

TRAINING & SEMINARS

ICA's Training Seminar Series is tailored to (further) develop an understanding of the investment attraction process ranging from global and regional investment trends to organizational development, strategy development, investment promotion (image building, marketing, investor targeting, lead generation) investor servicing and aftercare. In addition, popular policy instruments such as investment incentives and dedicated special economic zones will play an important role in our seminar series.

ICA's renowned and customized Training Seminars aim to provide government officials, IPA staff and free zone staff, executives and management the most up to date knowledge of a wide range of topics for running a successful organization and to understand best practices that may lead to improvements in their organization. In addition, the trainings elaborate on the day-to-day staff activities in order to meet the performance indicators and to achieve sustainable economic growth and prosperity by increasing trade and investment to their countries, regions or free zones.

Topics include:

- Investor Attraction
- Industry Targeting & Lead Generation
- Business Development
- Aftercare Strategies
- Marketing & Communication Strategies
- Organizational Structure & Management
- Managing Effective Site Visits
- Trade & Customs
- Strategy Building
- Innovation
- Moving up the Value Chain: attracting high end investors
- Environmental Challenges
- Financial Analysis
- Master Planning
- Stakeholder Management
- Incentives
- Business Intelligence Databases & Tools
- Writing & Presenting Investor Project Proposals
- PPPs & Free Zones

Training Seminars vary from half a day to five days and are often hosted before or during industry events or delivered on a case by case basis. ICA's expert team draws on its average 20 years+ experience in the field: managing global corporate expansion projects, 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 events around the world.

This mix of decades of public and corporate experience offers an array of industry-specific material, anecdotes, real life try-specific material, anecdotes, real life case studies, exercises and insights we would like to share with our audience at a high-profile, independent and ground-breaking event.

Over the years the ICA team has provided expert trainings and seminars for organizations like: UNCTAD, UNDP, UNESCAP, OECD, World Bank Group, US Trade Department, World Free Zones Organization, WAIPA, CAIPA, AIM, IEDC, World Forum for FDI and many IPAs and free zones around the world. The team has also produced a number of training handbooks for various clients.



ICA is a global management advisory firm based in Amsterdam and Boston specializing in corporate location advisory, Supply Chain Management, market entry, incentives advisory, free zone development, economic development strategies, investment promotion strategies, FDI advisory and training & seminars. ICA offers customized, effective solutions matching its clients' needs through a combination of analytical industry expertise and stakeholder management. ICA's global team of multi-disciplinary professionals has worked on numerous projects across all continents, either on behalf of its growing portfolio of corporate clients or as strategic advisor to governmental organizations. ICA is also the founder of two successful software products: LocationSelector.com and ICAincentives.com (now known as IncentivesMonitor.com).

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