

*Leveraging the Resources.  
Maximizing the Opportunities.*

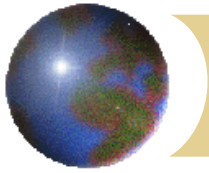
*global business strategies*



## *The Paradox*

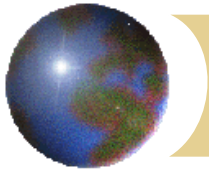
Seizing opportunities in the global marketplace while  
maximizing utilization of resources.

*Insuring against lost opportunity and wasted resources.*



## *The Opportunities*

- ⊕ Washington, D.C. is a “distilled nexus” of international business development potential and lead generation.
  - ⊞ Foreign Embassies
  - ⊞ U.S. Government Agencies
  - ⊞ International Financial Institutions
  - ⊞ Trade and Business Associations
  - ⊞ Top U.S. and Foreign Corporations
  
- ⊕ In addition, there are opportunities In-Country to be pursued.



## *Foreign Embassies*

- ✦ Staffed with robust economic sections that aggressively seek opportunities for economic engagement.
- ✦ Pivotal resource for critical information regarding foreign investment plans, project tenders and in-country developments.



# *U.S. Government Agencies*

## ✦ Investment Promotion Agencies

- ✦ Increasing investment in emerging markets while mitigating risks via the provision of financing, investment guarantees and grant funding for business development.
- ✦ Overseas Private Investment Corporation (OPIC); Export-Import Bank (ExIm); Trade & Development Agency (TDA)

## ✦ Development Agencies

- ✦ Facilitating market access and investment by promoting economic and social development in emerging markets; providing procurement opportunities for U.S. businesses.
- ✦ U.S. Agency for International Development (USAID); Millennium Challenge Corporation (MCC)

## ✦ Congressional Legislation & Administration Special Initiatives

- ✦ Serving as strategic catalysts for business development opportunities.



# *International Financial Institutions*

Resources for equity, debt and grant financing, project development and identifying export and “in-country” policy priorities and business opportunities.

- ✦ The World Bank Group

- ✦ International Finance Corporation (IFC); Multilateral Investment Guarantee Agency (MIGA); International Bank for Reconstruction & Development (IBRD)

- ✦ Regional Development Banks

- ✦ African Development Bank (AfDB); InterAmerican Development Bank (IADB); Asian Development Bank (ADB); European Bank for Reconstruction & Development (EBRD)



## *Trade & Business Associations*

- ❖ Specialized organizations that span the globe and support industry sectors—providing policy, program and project information for business development.
  - ❖ U.S. Chamber of Commerce and network of global AmCham's
  - ❖ Regional Councils
    - U.S. – India Business Council
    - Confederation of Indian Industries
    - Corporate Council on Africa
  - ❖ National Foreign Trade Council
  - ❖ Business Council for International Understanding
  - ❖ National Association of Manufacturing/Manufacturing Institute
  - ❖ CEE (Coalition for Employment through Exports)



# *U.S. & Foreign Corporations*

## *All Roads Lead to .... Washington*

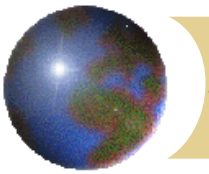
- ❖ U.S. and foreign companies—potential investors, customers and strategic partners—have established offices in Washington, D.C., focusing beyond just government relations.
- ❖ The concentration of these corporations in the proximity of D.C. provides an avenue for market and business development that can be coordinated with other D.C. initiatives.





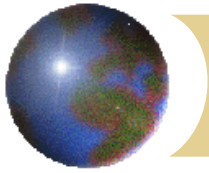
## *“In-Country” Opportunities*

- ⊕ Growing consumer demand for goods and services.
  - ⊕ Resulting from an expanding middle class.
- ⊕ Expanding “domestic” industries demanding greater parts and services.
- ⊕ Increasing spending on construction and infrastructure development (e.g. transportation, energy, communications and water & sanitation) requiring exported goods and services.
- ⊕ Countries look to expand their manufacturing base to promote economic growth and create jobs – which in turn creates jobs and promotes economic growth for the exporting country ... or state.



Having a well-placed presence in Washington, D.C., with intimate knowledge and experience working across the globe, can provide invaluable access to strategic partners and information with regard to the markets and business opportunities.

- ❖ Identifying new opportunities and potential customers and investors.
- ❖ Complementing current relationships.
- ❖ Providing a value-added resource to existing operations.
- ❖ Minimizing costs while maximizing resources.



# *Global Business Strategies*

## *Working with Clients to....*

- ⊕ Identify new export and business development opportunities.
- ⊕ Develop strategies for pursuing opportunities and securing support.
- ⊕ Navigate organizations' and agencies' bureaucracies.
- ⊕ Facilitate introductions to key decision-makers.
- ⊕ Identify strategic alliances and partnerships.
- ⊕ Monitor activities and policies of organizations and agencies.
  - ⊞ Assessing their impact on clients' interests.
  - ⊞ Determine best avenue to pursue the opportunities.
- ⊕ Assist in the participation of project bids and tenders.
- ⊕ Identify In-Country opportunities; who the key decision-makers are; and how to structure a successful proposal.



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