

[Click here for the online version of this press release](#)

AMSTERDAM, THE NETHERLANDS AND BOSTON, UNITED STATES | 26 OCTOBER 2015



A New Generation in Strategy Consulting

Amsterdam | Belfast | Boston | Dubai | Hyderabad | Johannesburg | Miami | New York



## Can Free Zones Turn the Tide of Declining FDI Levels to Emerging Markets? Join us in Dubai and learn how

Investment Consulting Associates (ICA) and the World Free Zones Organization (World FZO) are pleased to announce their first Free Zones Seminar in Dubai (UAE), titled "Attracting Investment in a New Global Economy". Our program covers in-depth topics relevant for Free Zones professionals ranging from recent

trends in foreign investment, corporate investment strategies and investor targeting and marketing. The program's session are illustrated with best practices, actual cases from the field and real time data, equipping you with practical skills to stay ahead in this exciting but competitive field.

### Day 1 - Free Zones, FDI and Incentives

Sessions on Day 1 cover topics like current and future Foreign Direct Investment (FDI) trends, new FDI opportunities, the role of Free Zones in the corporate investment location decisions as well as how Free Zones have evolved over time to cater to the changing needs of corporate investors.

**Event** Two-day seminar series moderated by core team of ICA, World FZO

**Date** Monday November 23rd  
- Tuesday November 24th

**Location** World FZO HQ,  
Dubai Airport Free Zone, WEST  
7W Block B - Office #1090,  
Dubai, UAE

## Day 2 - Managing Investment Attraction

Topics addressed on Day 2 include how to develop successful marketing and lead generation strategies for attracting investment to Free Zones and how Free Zone officials best communicate with foreign investors and what relationship management techniques can be used.

More details on the topics can be found in the Seminar's program, which can be downloaded [here](#).

**Fee** US\$1,250 excluding travel, accommodation and out-of-pocket expenses. Members of the World FZO receive a 20% discount.

**Registration** Please contact Mr. Timothy Heath at [tim.heath@worldfzo.org](mailto:tim.heath@worldfzo.org) or Mr. Laurens van der Schoor at [laurens@ic-associates.com](mailto:laurens@ic-associates.com)

## About Investment Consulting Associates (ICA)

[Investment Consulting Associates](#) (ICA) is a global management advisory firm specializing in corporate location strategy, Supply Chain Management, incentive management and advisory, SEZ development, economic development strategies, and FDI advisory. We provide customized, effective solutions to our clients' needs through a combination of consulting and state of the art software tools and databases. Our global team of multi-disciplinary professionals has worked on numerous projects in all continents of the world either on behalf of our growing list of corporate clients or as strategic advisor to governmental organizations.

P: +31 20 217 0115

E: [laurens@ic-associates.com](mailto:laurens@ic-associates.com)

I: [www.ic-associates.com](http://www.ic-associates.com)

## About World Free Zones Organization (World FZO)

The [World Free Zones Organization \(World FZO\)](#) is a not-for-profit entity operating as an association for all free zones around the world. Registered in Geneva, Switzerland and launched 19 May 2014 in Dubai, World FZO provides global leadership in terms of knowledge of free zones, works to enhance public and general knowledge and perceptions of free zones, provides a multitude of services (such as research, events and data) for its members and the business community. The World FZO also helps increase awareness of the advantages of free zones in terms of economic and social development, foreign and direct investment.

P: +9714 204 5471

E: [tim.heath@worldfzo.org](mailto:tim.heath@worldfzo.org)  
I: [www.worldfzo.org](http://www.worldfzo.org)