



USAID
FROM THE AMERICAN PEOPLE

**BUSINESS CLIMATE
REFORM**

Image-building and **Strategic** **Marketing**

Dusan Kulka, May 2007

Building an attractive image
Territorial branding

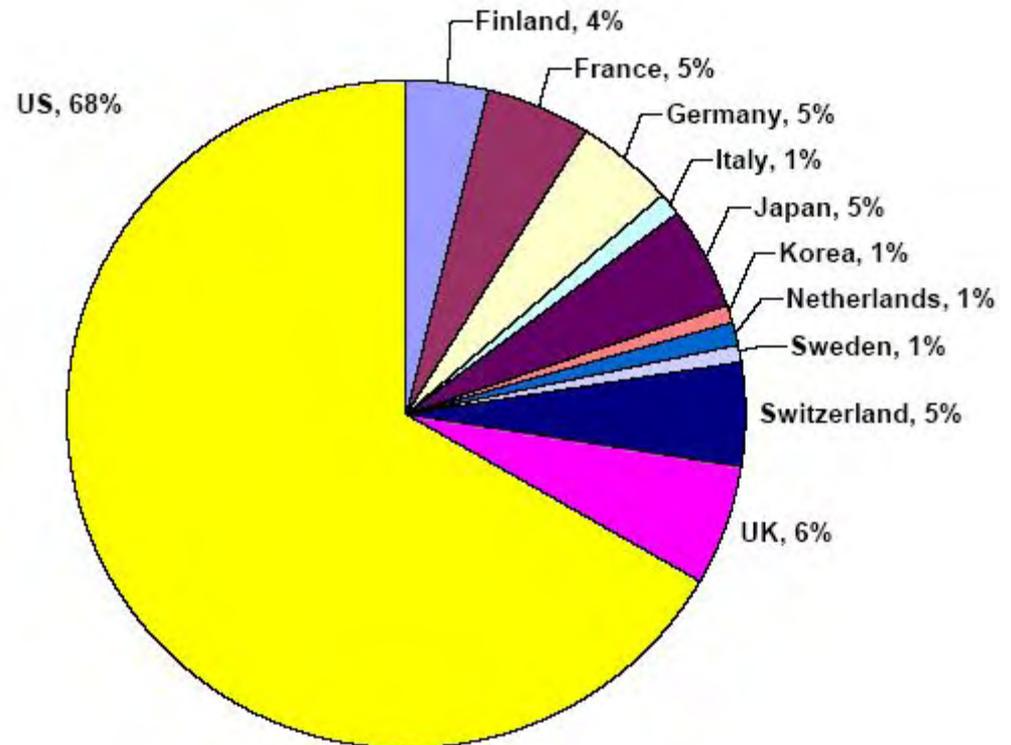
Brand image

- **Brand image** refers to the **set of beliefs** that customers hold about a particular brand.
- These are important to develop well as a **negative brand image** can be **very difficult to shake off**.

Country as a brand

- *Japanese electronics*
- *German cars*
- *Café of Colombia*
- *Italian fashion*
- *French perfumes*
- *Nokia from Finland*
- *Czech beer*
- *Holidays in Thailand*
- *Tanzanian aerospace*
- *Peru – Land of the Incas*
- *Ireland – Gateway to Europe*
- *Hong Kong – Asia's World City*
- *United States – Country of Wealth*

Brand value distributed by country



Source: Interbrand Chart and data, presented by Mark Leonard in Public Diplomacy

Discussion:

- What do you think is the **actual image** of Georgia among the international business community?
- What is the **desired brand image** you wish Georgia has?

Tricky issue!!

- Too many actors
- Too many messages
- Too many intentions / goals
- Too many contradictions
- Too many communication channels
- Too many factors out of your reach
- Too many ... too many ...

Get focused!

Start from yourself

- Brand **GNIA** as **highly professional agency** that provides excellent services and **brings value** to its clients:
 - *Work smartly and tactically, anticipate your clients' needs and offer solutions. Be perfect!*
 - *Create a network of ambitious cities and regions ready / determined to provide good business climate, property and high quality services to investors. Nurture and support them.*
 - *Organize an effective, targeted international marketing. Hunt for efficiency-seeking investors including “big-brand” firms. Associate your own brand name with success!*
- Contribute to gradual improvements of Georgia's image as a country to do business.

Why Image matters?

Long list

- 4-10 countries
- 3-6 locations in each country

Image!

- ✓ Detailed info about countries
- ✓ Basic info about locations

Short list

- 2-4 countries
- 2-3 locations in each country

Analyses

- ✓ Detailed info about countries
- ✓ Detailed info about locations /regions

Final selection

- 1-2 countries
- 1-2 locations in each country

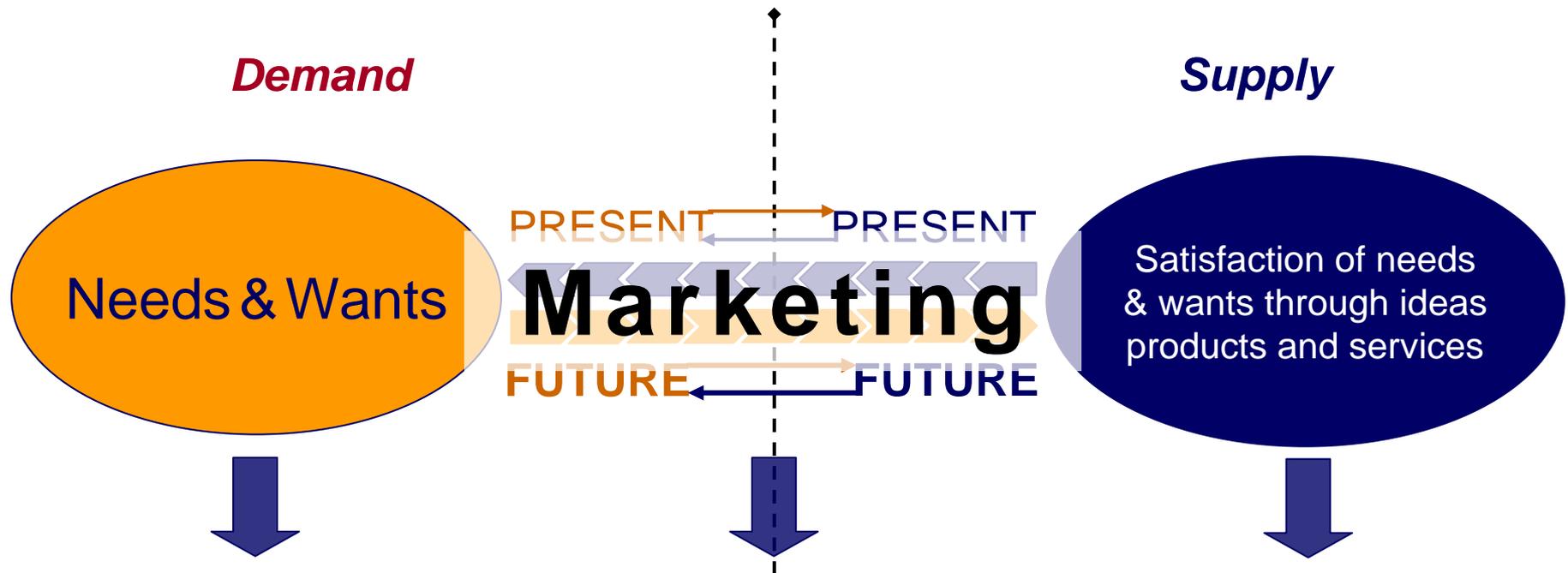
Image!

- ✓ Very detailed info about offered locations
- ✓ Project schedules
- ✓ Contract conditions

Location selection process

Strategic marketing

Marketing?



"Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders."

Marketing as defined by The American Marketing Association, 2004

What makes “strategic marketing” strategic?

- Focus on strategic investments
- In your strategic industries
- With potential to upgrade technological level, increase productivity and exports
- And enhance competitiveness of strategic value chains in your national economy
- Strategic marketing is always targeted and based on your investment attraction strategy
- **It is your own strategic decision**

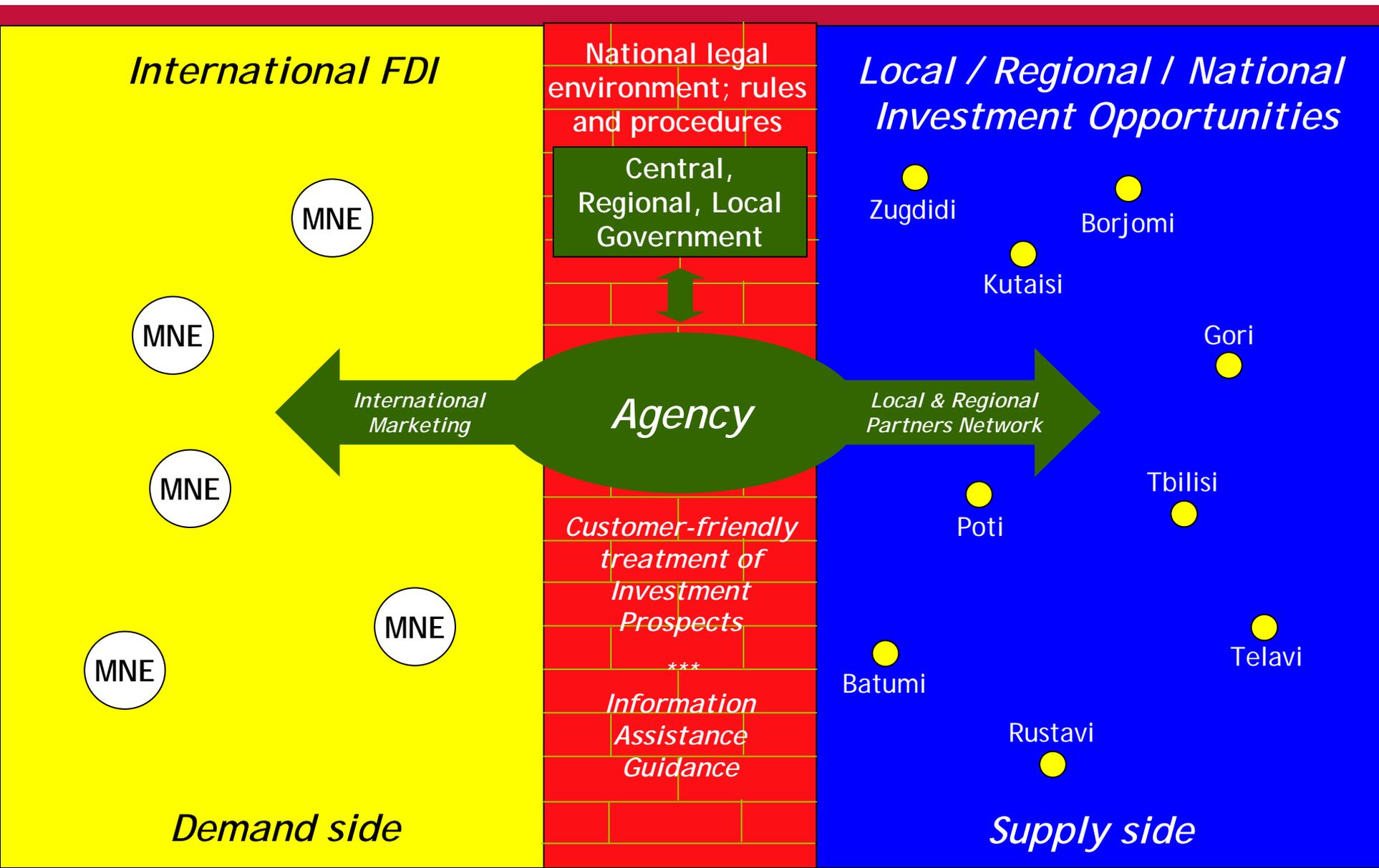
Needs & Wants of FDI

- The best (local) factor conditions available
 - *Labor / skills*
 - *Land / market-ready property*
 - *Specialized knowledge*
- Other important prerequisites
 - *Stable political and social environment*
 - *(Advanced) business infrastructure*
 - *Acceptable business-related legislation*
 - *Potential productivity gains*
 - *(Easy) access to target markets*
- Favorable Business Climate

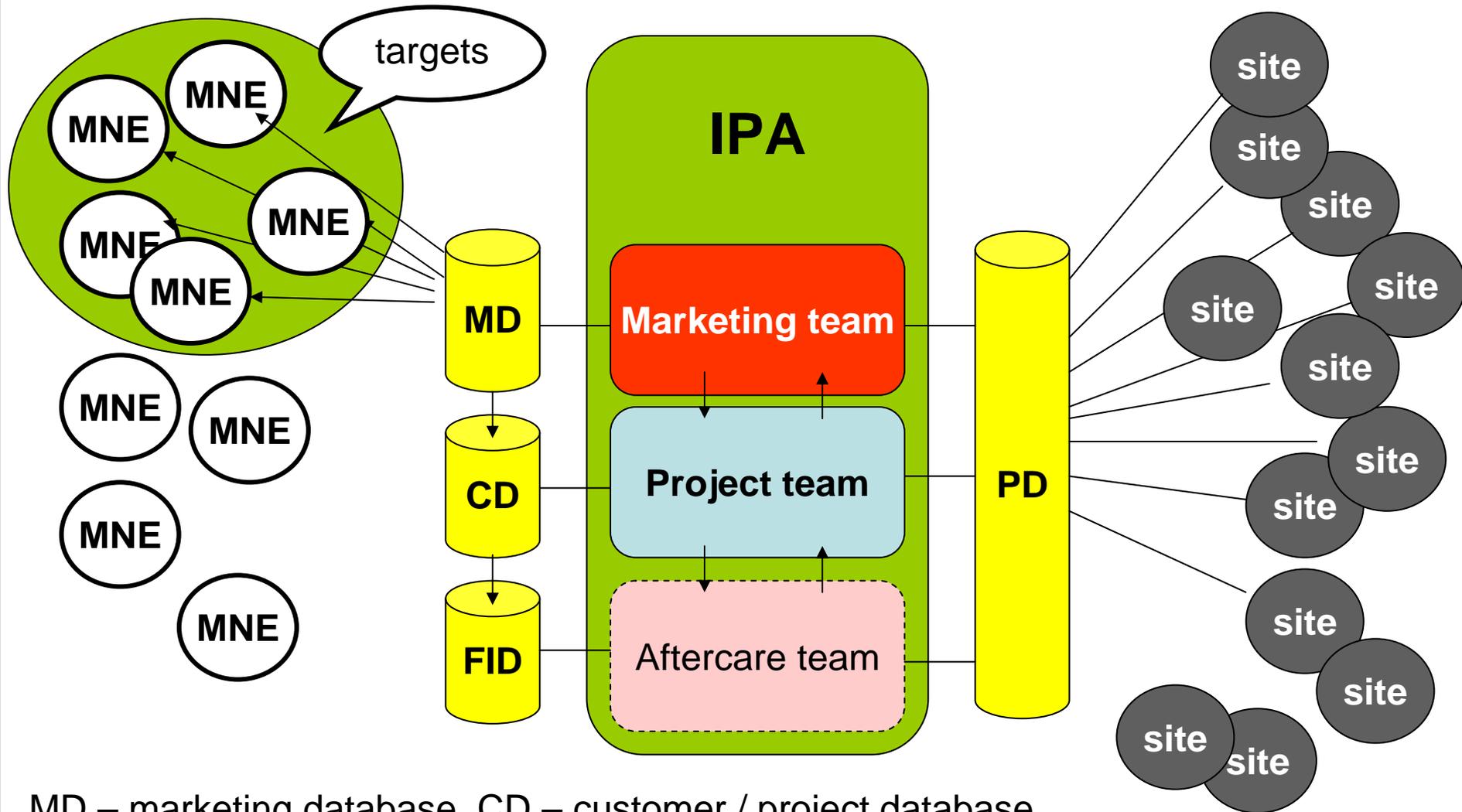
Your product for FDI

- National / Regional / Local Business Climate
- Market-ready property
- Professional services
 - ➔ *Customer-friendly treatment of investment prospects*
 - ➔ *Information*
 - ➔ *Assistance / Guidance*
 - ➔ *Aftercare*
- + Understanding of country's (region's, city's) potentials and needs
- + Understanding of investors' needs, potentials and limitations

Role of IPA

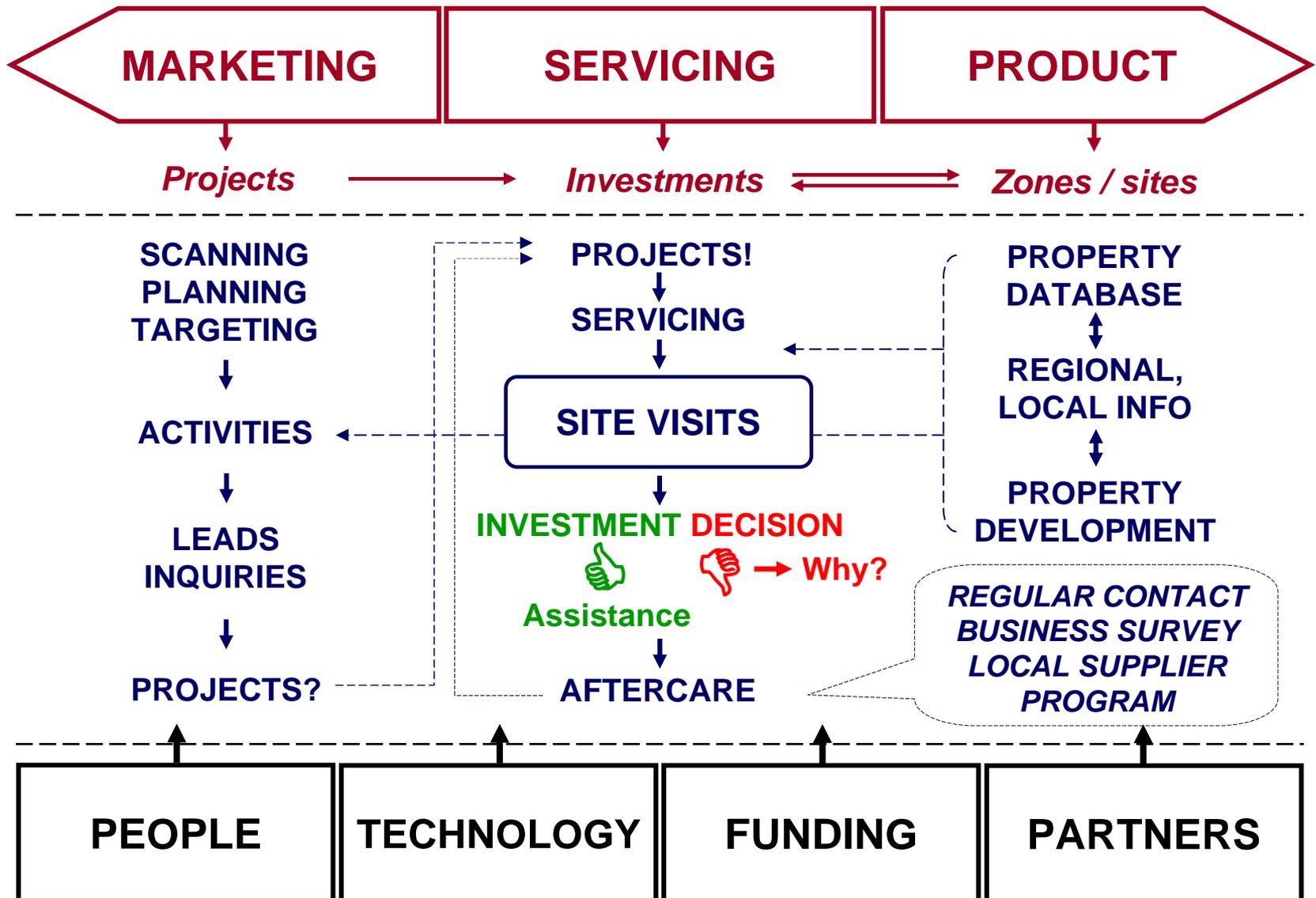


How does it work?



MD – marketing database, CD – customer / project database
FID – foreign investor database, PD – property database

And once more:



Good luck Irakli!