



## Investment & Trade Promotion Program

### *Mobilizing trade and investment for economic growth*

As developing countries increasingly look towards trade and investment as engines for sustained economic growth, SRI International's **Investment and Trade Promotion Program** has developed as an expert partner and resource center assisting private and public organizations in designing and executing effective investment and export promotion programs. Investment and export promotion experience in over 30 countries worldwide enables SRI staff to amass a large database on alternative competitiveness enhancement and promotional techniques, as well as to develop a unique understanding of the merits of varied approaches as applied in different contexts.

The ITPP offers a complete package of investment and trade promotion assistance, which extends from policy and program evaluation to full-service implementation of investment and export promotion plans. These services include:

- Promotion Strategy Design
- Trade Matchmaking Services
- Design of Promotion Materials
- Design of Management Information Systems
- Develop Training Programs
- Competitive Analysis
- Sector Studies and Industry Targeting

We at SRI International believe that every community, every country and every region has certain competitive advantages over their counterparts which, if properly identified and aided with strategic action, can translate into social and economic development. Our hands-on experience in a multitude of development-focused projects in more than 115 countries around the world not only confirms this belief, but also provides us with unique perspectives and expertise to make that transformation a reality.



## SRI International

SRI International is one of the world's largest and most respected research and consulting organizations. Founded in 1946 as the Stanford Research Institute, SRI is an independent, nonprofit corporation serving business and government clients worldwide. The Institute boasts a staff of 1,400 professionals located in a worldwide network of offices. SRI International is a problem-solving organization that provides a broad spectrum of basic and applied research and consulting services to business and government clients throughout the world. The Institute was organized under the auspices of Stanford University to provide a West Coast center where research and consulting services could be performed for industry and the public sector. SRI formally separated from Stanford in 1970, but retained its nonprofit status. Further general information on SRI is available at the website: [www.sri.com](http://www.sri.com).

SRI is known worldwide for its scientific and business contributions, such as invention of the computer "mouse" and computer interface, development of electronic checking and clearing, innovative new market identification techniques, site selection for Disneyland, and creation of numerous anti-cancer drugs. Nearly two-thirds of our staff members have professional and technical expertise, including management consultants, economists, marketing consultants and researchers, computer scientists, psychologists, scientists, engineers, and other specialists. We are unique in our ability to draw from a variety of technical, marketing, and management groups to establish interdisciplinary consulting teams tailored to meet our clients' needs. SRI's clients include foundations, public/private partnerships, private corporations, associations, donor organizations and agencies of local, state, and federal governments.

Each year, SRI serves more than 2,000 clients around the world. At any given time, approximately 1,000 research and consulting projects may be under way. More than 75 percent of SRI's business comes from repeat clients. What sets SRI apart from most research and consulting organizations is our ability to harness a diversity of expertise to meet the needs of each project.

### Investment and Trade Promotion Program

The Investment and Trade Promotion Program is housed within SRI's Economics Practice, which is the professional resource within SRI charged with providing top quality research, analysis, and strategic planning on economic development issues. The reputation of the Economics Practice is built upon years of experience providing comprehensive,

individually tailored assessments of economic and competitiveness issues. The Economics Practice staff have conducted in-country assignments in over 60 states and regions in the United States, and 115 countries throughout the world, acquiring recognition as respected authorities on policy concerns, as sought-after sources of objective analysis, and as "consultants of choice" for developing concrete solutions to a wide range of complex economic problems. These assignments have allowed us to develop a strong database on economic, political and business conditions. In recent years, Economics Practice clients have included, among others, many U.S. local and state governments, public/private partnerships, national governments, international banks and insurance companies, travel and entertainment companies, multinational business and manufacturing corporations, multilateral financial institutions such as the World Bank and the Asian Development Bank, and U.S. government agencies.

### What Distinguishes Us from Other Consulting Firms

**Reputation and Objectivity.** SRI has developed a strong reputation as the "consultant of choice" on business and economic issues. This reputation for objective, in-depth analysis has given SRI a high degree of credibility among government leaders and business executives.

**Extensive National and Global Experience.** Having worked with business and government leaders throughout the United States and in over a hundred countries throughout the world, we have broad experience and databases on international best practices.

**Versatility.** The wide range of skills available in SRI's CSTED, supplemented by SRI's industry, engineering, and technical experts, allow us to assemble the optimal team of professional talent to solve complex, multidisciplinary problems for business and government clients.

**Depth.** SRI has acquired recognition as respected authorities on economic policies, and as sought-after sources of objective analysis on economic development, investment site selection and risk analysis, policy assessments, market studies and industry/sector growth strategies.

**Extensive Contacts.** Our established reputation and extensive contacts in government circles and multilateral agencies provide us with inside track to the latest policy and economic developments, and access to the most up-to-date information.

## Select Recent Project Experience

**Export Market Development, Lebanon:** SRI International is leading an export market development initiative in three key sectors in Lebanon—agribusiness, tourism and information and communication technologies (ICT). Target markets for promotion include the United States, Europe and the Middle East. SRI has assisted with foreign distributor matchmaking, trade show participation, packaging and labeling, branding, and sales facilitation.

**Dominican Republic Investment & Export Promotion:** For the Dominican Republic Investment Promotion Council, SRI developed and implemented an investment and export-led economic development program for this Caribbean nation. An outside evaluation found that the project attracted \$215 million in foreign investment, and generated over 30,000 jobs (an average of 150 jobs/week over a period of four years).

**Export-Oriented Investment Promotion for Australia:** SRI prepared a comprehensive strategy for Australia to promote new investment in three sectors: Food processing, minerals processing, and automotive components. The project included an assessment of Australia's competitive strengths and weaknesses in relation to competitor countries, as well as a detailed organizational plan for the initiative.

**Life Sciences Matchmaking Services:** SRI assisted the International Finance Corporation (IFC) in identifying and approaching the most promising investment opportunities in the life sciences/biotech industry in its member countries. The strategy recommended which business models and methods of financing are most appropriate for this sector, and how the IFC could minimize risk while understanding the attractiveness of segments and countries.

**National Export Marketing Program for Guatemala:** SRI developed a comprehensive National Plan for the Development and Promotion of Exports. This effort included detailed marketing initiatives and Guatemalan export promotion programs.

**Apparel Export Promotion Program for Uruguay:** SRI conducted detailed market studies for apparel manufacturers in Uruguay to expand their sales in the United States, Germany, and Spain, and designed separate strategies for expanding apparel export sales to these markets.

**Jamaican Free Zone Marketing Campaign:** SRI assisted Jamaican free zones to enhance their competitiveness by assessing the zones' competitive advantages, identifying high priority target markets, designing a marketing program, and training program zone staff.

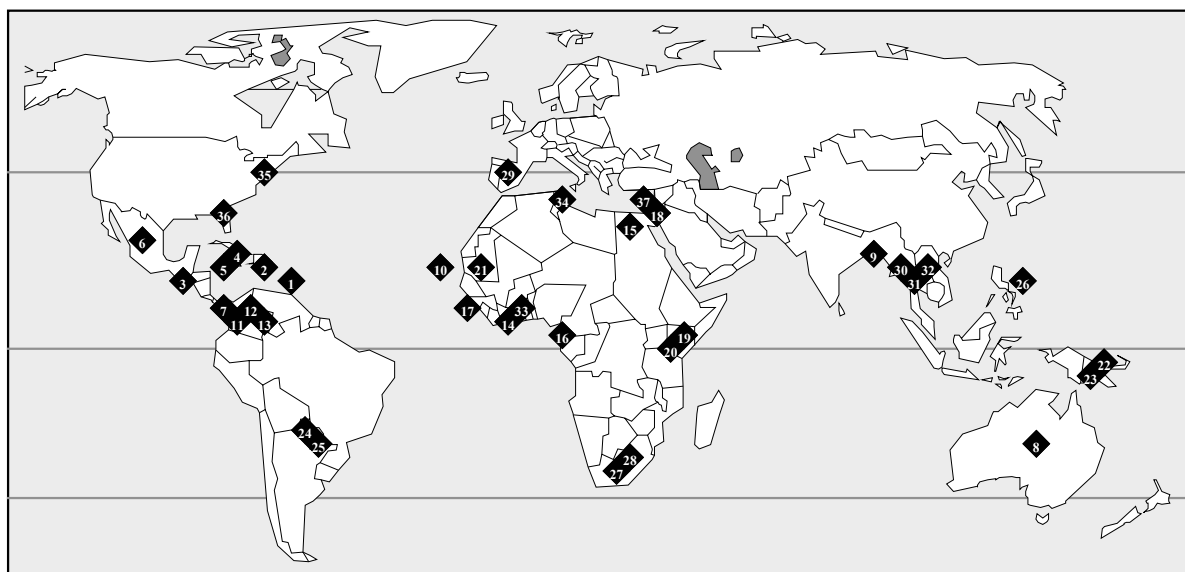
**Dominican Republic Investment Climate Diagnostic Review:** For FIAS of the World Bank, SRI conducted a review of the foreign direct investment (FDI) climate of the Dominican Republic. SRI assessed the business climate of the Dominican Republic, focusing on the policy and legal framework, benchmarked the Dominican Republic with competing locations and recommended policy and strategic measures to enhance the Dominican Republic's competitiveness as a location for FDI.

**Kazakstan Investment Summit:** Under funding from Chevron Petroleum Incorporated, SRI organized and facilitated an investment summit in Almaty Kazakstan. SRI made an assessment of the county's overall investment climate, its current investment law, and made recommendations for its investment promotion strategy. SRI facilitated high-priority investments in various sectors.

**A Strategic Plan for Attracting Chemicals, Plastics, and Rubber Industry Investment in the State of Victoria:** For the state government of Victoria (Australia), SRI prepared a strategic plan for attracting Chemicals, Plastics, and Rubber (CPR) investment to Victoria over the next 5-10 years.

**Business Assistance to Palestinian Enterprises in West Bank and Gaza:** SRI assessed the needs of Palestinian business in West Bank and Gaza in the areas of business training, firm-level technical assistance and market information, and designed a program to provide targeted assistance to manufacturing enterprises in the territories.

## SRI'S WORLDWIDE EXPERIENCE IN INVESTMENT AND TRADE PROMOTION



1. **Barbados:** Information Industry Investment Promotion In Barbados
2. **Dominican Republic:** Dominican Republic Investment/Export Promotion
3. **Guatemala:** Commercial Policy Reform in Guatemala
4. **Haiti:** Investment and Export Promotion in Haiti
5. **Jamaica:** Jamaican Free Zone Development
6. **Mexico:** C & H Sugar
7. **Panama:** Investment Promotion In Panama
8. **Australia:** Export-Oriented Investment Promotion Strategy for Australia
9. **Bangladesh:** Investment Promotion Institutional Plan for Bangladesh
10. **Cape Verde:** Cape Verde Export Promotion and Private Sector Development Project Paper
11. **Colombia:** Investment Promotion for Santa Marta Free Zones
12. **Colombia:** Regional Development Strategy for Barranquilla
13. **Colombia:** Investment Promotion in Colombia
14. **Côte D'Ivoire:** Streamlining Investment Approval Procedures in Côte D'Ivoire
15. **Egypt:** Investment and Export Promotion in Egypt
16. **Equatorial Guinea:** Investment Climate Analysis in Equatorial Guinea
17. **Guinea:** Guinea Investment Code Review
18. **Jordan:** Investment Incentives in Jordan and Competitor Countries
19. **Kenya:** Investor Guide for Kenya
20. **Kenya:** Economic Policies and Investment Promotion in Kenya
21. **Mauritania:** Mauritania Foreign Investment Climate Assessment
22. **Papua New Guinea:** Papua New Guinea Investment Promotion Assistance
23. **Papua New Guinea:** Industrial Growth Strategy in Papua New Guinea
24. **Paraguay:** Privatization and Investment Promotion in Paraguay
25. **Paraguay:** Investment Promotion Institutional Design in Paraguay
26. **Philippines:** Intellectual Property Right Adjudication in the Philippines
27. **South Africa:** South Africa: Investment Promotion
28. **South Africa:** South Africa Tax Holiday Review
29. **Spain:** Plastics Transformation Industry - Spain
30. **Thailand:** Thailand Business Survey
31. **Thailand:** Private Sector Development in Thailand
32. **Thailand:** Technical Assistance to Thailand's Board of Investment
33. **Togo:** Investment Promotion in Togo
34. **Tunisia:** Tunisia Trade and Investment Strategy
35. **United States:** Numerous Business & Regional Investment Attraction Projects
36. **United States:** Theme Park Feasibility Assessment in South Florida
37. **West Bank & Gaza:** Business Assistance to Palestinian Enterprises in West Bank and Gaza

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