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Location Optimization During the Downturn

Due to the recent economic downturn a country's competitive position is undergoing profound changes. The impact on global Foreign Direct Investment (FDI) flows is not only influenced by multinational firms postponing future FDI projects, but also on the deteriorating investment climate that some countries are experiencing, eventually influencing a country's overall competitiveness.

- Has the competitive position of our country or city changed over the last two years?
- What is our location value proposition to foreign investors and to what extent has it changed? How stable is our business climate and do we see changes versus our competitors?
- What are some of the inherent risks in our investment climate that deserve adequate and attention?
- What are some of the strengths and weaknesses of our business climate?

These are just some of the questions our recently launched web based software platform LocationSelector.com can answer.

LocationSelector.com allows for an online assessment of the opportunities and risks for foreign investment around the world. It combines financial analysis tool with a large database on more than 400 local business cost variables on more than 180 countries and 350 cities around the world. All analyses can be exported to MS office.

The FDI benchmarking software is the first step in creating an integrated web based FDI advisory suite that will be rolled out over the next 12 months including an FDI performance database and an FDI perceptions tool LocationMonitor.com. For an online demo or more information on locationselector.com and our FDI advisory suite please send an email to: info@ic-associates or go to www.locationselector.com

About Investment Consulting Associates – ICA: ICA is an independent advisor for corporates optimizing their global supply chains and location portfolios. ICA also supports governments in building their Foreign Direct Investment (FDI) and economic development strategies. ICA combines strategic advice with web based foreign investment software applications. Our global network covers: Europe, North America and Asia-Pacific. Through our global network and multi-disciplinary approach we can assist our clients with an integrated package of service offerings. Our pragmatic approach and state of the art software financial analysis tools create measurable benefits and savings in all our projects. A complete overview of our integrated service offerings can be found on our website: www.ic-associates.com -----

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