



# Helping economic development agencies attract foreign investment and trade

Economic development agencies need to effectively promote their regions in order to attract international investment and expand international trade. Our Economic Development Division experts work closely with these agencies and supply expertise to generate qualified leads - in order to match each agency with the right clients.

- Focused lead generation operations
- Global branding campaigns
- Organized trade missions
- Networking and introductions
- Multi-lingual call center services





#### **Matching agencies with investors :**

Through our Economic Development Agency (EDA) practice, we assist local, regional and national government agencies with their foreign investment, trade mission and high-level business matchmaking efforts.

#### **Leveraging an international network :**

By leveraging our extensive network across multiple markets we connect you with individual companies as well as influencers and potential partners. By combining our proprietary database of top global decision makers with a presence on the ground locally, we can ensure you meet the right people every time.

#### **Increasing awareness through the right connections :**

With experience across North and South America, Europe and the Asia-Pacific regions, we have the connections and regional expertise you need to increase brand awareness for your organization or region.

#### **The PSD Global Difference:**

- Local headquarters and 23 years experience in the greater Washington DC market
- Substantial record of success in the US working with both individual corporations and economic development agencies
- Strong international representation across North America with a local presence and network of contacts in regions across the globe
- Extensive network of contacts across multiple industries
- Strong association relationships, with access to the Northern Virginia Technology Council, the British-American Business Council, the CTIA and many others.

#### **Economic Development Project Case Studies:**

##### **PROVINCE OF QUEBEC:**

**Challenge:** This rapidly growing and diverse Canadian province needed to develop its information technology sector's export presence

**Solution:** PSD Global leveraged its contact base to arrange corporate meetings, trade shows and achieve sales revenue for Quebecois companies

**Results:** Multiple sales a direct result of meetings arranged by PSD Global

##### **GERMANY:**

**Challenge:** Top German economic development agencies required investment attraction assistance

**Solution:** PSD Global designed, promoted and convened investment conferences to discuss the advantages of the German technology markets. Organized business meetings and acted as in-market business development consultants.

**Results:** On-going lead generation and multiple projects

#### **PSD Global Services**

- Business Matchmaking
- Trade Missions
- Investment Lead generation
- Corporate Marketing
- Call Center Services
- On-going Representation
- Tourism Promotion