



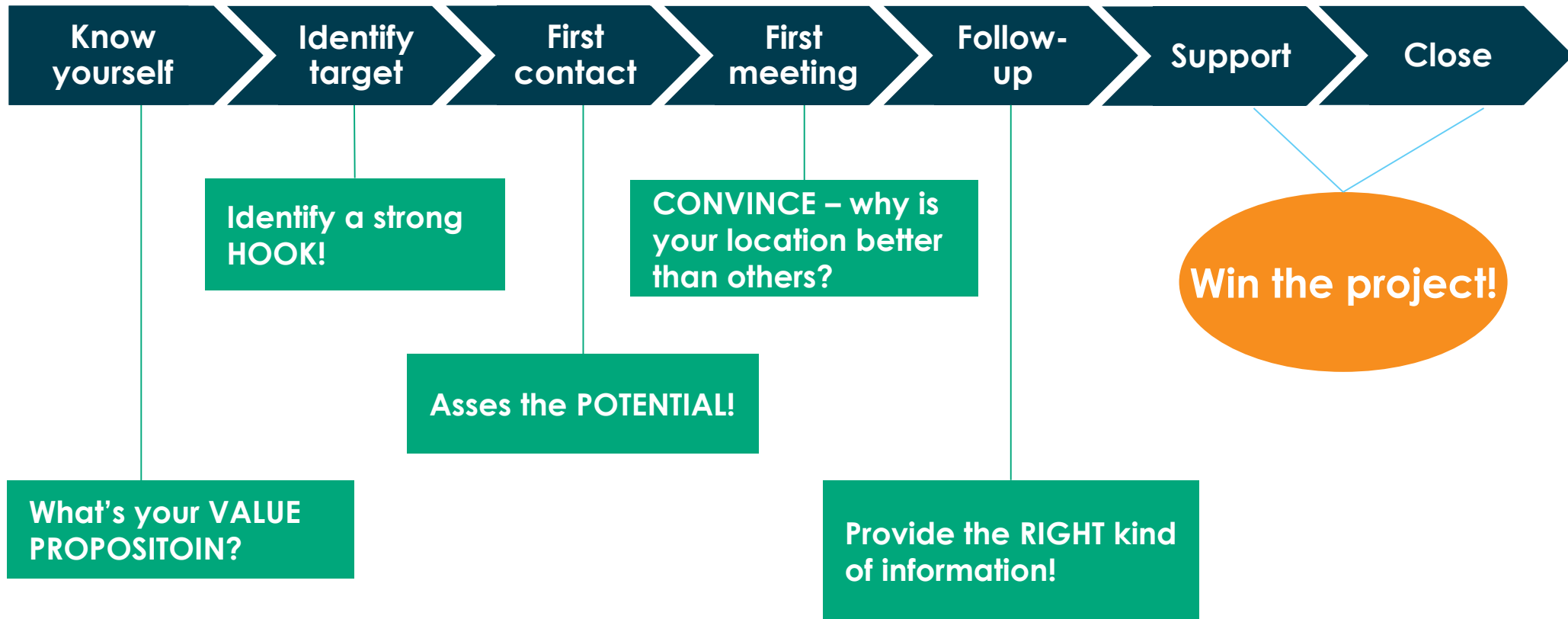
FDI Aftercare

Frankfurt - November 20th, 2018

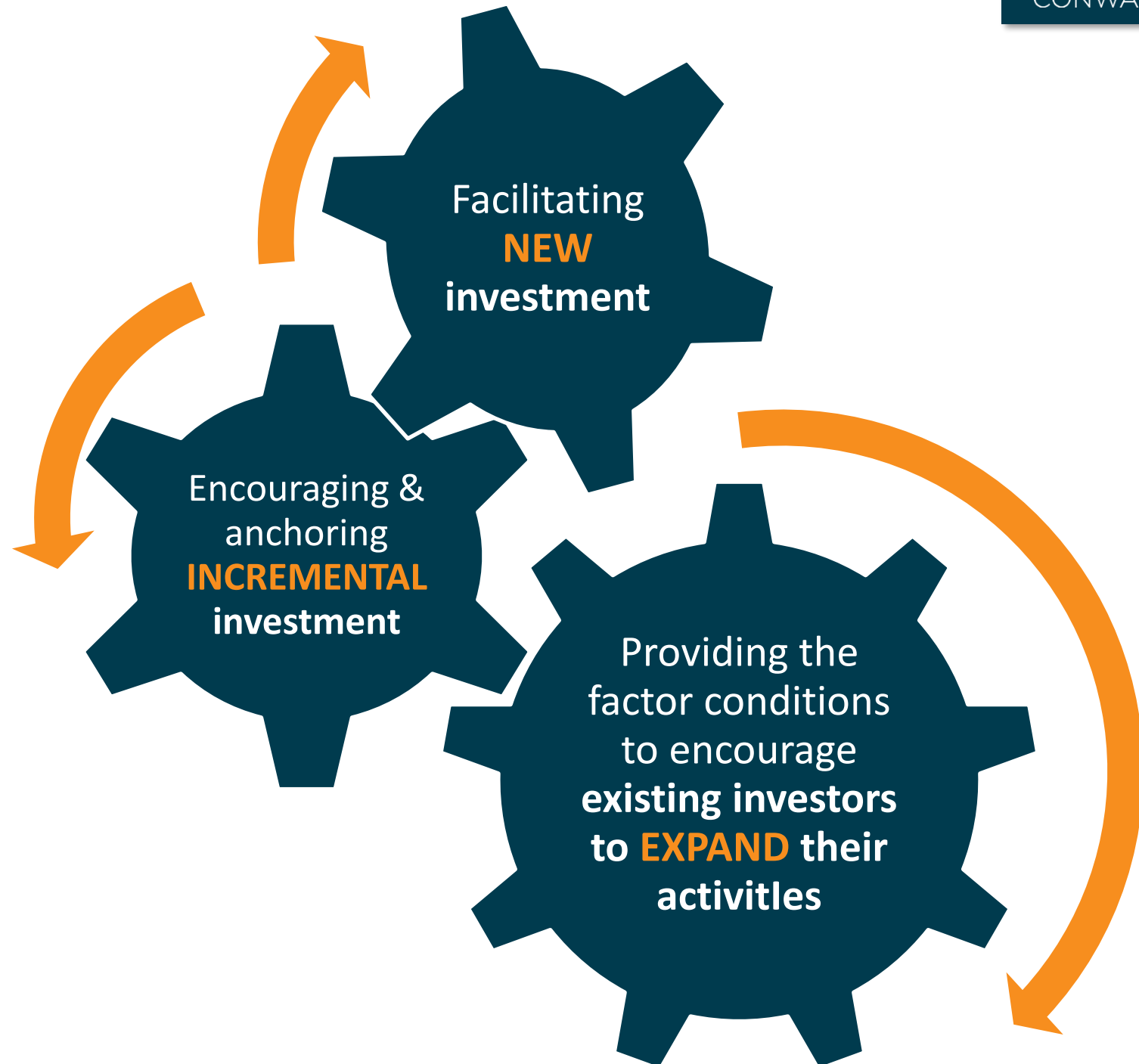
Lead Generation Process



6 months - 3 years



What is Aftercare?



Why is it so important?



LIMITED RESOURCES

It is 7 times more time intensive to land a new customer than to sell to an existing one

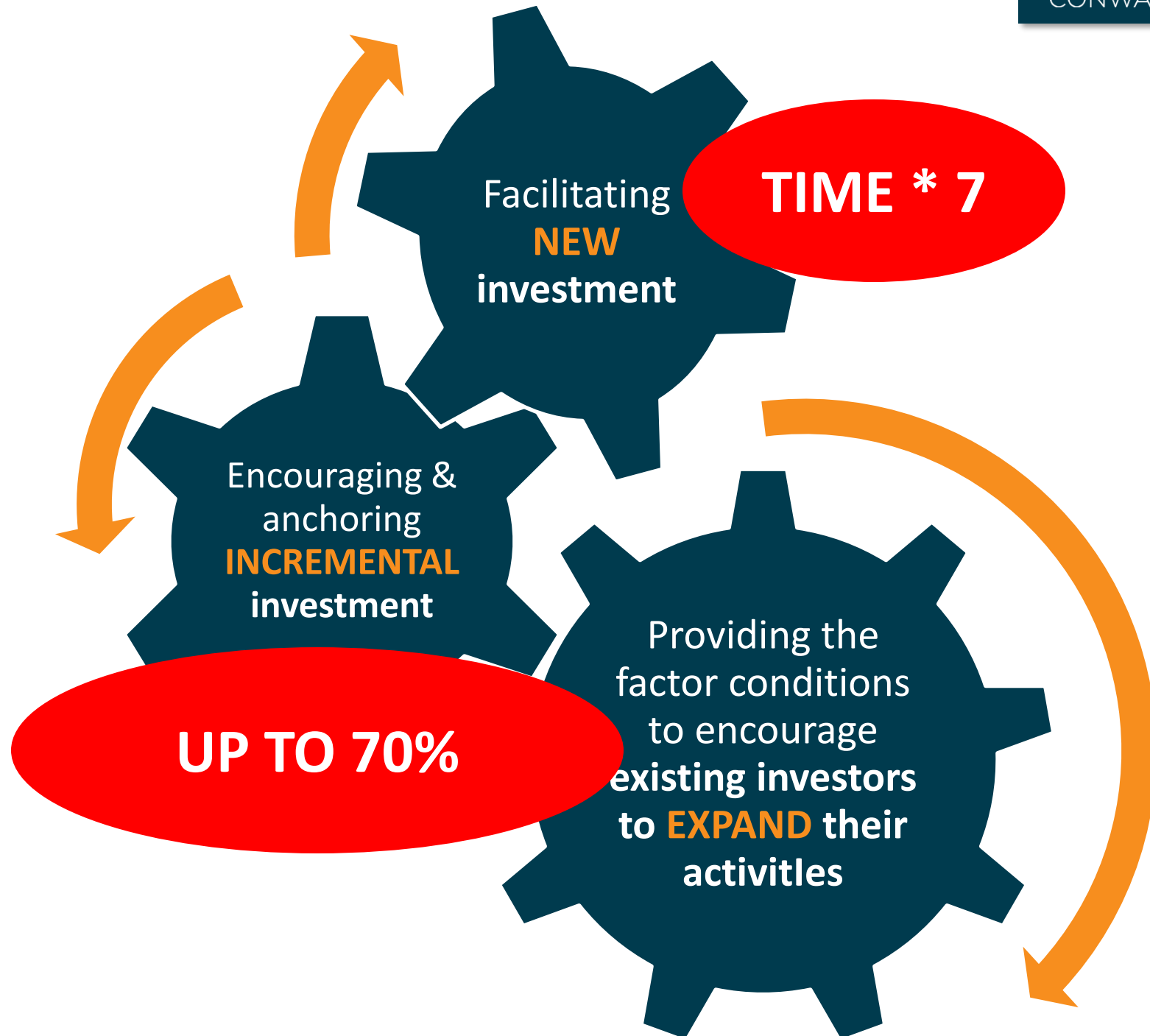
LOCATION FOLLOWS BUSINESS


Incremental investment and business expansion can account for 70% of investment flows in Western countries

PERCEPTION & RANKINGS

Positive impact for potential investors of witnessing existing investor expansion

What is Aftercare?





**According to our
experience, only
about 20% of all
IPA's have a
systematic
aftercare approach.**

A stylized world map in orange and white, centered behind a dark blue circle containing the main text.

**Does your IPA have
an Aftercare
strategy?**

Aftercare is one of the most crucial aspect for corporates:



They want to know that the relationship with the IPA doesn't stop after the investment!



1 | What's the corporate perspective?

CREATE COMMUNITY NETWORKS



EMBRACE MULTICULTURALISM



BECOME A ONE-STOP-SHOP



ENGAGE & CREATE TRUST





2 | Steps to an Aftercare strategy

- 1** **Develop objectives and identify partners**
- 2** **Assess resources and develop organizational options**
- 3** **Segment, target and design the aftercare program**
- 4** **Deliver services, monitor and evaluate the results**

Start simple



And grow gradually



Thank you for your attention!



Annika Jostmeier
Annika.jostmeier@conway.com
+49 176 10 300 593 (cell)
www.conwayadvisory.com