investment. GDP Global researched the effectiveness of the tools through a perception study of IPAs. See graphs below. It shows that direct contact with potential investors at their office is still one of the most important practices to generate FDI leads and consequently to attracting investment.



Recently GDP Global collaborated with IPAs and industrial parks, helping them to plan outreach missions and face to face business meetings to attract investors. The experience has confirmed it remains one of the most effective tools.

However, effective investor lead development depends on three vital steps:

- Meticulous prospecting and qualification of investors
- Prior contact to detect/generate interest in the location's investment value proposition
- Advance knowledge of the key aspects that b2b meetings must address



# GDP Intelligence

In short, good preparatory work can multiply the effectiveness by three.

The following steps are advisable for planning your commercial outreach missions and face to face meetings:

1. Define the profile of the companies you would like to approach that will be interested in your location offer
2. Data mining and desk research to identify companies that match your target investor profile, considering that the success ratio is about 4%; it means that if you would like to have 10 quality investor meetings you should contact at around 250 companies
3. Launch a professionally undertaken telemarketing campaign to generate/detect the interest in your value proposition
  - a. Define your value proposition including specific investment opportunities
  - b. Create strong FDI messages and convert this into the FDI promotion script
  - c. Contact senior decision makers (c-suite executives) of target companies, following the script to confirm their interest
  - d. Build a relationship with the companies
  - e. Arrange a meeting, date, participants, etc.
4. Prepare the meeting
  - a. Define your core objectives and goals for each meeting
  - b. Profile each investment opportunity

- i. Company information
    - ii. Investment project description: options and alternatives
  - c. Investigate and anticipate the triggers in decision making and information of each company to be visited
5. Plan your follow-up activities even before the meetings take place, so that you can promise key follow up steps and deliver on these steps quickly after the meeting.

GDP Global has unsurpassed experience of these crucial methods of engagement. **Investfdi** is an integrated suite of tools to help you leverage your missions to utmost advantage. Our solutions will enable you to successfully plan and prepare for your missions.

Details of the full GDP Global solution are available at this link ([click here](#)). If you would like our support or need more information, please contact us ([enquiries@gdpglobal.com](mailto:enquiries@gdpglobal.com)).