

FIP Associates delivers with a strong lead generation campaign for Colombia

FIP Associates was approached in November 2012 to develop a multi-faceted lead generation campaign with Canadian firms. The Colombian client had already selected its five priority sectors leaving aside those that were already doing well such as mining, oil and gas production. After an evaluation period, the client kept the following sectors for the completion of the campaign: apparel and textiles, life science, agro-food and automobile. This initiative had no precedent to emulate so FIP Associates had to invent the process which included:

- One site visit in Colombia by FIP sector experts
- Sector assessments from the perspective of foreign investors
- Development of value propositions for each sector
- Production of sector based webinar sessions in Canada
- Development of a lead generation data base for each sector (L 80)
- Development of a prospect data base for each sector (L 15)
- Development of a qualified_prospect data base for each sector (L 5)
- Training session on company calls
- Company visits with Proexport and the FIP sector experts
- Four global sector reports with detailed results and strategic recommendations

This business model proved to be most effective because each phase supported the next one. Several interesting prospects were visited during the project and the client is now following-up with those companies. In addition, several firms on the targeted lists will become good FDI prospects over time and the client now has the specific contact points in hand.

Key element: The judicious recruitment and use of Canadian sector experts by FIP was one of the most valuable elements of this project. Being known by the Canadian industry, our sector experts were able to open doors which were most difficult to access if not impossible for certain firms.

Letter of thanks from the client: “On behalf of Proexport I would like to thank you for your support during the development of this initiative. It was very valuable for Proexport’s team to work with FIP Associates and sector experts in the building and presentation of the Value Propositions for each sector and further visit to potential investors. Additionally, the information gathered during this time and the recommendations you have made will definitely help us to better attract Foreign Direct Investment, from Canada and other markets.”

OLGA LUCIA PEREZ, Director of Cooperation



FIP Associates Positions Ecuador for a Canadian FDI Campaign

In September 2016, FIP Associates won a competition to do a comprehensive study on the Ecuador FDI performance in recent years with the emphasis on the agriculture, agro-food and fisheries sectors. Two FIP associates teamed up for the development of materials for this study which includes:

- 1- A 96 pages review of Ecuador as an investment destination with an emphasis on the mining, infrastructure projects including hydro power, roads and port developments as well as the agriculture, agro-food and fisheries sectors. Several promotional strategies have been proposed.
- 2- A PowerPoint presentation on the agriculture, agro-food and fisheries sector with a view to using this value proposition for a Canadian audience through webinars and company visits. The PPT slides include several specific investment opportunities in the sector targeted by ProEcuador.
- 3- An Excel based spreadsheet on 80 Canadian firms in the agriculture, agro-food and fisheries sector. This will become a key tool for ProEcuador to arrange for webinars, telephone campaigns, company visits, trade fair participation and prospects follow-up.

FIP Associates delivered an FDI promotion training program in Ecuador in 2008 and we are pleased to have now delivered a strong investment lead generation package to ProEcuador to enable them to do a solid FDI promotion campaign in Canada.

