

COMPANY PROFILE



# FDI BUSINESS DIPLOMACY

A MORE MODERN APPROACH TO FOREIGN DIRECT  
INVESTMENT.

# COMPANY OVERVIEW

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# WHY WE EXIST

More Connected.

More Experienced.

More Results.

With the progressive restrictions on travel, public events and in-person social gatherings, now, more than ever, there is a need to strengthen the way we achieve our investment attraction goals online and finally make the digital world our main gateway to connect with real opportunities in the international business community.

To solve this problem, we at FDI Business Diplomacy are combining decades of foreign direct investment and global business experience with today's best practices in digital communication. We drive investment opportunities via modern, resilient strategies that persist through the rapid changes of pace and parameters occurring in today's global business environment.

The COVID-19 global pandemic is a terrible crisis and, at the same time, an incredible opportunity to improve and innovate new ways of doing business. This is our mission at FDI Business Diplomacy.

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**COVID-19 HAS CHANGED THE WAY WE  
LIVE AND WORK ALMOST OVERNIGHT.**

**DIGITALLY AGILE FIRMS ARE ADAPTING  
TO THE ONGOING CRISIS MORE  
SUCCESSFULLY.**

M. STEPHENSON, WORLD ECONOMIC FORUM



# WHO WE ARE

## Connected. Experienced. Results.

We are an international advisory firm with a modern approach to facilitating foreign direct investment opportunities between economic development organizations, investment promotion agencies, special economic development zones and companies around the globe.

Our strategies are designed for resilience through global pandemics and other unexpected disruptions that occur with more frequency in these times. We combine decades of FDI and global business experience with today's best practices in digital communication to make powerful connections across our robust international network.

No matter the global climate, investment agencies seek companies to invest in their region; and companies seek the best regional vantage point for their next stage of growth. FDI Business Diplomacy brings both parties to the table through virtual and real world engagements.

# Services for Foreign Direct Investment

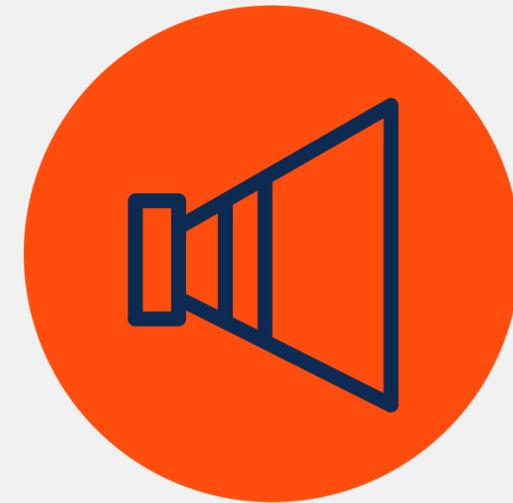
**WE OFFER A 3-TIERED BUSINESS DEVELOPMENT APPROACH**



**1. Lead Generation & Investment Attraction Activities for EDOs & IPAs**



**2. Advisory Services to Strengthen FDI Strategy and Market Entry Plans**



**3. Brand & Marketing to Share Your Most Compelling Story**

# LEAD GENERATION & INVESTMENT ATTRACTION

**Virtual & Real World  
Engagements**

We hold decades of experience in hosting in-market business development missions, seminars and roundtable events as well as C-level lead generation (setting up B2Bs) at conferences; all of which have created sustainable investment attraction - Results Based Measurable Outcomes.

Our lead generation and investment attraction services can be executed through virtual means when necessary and real world interaction when possible. They include:

- Direct In-Market Representation,
- C-Level Investor Meetings,
- Strategic Introductions via Our Global Network i.e. Accelerators/Incubators, Multipliers, Site Selectors, Key Influencers and Academia,
- Inbound & Outbound Trade & Investment Missions (Roadshows),
- Seminars & Roundtables,
- Webinars & Presentations,
- Follow-Through to Nurture Leads – Retention and Expansion,
- Follow-Through to Generate Sustainable Outcomes – Closing Deals, Retaining Relationships, and Ongoing Aftercare With the Investors in the Region.

# ADVISORY SERVICES

**To Strengthen Your FDI Strategy  
and Market Entry**

**For EDOs and IPAs**, our advisory will strengthen your FDI strategy and provide an opportunity to harmonize the value you offer with the needs of potential companies.

**For Companies looking to internationalize**, our advisory will provide more efficient and effective access to new markets, reliable and cost-effective access to resources, and lower production and supply chain costs.

Advisory Services provided by our FDI and Global Business Transformation experts include, but are not limited to:

- In-Depth Research and Analysis into your Target Markets, Public Perceptions, Competition, and Global Trends creating new opportunities and impacting the success of your strategy,
- Internal Alignment of people, processes, goals and strategy.
- Trade Missions and Meeting Facilitation,
- In-Market Representation,
- Negotiations to support market selection and financial incentives,
- Strategic Introductions to valuable ecosystem partners.

# BRAND MARKETING

## Positioning Your Message for Success

**Working with our EDOs/IPAs**, we help generate interest in your region and strengthen their competitive value proposition to investment prospects. Together, we will identify opportunities to promote your key messages and better communicate the unique benefits of your offering.

**Working with our Corporate clients**, we help to develop a market-entry strategy that will ensure success in your plans to internationalize.

Our Brand Marketing & International Business Development experts, will work with you to:

- Strengthen your unique value proposition based on up-to-date market intelligence,
- Rewrite the narrative to overcome barriers,
- Align your story with the current context and global trends that are creating opportunities,
- Refine, tailor or create new pitch material to use in presentations and meetings,
- Share your story and thought leadership through online interviews and seminars.

# MEET OUR TEAM

## FDI Business Consultants & Advisors

Robert Dean

Lynda Arsenault

Salil Mohan

Brad Napp

Samantha Dumas

Garth Holsinger



## ROBERT DEAN

### Partner, FDI Global Business Transformation

Robert (Bob) Dean is a global senior executive with decades of proven expertise in leading organizations to transform businesses on a global basis. Robert's relationships with corporations, governments, non-governmental organizations, economic business development organizations, and market influencers throughout Europe, the Middle-East, the United States, and other countries have positioned him as a valuable resource for businesses wanting to effectively expand their global business footprint.

With over 25+ years of in-country international experience, Mr. Dean has Ex-Pat experience in the UK (5 years) and The Netherlands (2 years) as well as leading and managing business transformation engagements for companies around the world. He was a member of the IBM Institute for Business Value, which was the global, CEO, client-facing, thought leadership organization of IBM.

**CONTACT: [BOB@FDIBD.COM](mailto:BOB@FDIBD.COM)**



## LYNDA ARSENAULT

### Partner, FDI Business Consultant

Lynda Arsenault is an expert in attracting, maintaining and accelerating Foreign Direct Investment opportunities. With over 20+ years of experience working in both the public and private sector, she has been instrumental in assisting international companies succeed in-market. For 10 years, Lynda worked in senior FDI management positions for the Canadian government with a key focus on Europe, India, UK, Dubai, Japan and the US. In 2016, Lynda began her own consulting practice, joining forces with a few global partners - all focused on helping international investment agencies attract FDI into their regions.

Ms. Arsenault sits on the regional board of The American Chamber of Commerce in Canada and is a member of The Council of American States in Canada. She holds a Master's Degree in E-Commerce from Dalhousie University and has obtained the Designation - Certified International Trade Professional CITP®/FIBP®.

**CONTACT: [LYNDA@FDIBD.COM](mailto:LYNDA@FDIBD.COM)**



## **SALIL MOHAN**

### **Partner, FDI Business Consultant**

Salil Mohan is an experienced Foreign Direct Investment Executive with 20 plus years of providing investment strategy, business development and advisory services to mid-market enterprises, service providers and emerging outsourcing regions around the world.

A former Governmental Relations executive in the State of Texas, Salil now works with International Trade & Investment Promotion agencies (EDOs) around the world, helping them gain maximum exposure to the North American market in key industries such as financial services, retail, education, healthcare, manufacturing, IoT, AI, outsourcing, etc. He regularly facilitates C-level meetings for his clients, host roundtables and in-market seminar events with stakeholders, multipliers and site selectors.

**CONTACT: [SALIL@FDIBD.COM](mailto:SALIL@FDIBD.COM)**



## **BRAD NAPP**

### **Partner, Government Relations**

Brad is based in Bern, Switzerland and Austin, Texas working with economic development, international trade, and workforce development clients in Western Europe and the United States. He has over 25 years of experience in the public, non-profit, and private sectors at the Texas Governor's Office of Economic Development and Tourism, Texas Workforce Commission, Texas Association of Business, and the Austin Chamber of Commerce.

Brad has managed trade missions (US and Europe), executed marketing campaigns, authored policy papers, and developed training programs. Brad holds a Bachelor of Science degree in Industrial Distribution from Texas A&M University with continuing education through the International Economic Development Council, U.S. Chamber of Commerce, and the University of Texas - Arlington.

**CONTACT: [BRAD@FDIBD.COM](mailto:BRAD@FDIBD.COM)**



# SAMANTHA DUMAS

## Partner, Brand Strategist & International Market Entry

Samantha Dumas is an expert in Strategic Communications, Brand Strategy, Public Relations, Marketing, Trends and Culture. She is known for positioning companies ahead of the curve in some of the most complex and competitive global marketplaces.

Over the past 12 years, Samantha has helped to launch and expand a number of multi-national companies, including a billion-dollar cannabis company, Hydropothecary, at the early onset of the legal cannabis industry, and a North American customer care company, doubling annual revenue within a two-year expansion period.

Samantha's expertise for spotting emerging global market trends and deeply understanding the psychology of the target clientele has resulted in sustained, profitable success for her clients.

**CONTACT: [SAMANTHA@FDIBD.COM](mailto:SAMANTHA@FDIBD.COM)**



## GARTH HOLSINGER

### Advisor, Fortune 500 Digital Agility & Start-Ups

Garth is a seasoned entrepreneur, investor, and advisor. Garth has over 20 years of experience helping global F500 companies navigate emerging technology accelerate growth through strategy, investment, partnerships and enterprise relationships.

An experienced startup founder, he has built businesses at fast-growing startups (Klout, Livefyre), both acquired for \$200MM +. He founded Pilot44, a leading innovation consulting practice that was quickly acquired after founding and then co-founded GoCard (acquired), the free-postcard media business, called by Adweek "one of most innovative new advertising mediums of the decade." Mr. Holsinger brings to the team a network of 100+ enterprise / corporate partners, 1000s of fast-growing startups, and major innovation groups, both inside F500 companies and independent labs, accelerators and incubators.

**CONTACT: [GARTH@FDIBD.COM](mailto:GARTH@FDIBD.COM)**



# YEHYA MOKHALATI

## **GCC Business Development & Events**

Yehya Mokhalati is an expert in the Gulf Cooperation Council (GCC) serving in several major roles related to events, media, and business development. For twenty-two years, Yehya has worked in the public and private sectors refining business strategies for governmental participation within international events and public relations projects. He has developed new business models and adaptation tactics for international media companies while connecting GCC investors with government and private sectors.

Yehya's proven track record in business development and close relationships with the leadership in the GCC make him a key player in the events industry. With proven expertise in managing world class events across the GCC, the Middle East and Europe, Yehya partners with top speakers and influencers while engaging his global network of agents to market events throughout the GCC.

**CONTACT: [YEHYA@FDIBD.COM](mailto:YEHYA@FDIBD.COM)**

## PARTNERS



Virtual Road-Show As a Service



BPO Investment Promotion &  
Market Insight



Germany's leader in international  
business development



# CONTACT US

[contact@fdibd.com](mailto:contact@fdibd.com)

[www.fdibd.com](http://www.fdibd.com)

