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**FDI Attraction**

**PM & Partner Marketing Consulting GmbH (PM&P)**

Frankfurt | München | Berlin | Chicago

[www.pm-p.de](http://www.pm-p.de)

**PM  
&P**



**The overall  
objective of our  
efforts is the  
creation of jobs  
through direct  
investment,  
trade support  
and retention**

# FDI Attraction Supports Many Business Development Objectives:

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- Creation of well-paid jobs
- Attraction of new technologies
- Filling gaps in local value added chain
- Strengthening the industrial and service infrastructure
- Diversification of existing industries
- Potential for local universities and research institutes to cooperate with foreign companies and research institutes
- Qualitative growth for your community or region

## Key Point of the Strategy

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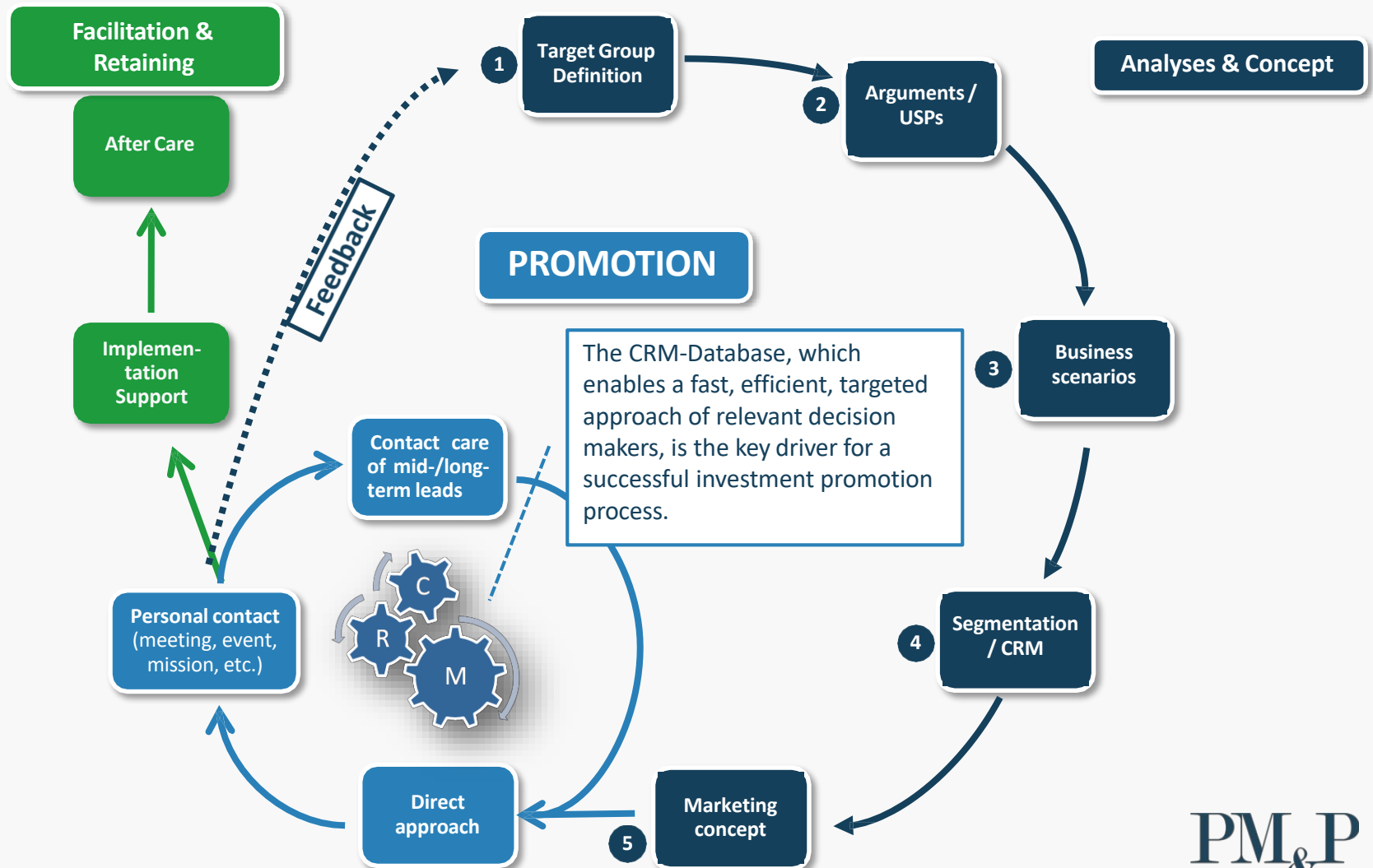
1. Careful Positioning and Differentiation of you Location
2. Definition of your Target Groups for FDI
3. Think in Niches and Value Chains
4. Definition of your USP in different Sectors
5. Development of Business Scenarios
6. Follow a Selected Industry and Country specific approach
7. Use a Marketing Mix Approach
8. Intensive Networking with Companies and Multipliers
9. Integrate Trade Support for your Local Companies
10. The Importance of Follow-Up



# The FDI Strategy



# The Strategy Development Process



# The Careful Positioning and Differentiation of Your Location

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## Targets

What is the purpose of our organization?  
What are our objectives?

**The definition of overall targets is the start to a systematic marketing approach**

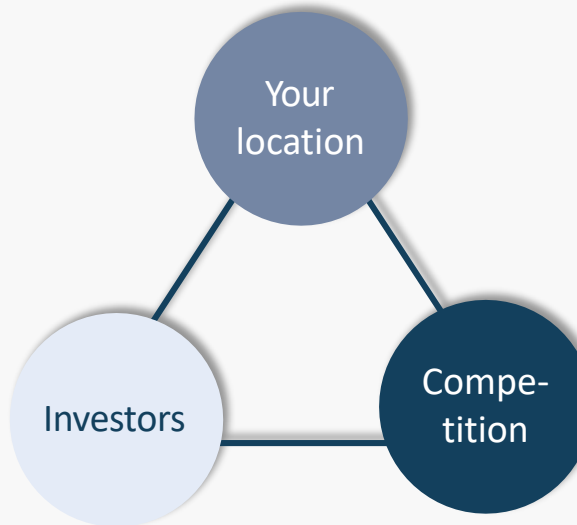
- General problem: “Differentiate from other regions.”
- Requires segmentation of the market: “For which target groups does our region offer specific advantages?”
- All marketing efforts must concentrate on these segments: “ Be customer-oriented!”

**We normally recommend the following main strategic targets:**

- Identify business opportunities between local and foreign companies
- Attract greenfield investments
- Conduct a well-defined and systematic Business Retention and Expansion Program
- Support business start-ups in your region

# The Careful Positioning and Differentiation of Your Location

- ✓ Image and awareness of your location
- ✓ Strengths and weaknesses of your location
- ✓ Competitive position of your location
- ✓ Development potential of your location
- ✓ Investment opportunities at your location



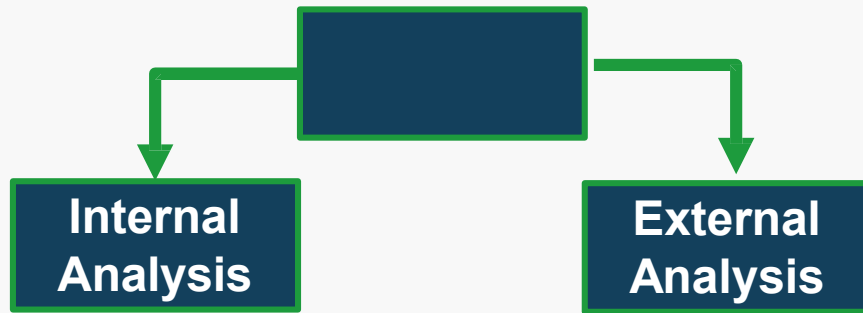
- ✓ Current global footprint
- ✓ Global expansion strategies
- ✓ Investment demand
- ✓ Location preferences
- ✓ Site Selection criteria

- ✓ Competitors' strengths and weaknesses
- ✓ Competitors' positioning
- ✓ Competitors' target groups
- ✓ Competitors' promotion strategy



# The Careful Positioning and Differentiation of Your Location

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## In-depth knowledge of your region

### Internal Analysis:

- Industrial Clusters
- Know-how
- Human Resources

## Knowledge of potential investors and competition

### External Analysis:

The basis of a well defined marketing strategy is a good knowledge about the competition and your target industry sectors and sub-sectors:

- Competition
- Potential Investors

# Definition of the Target Groups

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## Market Segmentation – Definition of Target Groups

In order to effectively leverage your marketing activities, a clearly defined segmentation of the potential investment is crucial:

- Market Segmentation by strategic orientation
- Market Segmentation by activity / type of project
- Market Segmentation by industry / service sector **niches**
- Market Segmentation by Country
- Without segmentation there is no accurate targeting of investment prospects
- Segmentation allows customer-specific growth
- Concentrate on marketing existing industry/service clusters and complimentary sectors
- Develop segment-specific know-how and services

# Marketing Targets and Strategies

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## ➤ The USP of Your Location

Develop the optimal profile of your region that addresses the needs of your selected target segments.

## ➤ Definition of Services offered

- New investment support assistance
- Customer care support
- Other services offered

## ➤ Development of Business Opportunities

# The Marketing Mix Approach



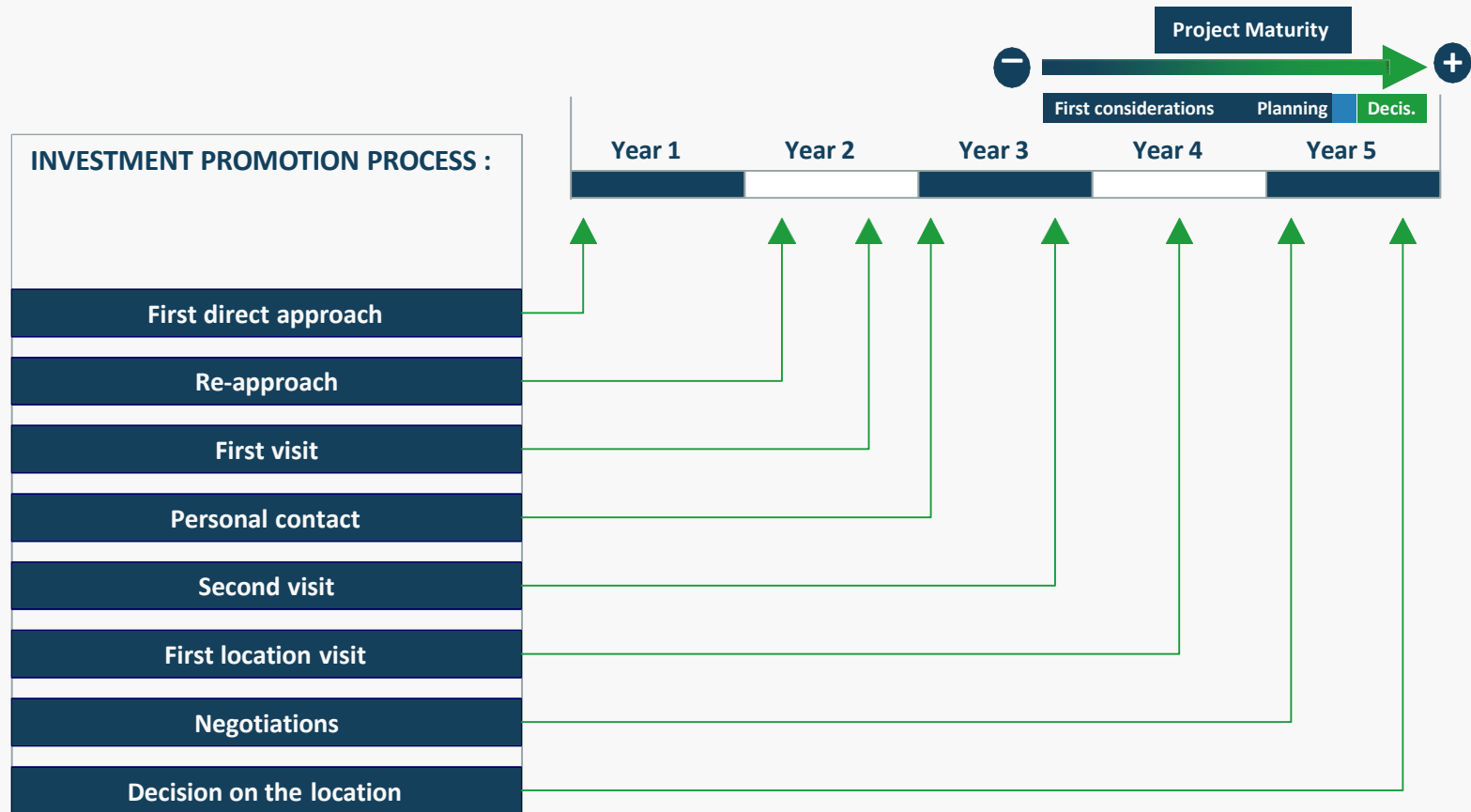
# FDI Attraction is a Long-Term Effort

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- Investment Promotion has to address the mid and long-term needs of the investor
- Attraction of Investors a long-term process
- There is strong competition between a large number of potential locations, which have comparable advantages to offer
- CRM is a crucial tool to establish a successful customer relationship over a longer period of time.



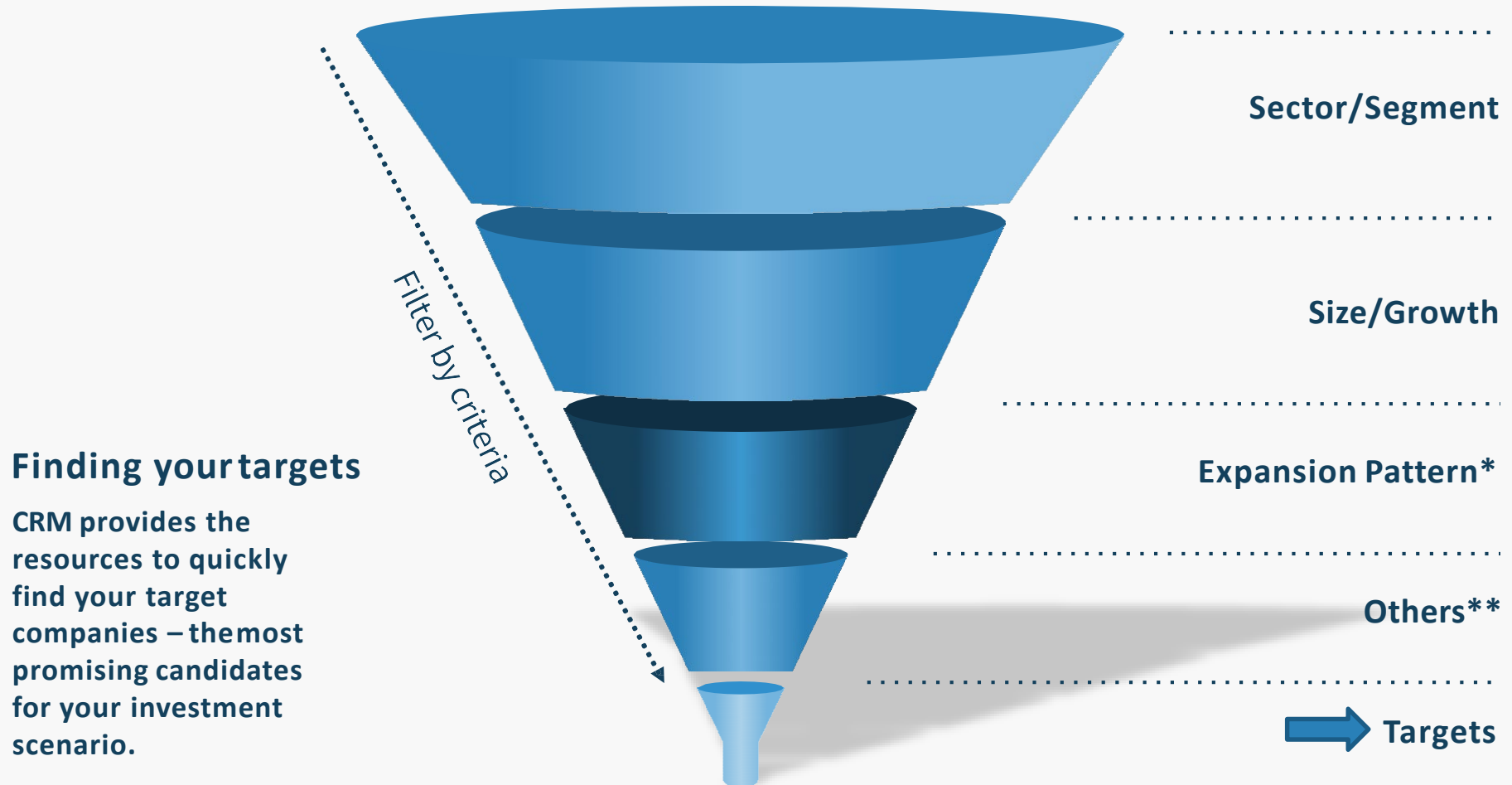
# FDI Attraction is a Long-Term Effort



On average a mid-sized company invests every 5 years into new foreign subsidiaries.



# Lead Generation



\* Structure of International presence , investment dynamics

\*\* depending on targeted investment scenario

# Intensive Networking with Companies

## Importance of CRM

The screenshot displays the PM&P CRM software interface, which is used for managing company data and contacts. The interface is divided into several sections:

- GENERAL DATA:** Contains fields for Company (Robert Bosch GmbH), Shortname (BOSCH), Street (Robert-Bosch-Platz 1), P. code / City (70839 Gerlingen-Schillerhöhe), Country (Germany), and Web (www.bosch.de).
- PRODUCTS / ACTIVITIES:** Lists activities in GERMAN (Kraftfahrzeugtechnik, Industrietechnik, etc.) and ENGLISH (Manufacture of automotive technology, etc.).
- OWNERSHIP:** Shows ownership details for Robert Bosch Stiftung GmbH, including shares held by various entities.
- SIZE:** A table showing sales, growth, and staff over time (2010-2014).
- CONTACTS:** A list of contacts with columns for Name, Title, Email, Phone, and Fax. Contacts include Asenkerschbaumer, Bischoff, Bohr, Colm, Dais, Denner, Dürig, Engler, and Fehrenbach.
- NEWS:** A section displaying news articles related to Bosch, such as "Bosch baut Präsenz in Türkei aus" and "Bosch plant new manufacturing site for solar energy in Malaysia".

The interface also includes various filters and search options to refine the data displayed.

# Intensive Networking with Multipliers

**Multipliers are an excellent source for FDI lead generation**

<b>FINANCE / M&amp;A</b>	<b>SECTOR COMMUNITIES</b>
<b>Investment Banks</b> <b>Other Banks</b> <b>International Lawyers</b> <b>Venture Capital companies</b> <b>Auditors / Tax Advisory Companies</b>	<b>Industry Associations</b> <b>Sector Experts / Consultants</b> <b>Sector Journalists</b> <b>Sector Magazines</b> <b>Sector Event Organizers</b>
<b>OTHER BUSINESS COMMUNITIES</b>	<b>CONSULTANTS</b>
<b>Export Promotion Organisations</b> <b>Business Clubs</b> <b>Online Communities</b> <b>Other IPAs</b>	<b>Management Consultants</b> <b>Human Resources Consultants</b> <b>Real Estate Consultants</b>

# Follow Up with Investment Prospects is Critical

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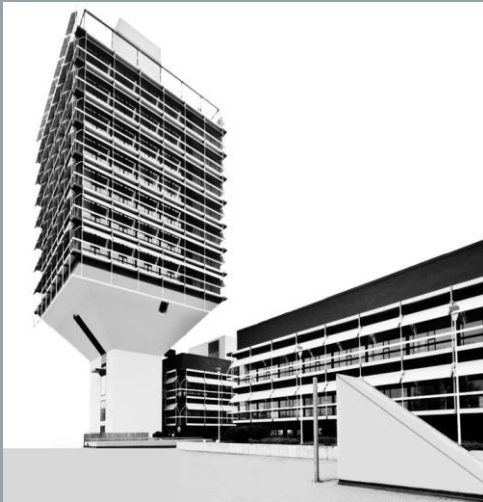
- Staff resources should be allocated
- Have prepared materials available to send to the companies interested in establishing in your community/region
- The EDO is a Business Partner – not a Sales Agent
- Confidentiality
- Fast Reaction

**Good follow-up work can compensate for any perceived disadvantages of your location.**



# PM & Partner Marketing Consulting GmbH

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