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- Nexus Novus | ICA's latest strategic partner



Investment Consulting Associates (ICA) and NexusNovus (NN) have established a strategic partnership.

This partnership will combine the global knowledge of ICA on location selection in offshoring and outsourcing with specific knowledge about the Indian subcontinent of NexusNovus.

The ICA-NN alliance offers an integrated supply chain service, enabling clients to fully benefit from the combined services ranging from strategy consulting, location selection to implementation.

The first result of this alliance is the upcoming launch of LocationSelector-India, ICA's proprietary software product that has been tailored to the Indian market and now includes business information for more than 20 Indian cities on more than 100 location factors.

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*Douglas van den Berghe, Managing Partner of ICA:* “The economic and cultural diversity of the Indian continent has triggered this partnership to fully map the local investment opportunities in India”. Besides a fact-based investment decision about India, taking this diversity into account is crucial for future profitability of any investment in the Indian market.”

*Rutger de Bruijn, Managing Director of NexusNovus:* “Our customers, medium-sized companies, need pragmatic implementation support after the initial consulting phase is over. This partnership offers customers the convenience of a one-stop-shop: From cost effective, license-fee based, location selection consulting to actual on-site implementation.”

For more information on the services of ICA and NN or LocationSelector-India please contact:

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Should you wish a demonstration of LocationSelector, please follow this [link](#) and sign up. For all other inquiries you can visit our website or contact us directly.

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■ **About ICA**

## Sogeti - Global Delivery Program

ICA was invited by Sogeti’s senior management to present and share experiences with outsourcing to India. The presentation was part of a workgroup session, contributing to Sogeti’s Global Delivery Program. The key objective of this program was to promote India’s competitive business climate internally as well as to Sogeti’s external business clients.

## LocationSelector - India

Following the successful launch of LocationSelector-Global in Q1 2009, ICA developed a tailored version of LocationSelector which specifically focuses on all major cities in India.



Investment Consulting Associates (ICA) is an independent adviser for multinationals 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 FDI 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 offering can be found on our website:

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

#### ■ About Nexus Novus

NexusNovus specializes in export for medium-sized companies who are serious about India's domestic market potential. Our integrated approach offers our clients a unique one-stop -shop service. Consider us your outsourced export manager; your strategic partner in India!

With LocationSelector India you can easily compare, benchmark and rank India's largest cities on more than 100 location factors - ranging from labor costs and real estate costs to accessibility and labor potential and availability.

If you are interested in a **live online demonstration**, please follow this [link](#) and register yourself.

Nyenrode - business  
univeristy

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World Free Zone  
Convention - India

On the Ninth WFZC that was held in Hyderabad, ICA provided a two day training workshop to freezone delegations from all over the world. ICA also presented on the overall investment event, which was attended by over 120 professionals active in the field of foreign direct investments, freezone development, governmental policy makers and private investors.

