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A New Generation in Strategic Advisory

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## Next Generation of Investment Promotion Strategies: ICA's FDIexecutive™ Seminar Series

ICA is pleased to announce the launch of its FDIexecutive™ Seminar Series. In addition to our ongoing Business Attraction and FDI training academy for IPA, EDC, and EDO staff, we are launching a series of high level and high-profile sessions across the globe specifically aimed at leaders in the Business Attraction and FDI field. We draw on our corporate track record in managing global corporate Business Attraction and FDI projects; advising numerous governments on competitiveness, Business Attraction and FDI attraction strategies and incentive policies; hands-on corporate site selection knowledge as well as our keynote speeches and panels at numerous past Business Attraction and FDI events. This mix of decades of public and corporate Business Attraction and FDI experience offers an array of industry-specific material, anecdotes and insights we would like to share with our audience at a high-profile, independent and ground-breaking event.

We will cover some of today's critical topics, including:

- Current and emerging trends in FDI: from US/EU re-shoring to Chinese outward
- FDI
- Business Attraction and FDI Incentives and Location Competitiveness
- How to attract and tap into Global Value Chains
- Managing and funding your Business Attraction organization
- What are the most pressing challenges your organization faces?
- What innovative investor attraction strategies have you come across?

## Your input is very much appreciated!

If you are interested in discovering the latest practices in the dynamic world of Business Attraction and FDI, please contact Mr. Laurens van der Schoor at [laurens@ic-associates.com](mailto:laurens@ic-associates.com) or +31 20 217 0116. Initial sessions are to be held as a 2-day seminar in Dubai or Amsterdam early 2015 and in Boston in the course of 2015. Please indicate:

- In which location you would like to attend the seminar: Dubai (Q1, 2015), Amsterdam (Q1, 2015) or Boston (Q3, 2015);
- And which additional topics you would like to be addressed during the seminar.

We look forward to hearing from you!

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## About Investment Consulting Associates (ICA)

Investment Consulting Associates (ICA) is an independent advisor to companies optimizing their global supply chains and location portfolios. ICA also supports governments in building and enhancing their Foreign Direct Investment (FDI) and economic development strategies. Through our global partner network and multi-disciplinary approach we can assist our clients with an integrated package of service offerings.

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