

NORTH AMERICA INVESTMENT PROMOTION

For almost five years, Global Communicators was retained by the economic promotion agencies of **Western Switzerland** to develop and implement a strategic and tactical plan for identifying U.S. corporations with an interest in locating headquarters, marketing and sales offices, or production and distribution facilities in the Greater Lake Geneva Region of Switzerland.

The marketing professionals of Global Communicators developed a strategy for generating direct foreign investment from the United States that helped expand the economic base of Western Switzerland.



Lausanne in Western Switzerland.

Using a “funnel” model to research and qualify leads, we identified thousands of companies in technology enclaves across the United States, prepared materials and presentations jointly with the Swiss professionals, and successfully encouraged corporations to locate in Vaud. We also arranged national and regional radio and newspaper interviews for Swiss economic development officials when they visited the United States several times each year.

Bolivia Investment Promotion

The Bolivia Ministry of Foreign Trade and Investment through its Center for Promotion of Bolivian (CEPROBOL) retains Global Communicators as part of a team that is working to identify U.S. corporations in the textile and wood sectors for business relationships and investments in Bolivia. *La Paz, capital of Bolivia.*



The project, funded by The World Bank, is intended to expand exports under the Andean Trade Promotion and Drug Eradication Act that provides duty-free access to U.S. markets.

Similar assignments for the **Hamburg Cruise Center** in Hamburg, Germany, the **Croatian Ministry of Tourism**, and the **European Council of American Chamber of Commerce** have helped us to establish ongoing private and public sector relationships that support our economic development capability. We have also counseled the private sector investors in the **Republic of Albania** as they have worked to restore the economy of that Balkan country and build a stable and peaceful democracy. In **Kosovo** we have proposed plans for developing the mineral deposits, second largest in Europe, to aid in economic recovery. Our experience has generated excellent business and corporate relations among U.S. business leaders.



Hamburg Cruise Center, Hamburg, Germany.