

# North America Investment Promotion

**FOREIGN DIRECT INVESTMENT - Switzerland | Boliva | Honduras | Germany | Kosova | Croatia | China**

## Swiss 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.



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 the region. 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 Bolivia (CEPROBOL) retained Global Communicators as part of a team that worked to identify U.S. corporations in the textile and wood sectors for business relationships and investments in Bolivia.

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

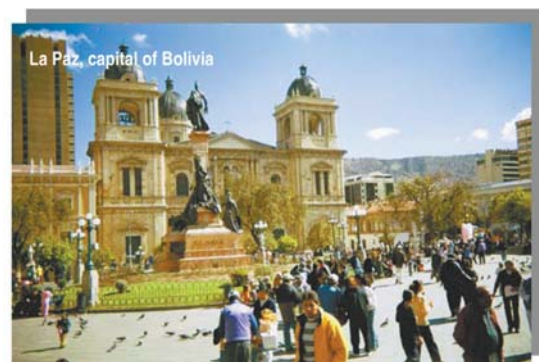


## Honduras Investment Promotion

The Global Communicators consortium was selected to design and implement a 10-month investment promotion image-building campaign in the United States through major public relations and image campaigns.

Targeted to four specific sectors of the Honduras economy – agribusiness, travel and tourism, light manufacturing, and services – the campaign included media training, press trips, online newsletter, virtual media center in Washington, DC, media relations, video packages, Web redesign, trade and business advertising, and a new brand identity for the investment agency. In 2009, the campaign was extended for six months to include additional newsletters and another press trip.

The consortium headed by Global Communicators, LLC, included our advertising agency partner, August, Lang & Husak, and our Latin America investment promotion partner, Global Partners, LLC. The consortium illustrated the efficacy of Global Communicators’ virtual corporate model, through which the most effective teams can be organized for a client project, with a cost-effective budget.





### **Hamburg Cruise Center Investment**

For a decade, Global Communicators planned and handled media relations for the Hamburg, Germany, Cruise Center at the annual Seatrade Convention and Exposition/Cruise Shipping Miami, held in Miami Beach, Florida.

Our work included building relationships with trade media at the annual event in an effort to publicize the growth and accomplishments of the Hamburg Cruise Center in the Hanseatic City where cruise sailing was born in 1845.

The result was the establishment of Hamburg as a major port of call and recognition in trade and consumer media as well as by the cruise lines that Hamburg, the second largest shipping port in Europe and the second largest city in Germany, was also an important travel destination.

### **American Balkans Investment Group (ABIG)**



As a result of our work in the Balkans with the countries of former Yugoslavia for more than a decade in the 1990s, executives of Global Communicators were positioned to counsel countries in the region on economic recovery through foreign direct investment, when peace was achieved.

Global Communicators was a founding partner of ABIG along with Albanian-American business leaders and other U.S. investors with an interest in the region, and specifically Kosova and Albania.



### **Croatia Investment Promotion**

Travel and tourism, the largest share of GDP in the Republic of Croatia in 1991, has recovered from the 1990s war and now offers incredible tourism-related investment opportunities.

With more than a thousand miles of coast line on the Adriatic, and just as many islands scattered along the Dalmatian Coast, coupled with the romantic setting of the historic walled city of Dubrovnik and the Mediterranean climate, all of the investment advantages are present.

### **Investment in China**

Global Communicators' China Entrée practice is designed to serve the investment needs of smaller and mid-size U.S. companies that have an interest in establishing business relationships in China, ranging from sourcing to joint ventures and greenfield investments.

Our team, which includes Global Partners, LLC, provides professional yet cost-effective feasibility studies that help guide clients toward specific investment targets in their sectors of interest. For more information on China Entrée, please visit [www.ChinaEntree.com](http://www.ChinaEntree.com).

