



The World is closer than you think

Solutions for Special Economic Zones

SPARTA

Sparta Strategy Ventures and its global partner network has worked with the best investment destinations globally and is currently engaged with various SEZ's across the country to enable them attract larger "mindshare" among foreign investors and to garner a larger share of FDI inflows.

Sparta specialists provide globally proven Investment promotion, location consulting, FDI analysis & Research and investor targeting services to help clients attract leading investors from across the world to fully leverage the potential of the location and infrastructure provided by the Special Economic Zones.

In order to provide the best possible level of service, we have invested in selecting experienced consultants from diverse backgrounds and a unique partner network which provides the tools and support to complement your best efforts.

Partners

fDi Magazine - published by Financial Times, UK. It is the only "corporate location" publication in the world and used by decision makers across the world for their expansion strategies.

Advertisements, Advertorials and Investment reports in the fDi magazine are an imperative for any SEZ seeking to attract foreign investors to their investment destination.

OCO Global - OCO is the leading provider of strategic consulting services in the area of foreign direct investment (FDI).

Value Propositions

Your requirements	Our solutions
FDI Analysis and Research	<ul style="list-style-type: none"> ▪ Assess opportunities based on real-time FDI trends across geography and sector ▪ Develop a targeted investment strategy by sector and business activity ▪ Evaluate performance against competitor locations ▪ Develop a sales pipeline through corporate intelligence ▪ Prospect Company profiling
Location Assessment & Benchmarking	<ul style="list-style-type: none"> ▪ Building compelling investment propositions ▪ To build credible business cases based on key indicators based on investor queries ▪ Extensive data on indicators related to cross border investment ▪ Benchmark the Zone against the global competition from a cost and quality perspective.
Investment promotion	<ul style="list-style-type: none"> ▪ Proposition based global marketing strategies ▪ Branding – Visual and Literature development ▪ Media selection – fDi and the FT Business network predominantly. ▪ Engaging Sparta's "Circle of Influence*" ▪ Integrated Marketing – Direct, Online ▪ Global Networking – Social and FT Global events ▪ Training for the Investor relations team ▪ Assistance in building a sales pipeline
Investor targeting	<ul style="list-style-type: none"> ▪ Focus on efforts such as back office research, networking, media watch and a time tested predictive modelling methodology. ▪ Database of prospects – project and qualified ▪ Telephone prospecting ▪ International events attendance ▪ Online CRM provided for the client team

Special Economy Zones –

The 2P's

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India will remain a favourite investment destination for another decade; that's evident, what seems to be interesting is who will make it to the top.

It is encouraging to finally see State Governments fight it out for foreign direct investment, political will is finally coming through, albeit slow but progressive.

Special Economy Zones, a darling of the media and designed with a vision to increase manufacturing activity, generate employment and supersize our export potential is a resultant of a healthy reform process and future competitive policies of the government.

SEZ Stakeholders should understand that because of the recent proliferation of notified SEZ's across the country, it becomes increasing difficult for a foreign investor to take decisions on a particular location or even for that matter for promoters to attract larger and better investments.

Understanding Investor Perceptions and Building Winning Propositions is imperative to succeed and to break away from the clutter of competition.

We at Sparta are committed to use our experience and capabilities to smoothly guide you

reach out to the WORLD.....

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Kavan Bhandary

Associate Director – Investment Promotion

Select Clients

Special Economy Zones / Free Zones

Jebel Ali Free Zone

Incheon Free Zone

Dubai Internet City, Media City , Healthcare City

Gwangyang Free Economic Zone

Port Klang Free Zone

FUJAIRAH

Dubai Airport Free Zone Authority

Ras Al Khaimah Free Zone

COEGA

Busan-Jinhae Free Economic Zone

ESBAS



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Investment Promotion | FDI Analysis & Research | Location Advisory | Investor Targeting

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