

# MARKETING SERVICES

## Marketing & Branding for Global Success

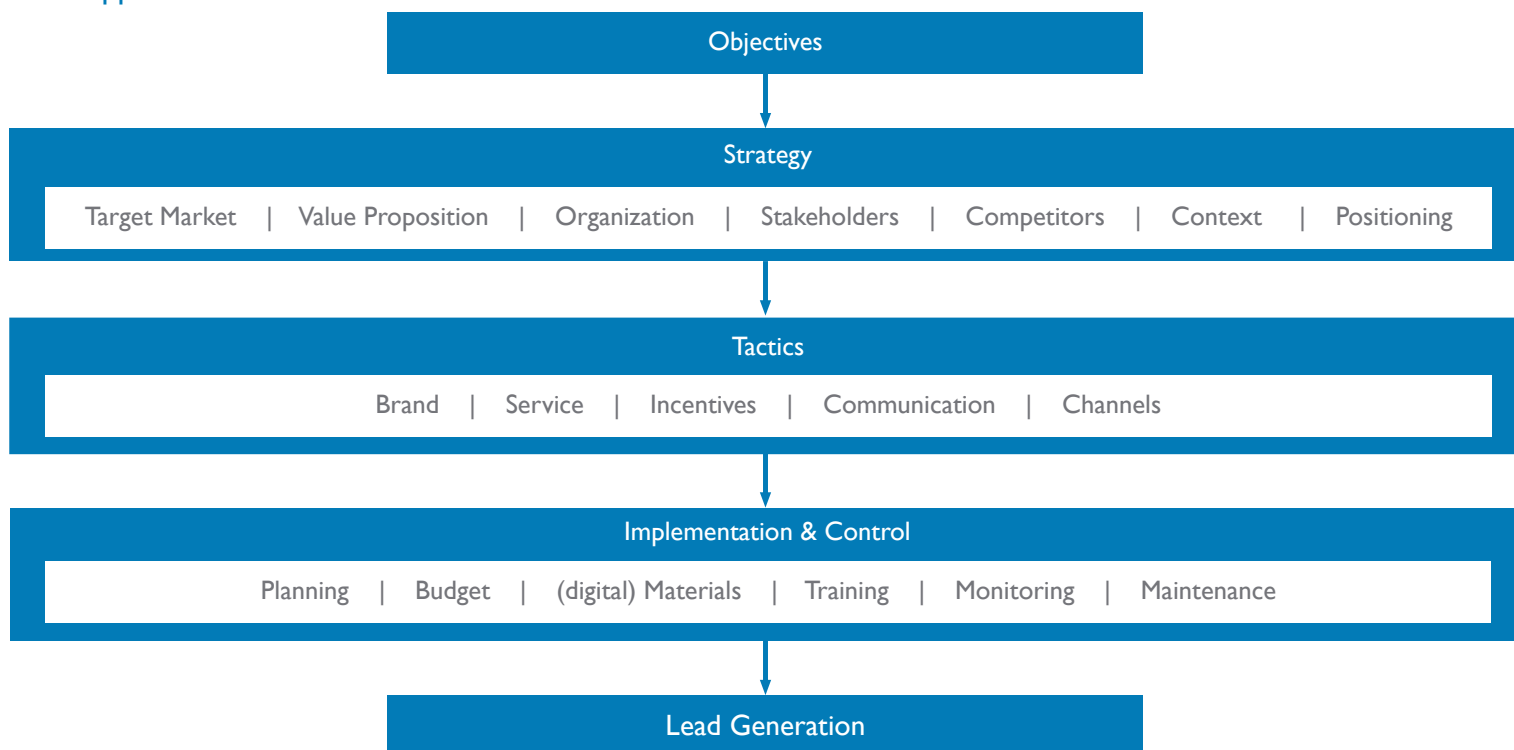
ICA's marketing services support Free Zones, IPAs and EDOs in defining their value proposition as an investment destination and building a launch pad for an effective marketing strategy to reach potential investors and stakeholders.

As an expert in FDI the ICA team understands the complexity and dynamics of your business environment and what is needed to successfully promote and market it. ICA has many years of

experience in supporting corporations with their site selection process, as well as assisting Governments and Free Zones in marketing their business location and successfully attracting more investors.

In order to meet our clients' needs our team can formulate a marketing strategy serving as a solid foundation to support our clients to successfully reach their goals.

## ICA's approach



We provide a full marketing strategy service, but also support clients in addressing individual strategic challenges in their marketing efforts. Is your organization in need of support with one or more of the following:

- (Re)define your value proposition?
- How to differentiate you location from others?
- How to allocate your marketing budget effectively?
- Identify (new) target markets or sectors?
- How do we benefit from structural changes in the global economy?
- Analyzing and revizing current marketing materials?
- How to effectively reach potential investors?
- Which marketing channels best support our investor attraction objectives or different geographical markets?

## Client Credential

### Panama Investment Partners Group

"Investment Consulting Associates (ICA) has successfully developed our marketing strategy. Their insights into translating our business case into a world class brand and their hands on marketing activities have given our young organization exposure and visibility at a global level."

Dr. Ricardo Muñoz Tejeira  
President, Panama Investment Partners Group, Inc.

### Jersey Finance

"ICA is very knowledgeable on FDI and this showed in the report. We enjoyed a collaborative relationship with ICA throughout the duration of the project."