



INDICI E REPUTAZIONE: STRATEGIE PER
L'ATTRATTIVITA' A CONFRONTO

Conway, headquartered in Atlanta (USA), has more than 60 years of experience in FDI. Combining the expertise and skills of our various divisions, we provide the world's most comprehensive services offering for investment promotion agencies around the globe.



CONWAY HAS OFFICES & REPRESENTATIVES IN
21 CITIES AROUND THE WORLD.

- Atlanta
- Auckland
- Bangkok
- Berlin
- Calgary
- Cape Town
- Dallas
- Kuala Lumpur
- Istanbul
- Lagos
- Leipzig
- London
- Mexico City
- Mumbai
- Nashville
- New York
- Rio de Janeiro
- Seoul
- Shanghai
- Tokyo
- Toronto



Conway Advisory assists investment promotion agencies (IPAs) to identify, attract and retain investors worldwide.

PM&P

Conway has recently acquired a major stake in the leading European IPA strategy consulting firm PM&P based in Germany.



Conway PR & Marketing offers communication and public relations services for IPAs focused on FDI, trade and tourism marketing.



The Conway Analytics Report is a business intelligence tool used to identify and deliver projects and leads on a monthly basis.



Site Selection is recognized as the leading publication in corporate real estate, facility planning, location analysis and foreign direct investment.



Conway Events is a world-renowned organizer of networking events for foreign investors and the IPAs that serve them.



over 15,000
greenfield
projects
announced in
2016 = \$823 bn.

Over 6000

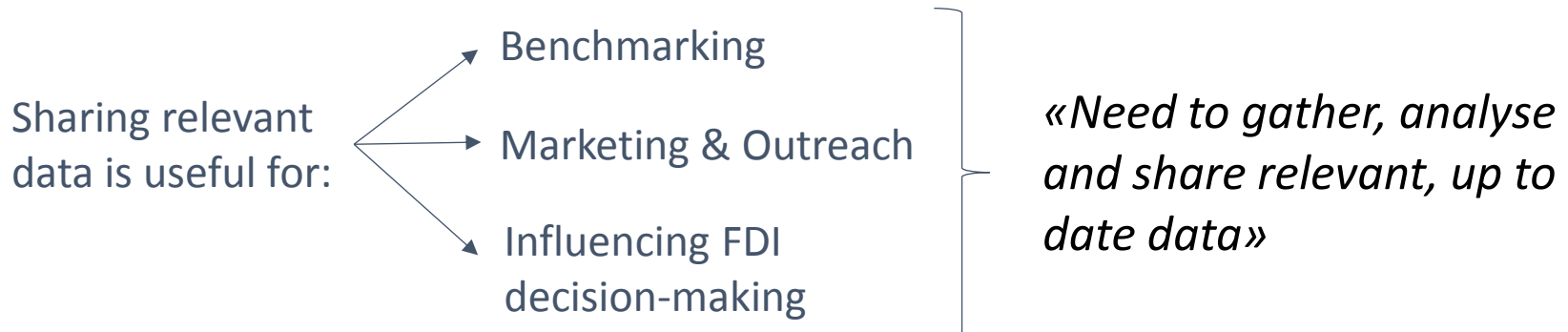
How many
IPAs are
there
worldwide?

From our experience investors want information regarding:

- Workforce (Costs, Quality & Availability)
- Political and Economic Stability
- Tax & Regulatory Environments
- Judicial Efficacy
- Infrastructure
- Operating Costs (From Real Estate to Utilities)
- Fiscal and other types of Incentives

**What every
investor wants
in one word:
DATA**

Data: What are you doing with it?



According to our research, IPAs frequently make the same claims about having “the best” . . .

The Netherlands ~ Europe’s best business location

Are you interested in exploring the opportunities to expand and set up your operations in the Netherlands ? How to reach the European marketplace ?

“Excellent infrastructure, connectivity and market access”

IMPRESSIVE TRACK RECORD

Ireland's performance as a hub for Foreign Direct Investment is unrivalled.



Why invest in El Salvador?

There are seven reasons that make El Salvador an attractive destination for investment:

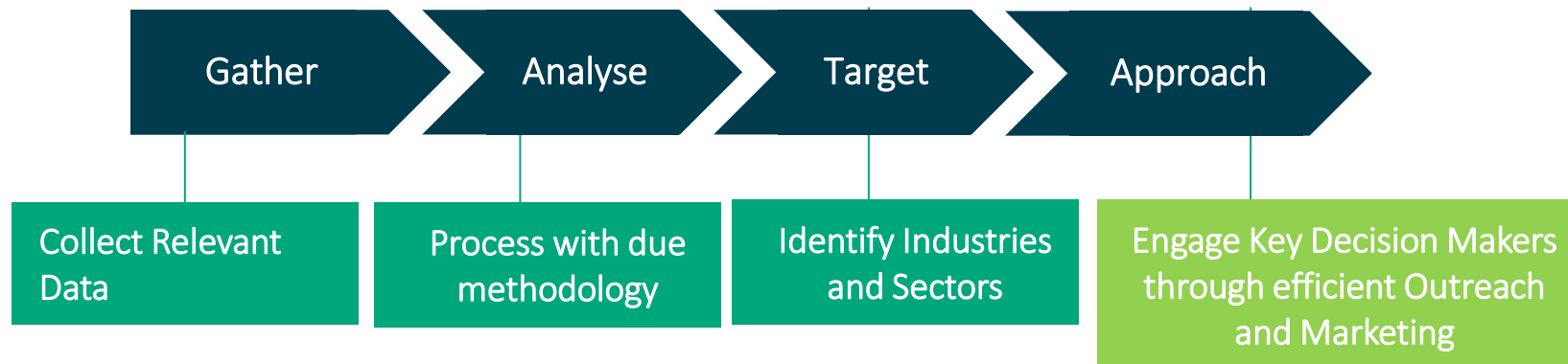
- Monetary Stability
- Strategic Location**
- Preferential Access to international markets

Claims About:	% of IPAs Making Claim
Work Force	70%
Location	76%
Stability	27%
Taxes & Regulations	55%
Infrastructure	71%
Operating Costs	33%
Economic Conditions	7%
Social Conditions	52%
Financial Incentives	47%

Need to abandon the classic B2C & B2B model for a new S2B model:

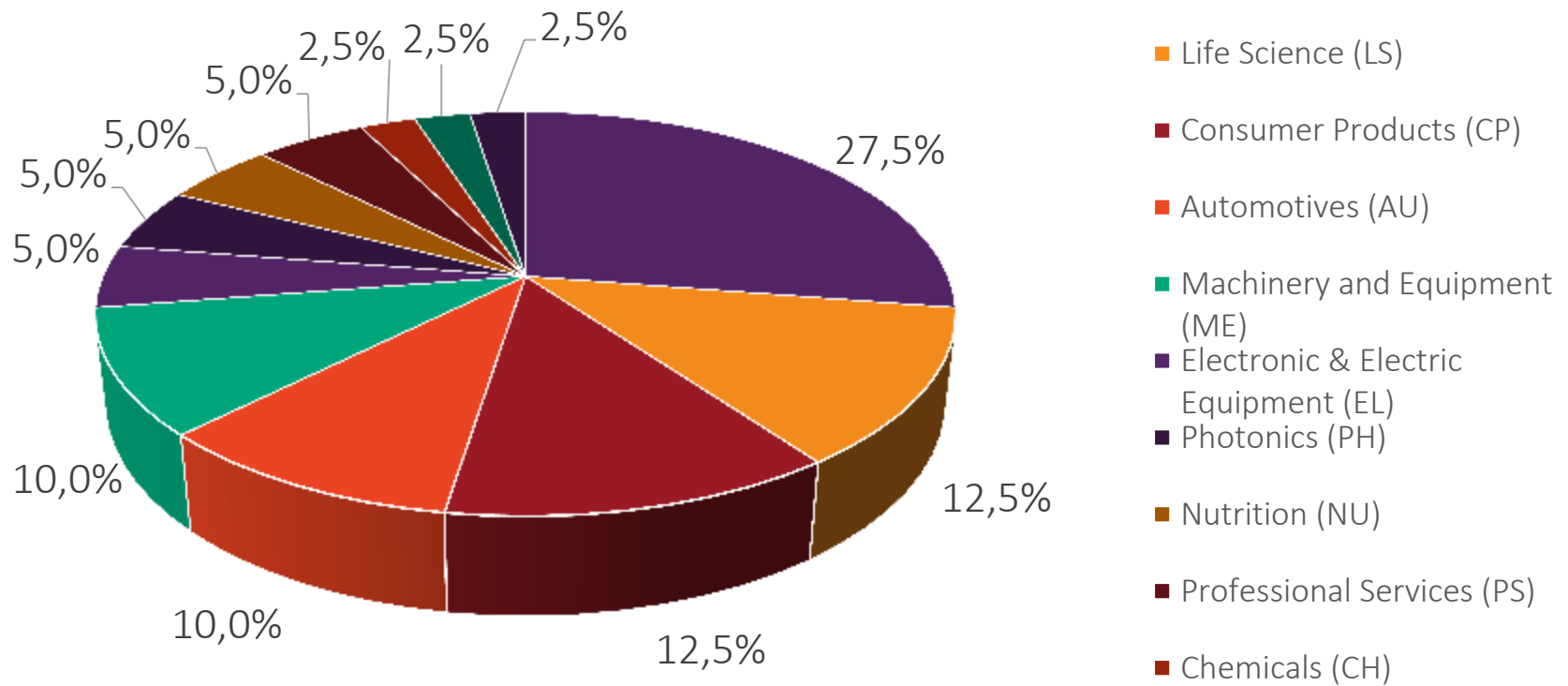
- **Targeting** → Key Decision Makers: CEO, CFO, COO, Business Dev.
- Providing contents that add value in the decision making process **at the right time** → Follow the Business Cycle
- **Monitor trends at home and abroad to:**
 1. Provide relevant info to own policymaker.
 2. Circulate relevant info internally to answer investors.
 3. Know how to position with regards to competitors.

Using Data to own advantage:

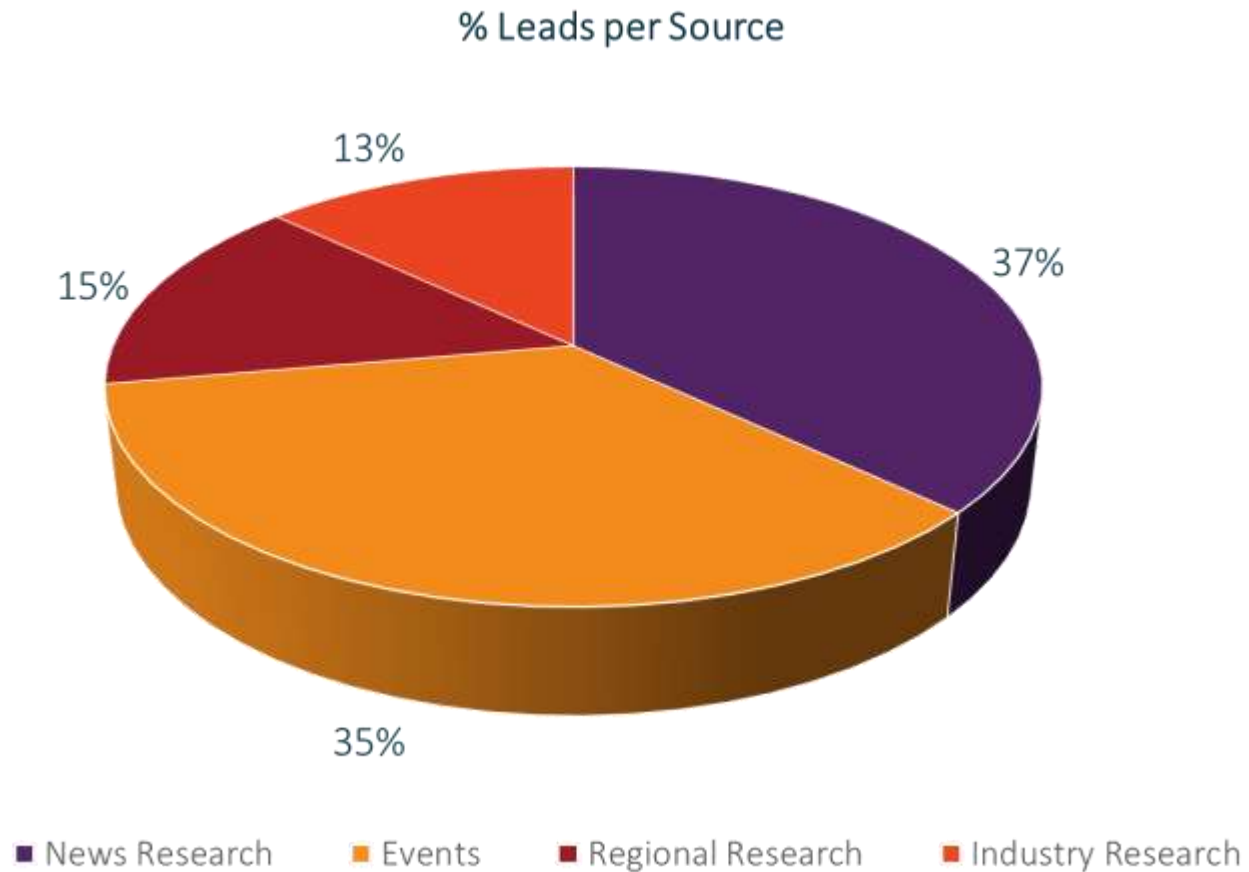


What sectors do our leads come from

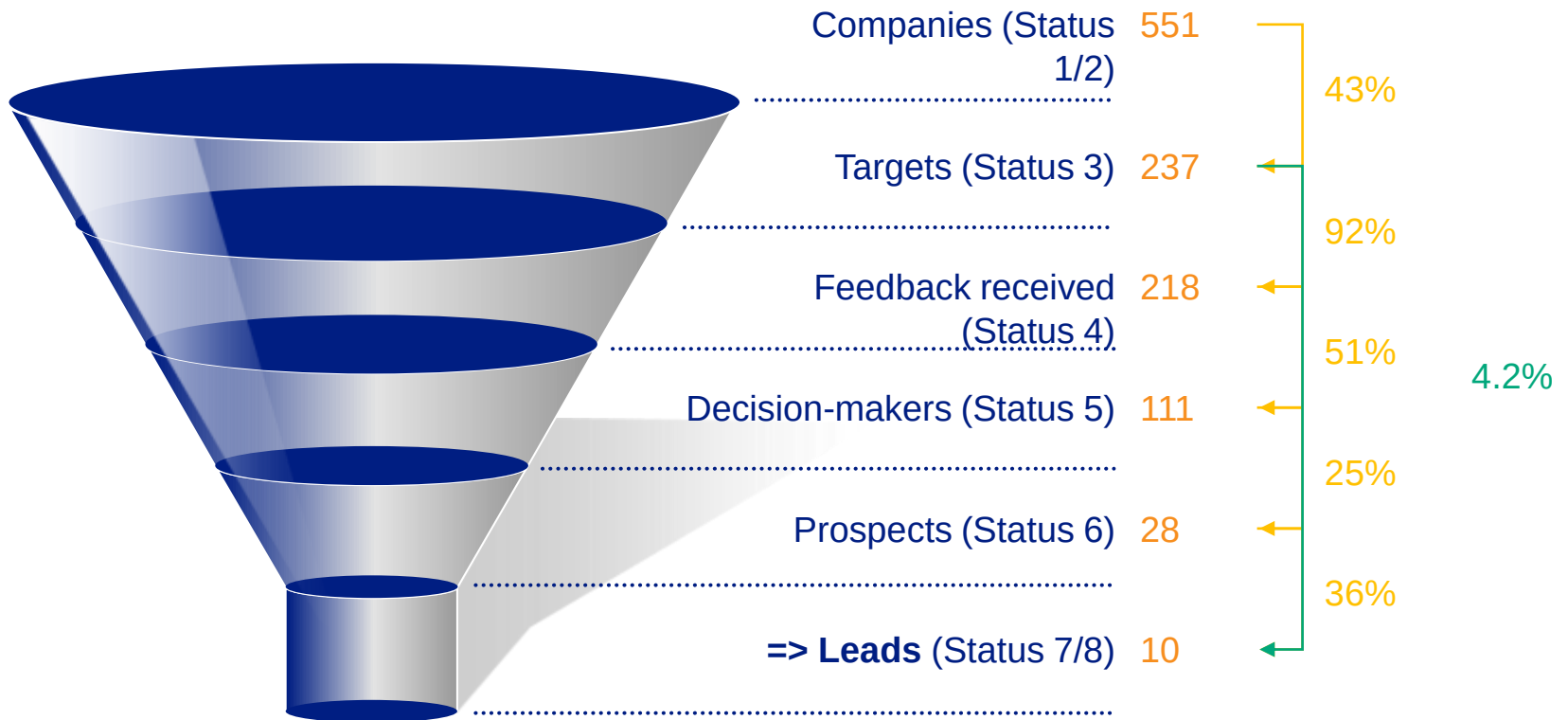
Leads per Industry %



What are the main sources of our leads



Converting contacts into leads



Grazie per la Vostra attenzione!



Luigi Mercuri
luigi.mercuri@conway.com
www.conwayadvisory.com