



A New Generation in FDI Advisory Services

## Achieving Excellence in Investment Promotion

[Investment Consulting Associates](#) (ICA), a global advisor to corporations and governments, has partnered with US based [Atlas Advertising](#), a specialist economic development marketing agency

Combined, both firms have consulted to more than 100 Investment Promotion Agencies (IPAs) in more than 75 countries and states worldwide.

*How can IPA's benefit from this partnership?*

- **Global Consulting Expertise:** IPA's now have access to a combined team of specialists that connects professionals to global companies that are expanding and relocating.
- **Unique Location Data, distributed via GIS:** IPA's can now provide incentives data from [ICA Incentives](#) in their [GIS Systems](#) to their customers
- **Preferred Pricing on [LocationSelector.com](#) and [ICAincentives.com](#):** IPA's can now benchmark their countries and cities in a global marketplace using [LocationSelector.com](#) and [ICAincentives.com](#), worlds' largest comparative global location database dedicated to location factors.

Atlas will represent ICA's [LocationSelector.com](#) product and [incentives database](#) in North America, and ICA will represent Atlas' [Atlas InSite Geographic Information System \(GIS\) products](#) and marketing services in markets outside North America.

Amsterdam / Denver  
May 25th 2011

**Investment Consulting Associates**

**Atlas Advertising**

**ICA & Social Media**

[FDI Blogs](#)  
[LinkedIn](#)  
[Twitter](#)  
[YouTube](#)  
[RSS](#)  
[Podcast](#)

**LocationSelector.com**



Do you want to learn more about ICA's fact based [benchmark tool](#) covering 200 countries and 750 cities? Please [sign up](#) for a personal demo.

**ICAincentives.com**

“[Atlas Advertising](#) is thrilled to be able to partner with ICA’s team of global consultants and experts to deliver North American IPA’s with the global perspectives and data they need to compete today,” said [Ben Wright](#), CEO of Atlas Advertising.

“ICA is excited to bring our products to the North American market, with an experienced, established firm like Atlas Advertising. With our combined resources, our global clients will have the advice, data and technology they need to compete in today’s marketplace for Foreign Direct Investment” said [Douglas van den Berghe](#), Managing Director of ICA

### Further Information:

#### Contact Investment Consulting Associates - ICA in The Netherlands

For more information or to request an online demonstration of LocationSelector.com ICAincentives.com or please contact us at Investment Consulting Associates - ICA: T:+31 (0)20 794 60 81 or E: [info@icaincentives.com](mailto:info@icaincentives.com). Or visit our website: [www.locationselector.com](http://www.locationselector.com) or [www.icaincentives.com](http://www.icaincentives.com)

#### Contact Atlas Advertising in the United States

For more information or to request an online demonstration of Atlas’ products and services, please contact Atlas Advertising, 303.292.3300 x232. Email us at [info@atlas-advertising.com](mailto:info@atlas-advertising.com). Or visit our website: [www.atlas-advertising.com](http://www.atlas-advertising.com)

### About Investment Consulting Associates

Our business philosophy is to utilize smart and efficient software solutions in providing dedicated and tailored consulting services. [LocationSelector.com](http://LocationSelector.com) and [ICAincentives.com](http://ICAincentives.com) are two of our flagship products. This is what differentiates [Investment Consulting Associates](#) from traditional management consulting firms who are active in the field of investment promotion and corporate site selection services.

Many of our clients are ranked among the world’s 500 largest companies, but we also advise mid-sized businesses, nonprofit organizations, and government agencies. Our global track record supports our mission to become world leader in FDI advisory.

### About Atlas Advertising

Denver, Colorado based Atlas Advertising is led by a former economic development practitioner and has worked with 60+ different economic development clients in 35+ US states and six countries in its 10 years in business. In the last four years, Atlas Advertising has developed three IEDC “Best of” websites, and launched Atlas InSite, the fastest growing, most integrated GIS system in the economic development industry.

Unlike firms with little or no economic development experience, Atlas Advertising delivers brands, websites, GIS systems, social media, and creative services that generate superior results, impress stakeholders



In search of industry related incentive deals in your community or interested in the incentive amount awarded to your competitor? [Sign up](#) for a personal demonstration and learn more about [ICAincentives.com](http://ICAincentives.com)

### GIS Systems



When Indy Partnership wanted a GIS solution (and a new website), they came to Atlas. Since the launch of their new system in 2009, Indy Partnership won an IEDC award for Best Economic Development Website and an Excellence in Research Projects Supporting Business Development award from CZER.

and boards, and take less time to implement.

<http://www.atlas-advertising.com>