

FOREIGN-TRADE ZONES

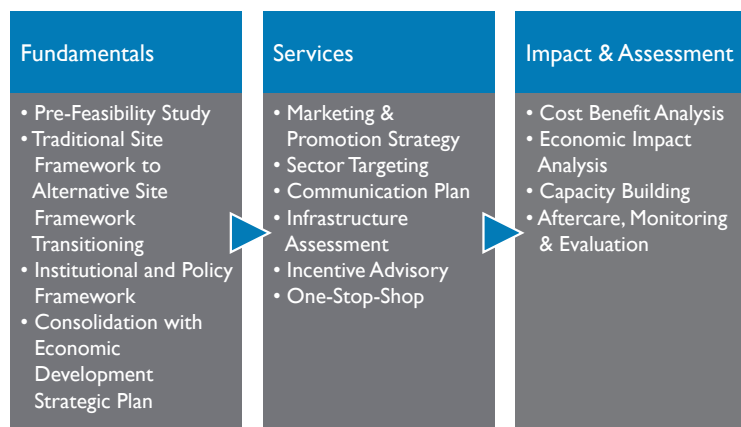
Foreign-Trade Zones: An Engine for Growth

Locations are strategic assets. Every site brings different strengths and liabilities that determine the competitiveness of the business environment, and the ability to attract investments.

The last decade has witnessed a global proliferation and specialization of Free Zones, including the US Foreign-Trade Zones. To stay competitive in the global arena of investment attraction, US Foreign-Trade Zone grantees and economic development organizations need to optimize their Foreign-Trade Zones to specifically focus their investment policies to attract more high-quality investments.

Our global Free Zones experience and knowledge of corporate site selection helps US Foreign-Trade Zone grantees, operators and economic development organizations better understand current and future business needs when developing Foreign-Trade Zones. We show how these opportunities can help our clients enhance their Foreign-Trade Zones while simultaneously designing marketing tools to highlight location-specific opportunities and the area's unique value proposition. We transform Foreign-Trade Zones into an economic engine with a specifically defined role in maximizing economic development objectives by emphasizing Foreign-Trade Zones can and should go beyond the typical customs and regulatory benefits.

ICA's Three-Pillar Approach



Does your Foreign-Trade Zone face one of the following challenges? ICA can support optimizing your Foreign-Trade Zone to generate short-term static gains and long-term dynamic benefits.

- Is your Foreign-Trade Zone aligned with unique local comparative advantages and do your target industries reflect these advantages?
- Is your Foreign-Trade Zone strongly anchored within the local economy?
- Is the strategy of your Foreign-Trade Zone aligned with the strategy of the local or regional economic development authority?
- Is your Grantee organization and staff well-equipped to professionally deal with investor inquiries, complaints, and applications?
- Does your Foreign-Trade Zone attract investments that provide high-quality employment opportunities?
- Are your incentives aligned with the exact needs and requirements of (foreign) investors and are they effective?
- Does your Foreign-Trade Zone have an attractive marketing and investment promotion strategy that communicates the unique benefits of your Foreign-Trade Zone location?
- Does your Foreign-Trade Zone comply with Foreign-Trade Zone Board and Customs and Border Protection requirements?
- Are you looking to conduct a cost-benefit analysis to gauge the performance of your Foreign-Trade Zone?
- Does your Foreign-Trade Zone need support with developing an economic plan to attract and retain business as requirement for new zones?

Client Credential

Panama Investment Partners (PIP)

Request: ICA was approached to support the creation and implementation of a Free Zone Investment & Development (FZID) Corporation for Panama, resulting in the formation of Panama Investment Partners (PIP).

Deliverable: ICA conducted extensive due-diligence research into the competitiveness of Panama's Free Zones. ICA then constructed a Handbook for the establishment of Panama Investment Partners, outlining the vision, mission, and activities of the new entity, which primarily seeks to attract high-end investment into Panama's Free Zones. ICA also provided guidance for stakeholder management, establishing partnerships, legal framework, and organizational framework. In addition to fine-tuning PIP's location value-proposition, the ICA Team also assisted with its marketing and promotion strategy through branding materials, logo creation, and website design.

ICA can similarly use its global Free Zone experience to help optimize the contribution of Foreign-Trade Zones to economic development in the United States.