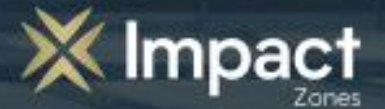




# A NEW REALITY

## SUSTAINABLE SEZ STRATEGIES



**Vessel Global**  
MARKET ENTRY, TRADE & FDI



*According to Albert Einstein, the world will not evolve past its current state of crisis by using the same thinking that created the situation.*

## **A NEW REALITY**

### **SUSTAINABLE SEZ STRATEGIES**

Amsterdam, The Netherlands

3 April 2020



# INTRODUCTION

## ZOË HARRIES

Managing Director, Impact Zones

FDI & SEZ Advisor

Marketing, Business Development & Sustainability Advisor

Lecturer Sustainability & Business Development, Nyenrode Business University

With a background in Foreign Direct Investment (FDI) and special economic zone (SEZ) advisory, Zoë Harries, offers combined FDI and sustainability advisory, supporting companies and special economic zones to develop commercial strategies and scale sustainable supply chains. Impact Zones supports governments and special economic zones to enhance their location's competitiveness in alignment with the Sustainable Development Goals (SDGs). Based in Amsterdam, The Netherlands, Zoë works with a global network of consultants.

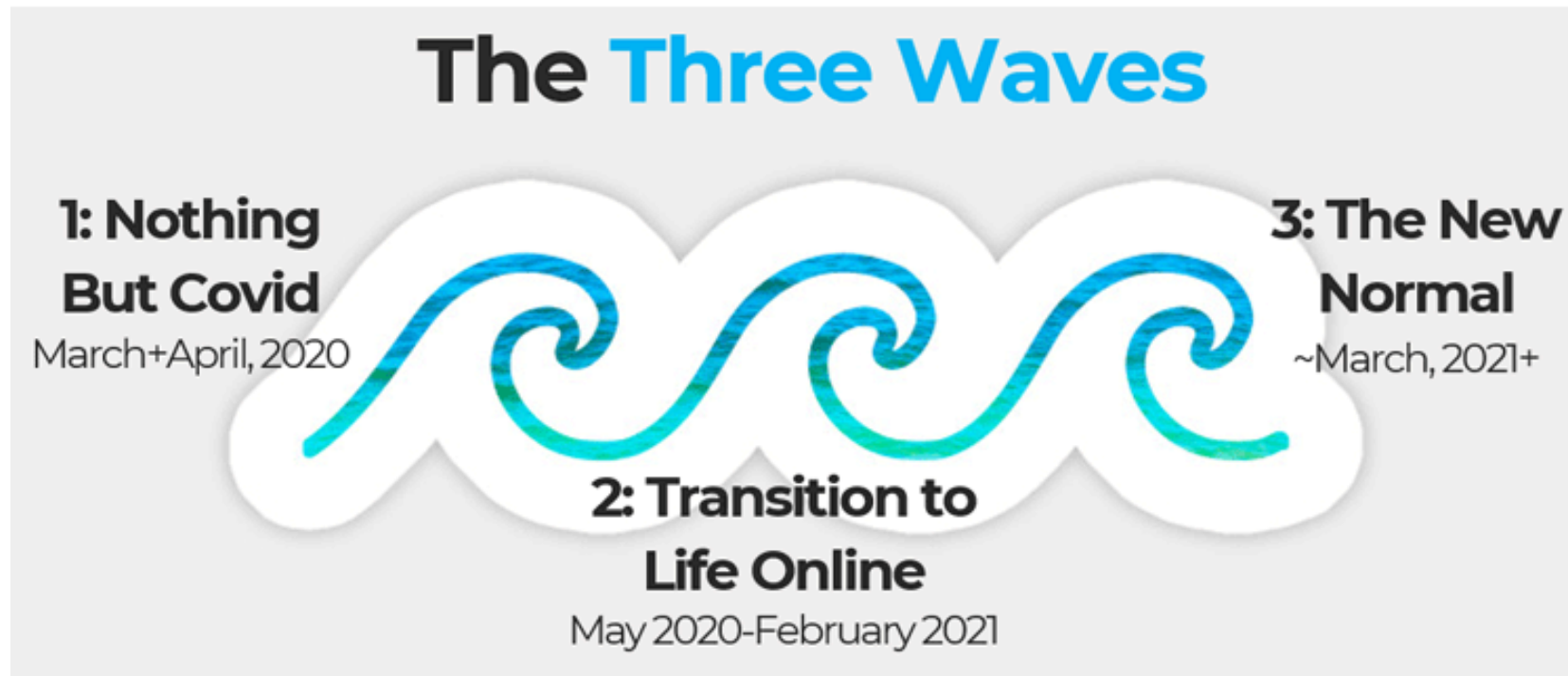
Zoë's mission is to mobilize governments, the private sector and multilateral organizations to make a global economic, social and environmental impact. She provides leadership programs raising awareness on the SDGs and how to achieve them, inspiring governments and the business community to join her on this mission.

Born in South Africa and based in Amsterdam, Zoë holds a BSc. in International Business Administration and Economics from Amsterdam School of International, Amsterdam University of Applied Sciences, The Netherlands.



# THE THREE WAVES

## A NEW REALITY



# FUNDAMENTALS TO PREPARE FOR A NEW REALITY

- Review your value proposition
- Develop SWOT
- Identify opportunities
- Review target sectors & geographies
- Develop marketing strategy
- Increase social media and virtual engagement
- Engage with
- Update your CRM system
- Identify leads
- Develop an agile marketing & business development strategy



# IDENTIFYING OPPORTUNITIES

## THE NEW REALITY

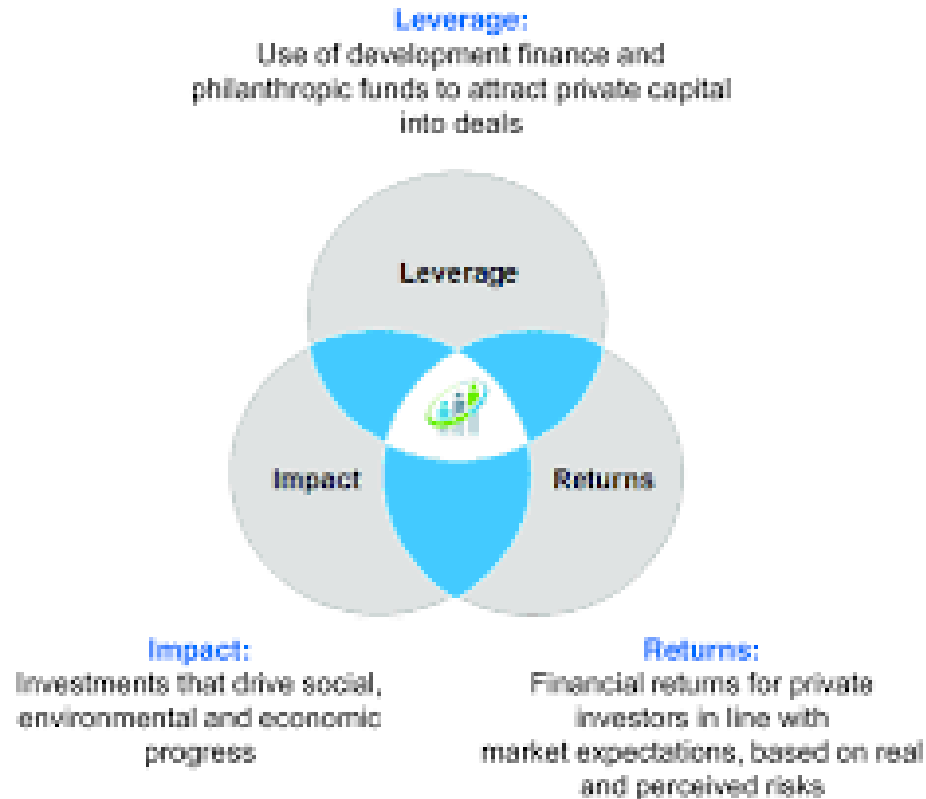
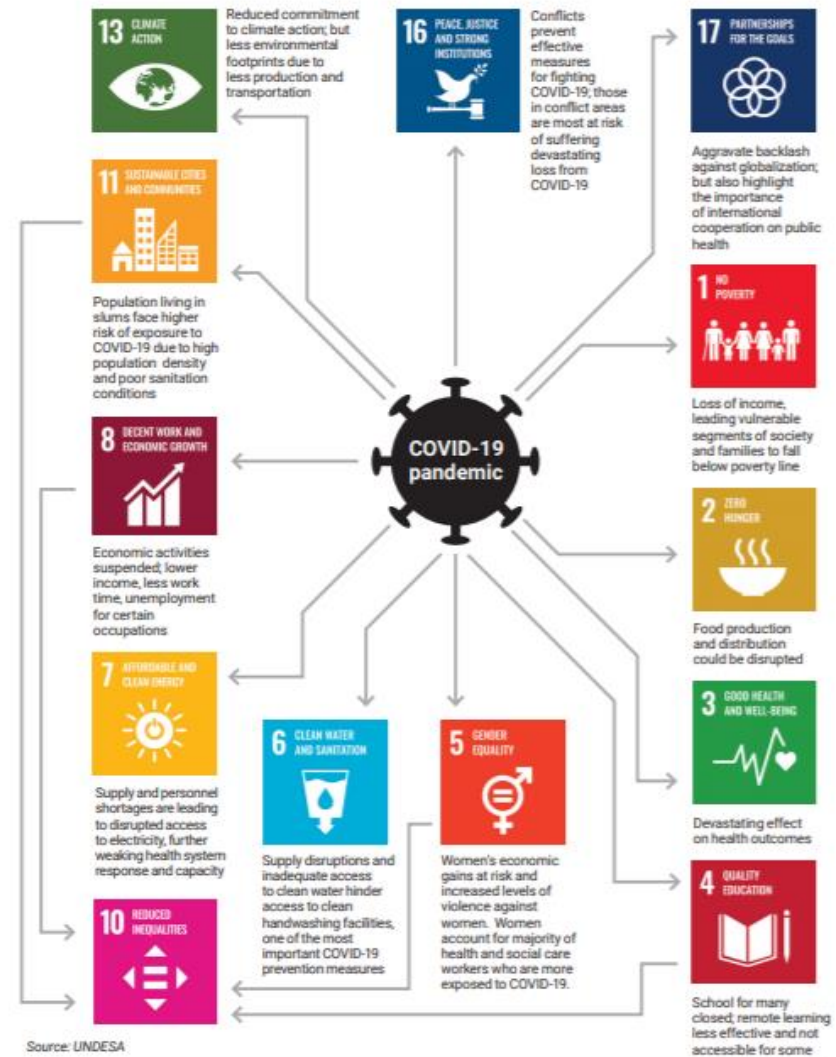
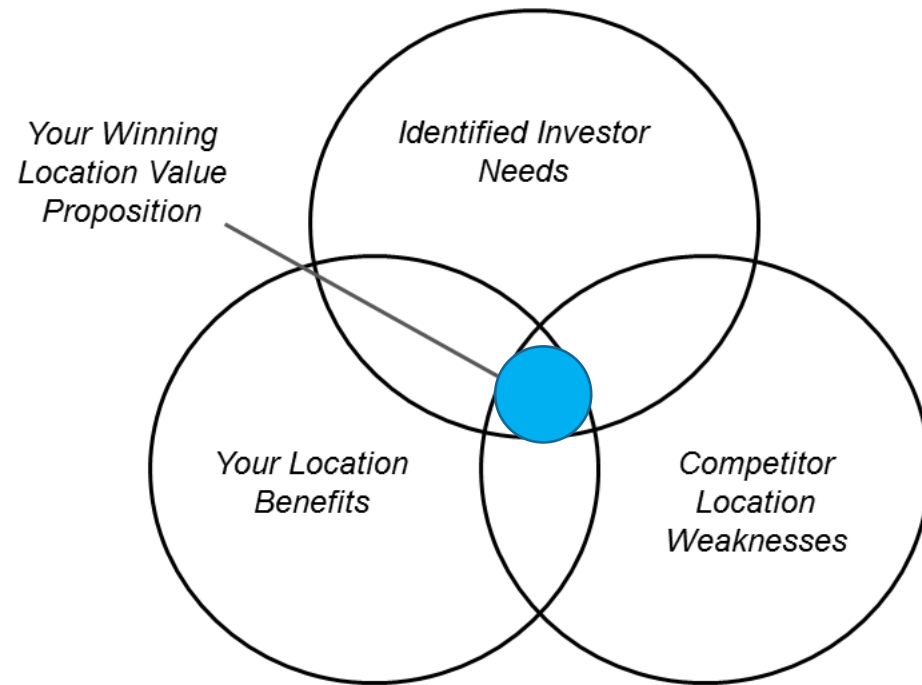


FIGURE 5: COVID-19 AFFECTING ALL SDGS



# SPECIFYING YOUR VALUE PROPOSITION: WHERE TO POSITION YOUR SEZ?



## VALUE PROPOSITION

- Contribution to the liveable and sustainable development of region;
- Green growth and innovation sectors;
- Industrial synergies;
- Showcase region's top competencies;
- Test-bed for circularity;
- Generation of quality jobs;
- Attraction of foreign and national investment.



# SDGS & ESG CREATING REVENUE OPPORTUNITIES

*SDGs are considered catalytic drivers for change*

The Links Between ESG And Financial Performance



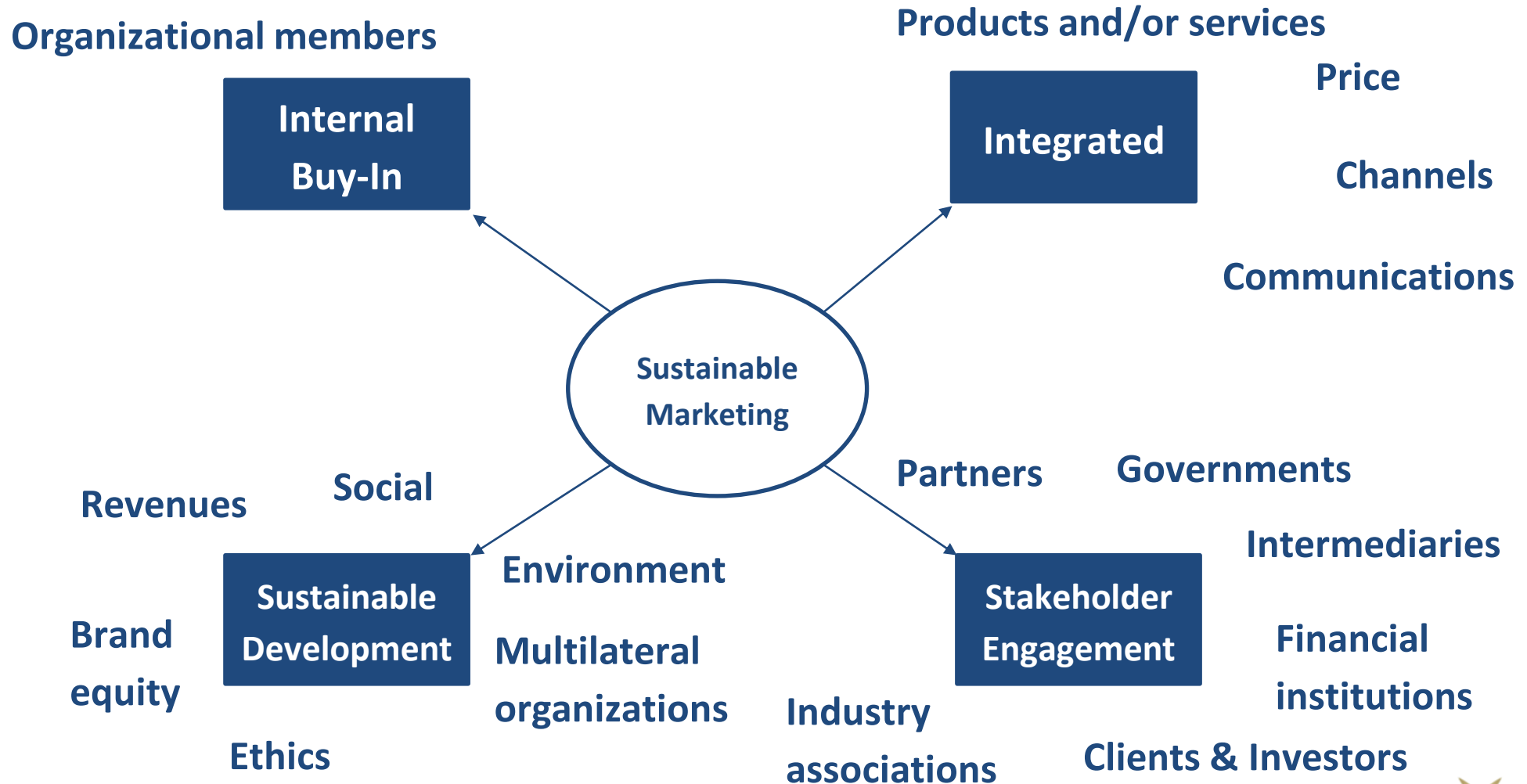
Source: S&P Global Ratings.  
Copyright © 2019 by Standard & Poor's Financial Services LLC. All rights reserved.





# mARKETING strategy

## PPP model



# EXAMPLE COLLABORATIVE DESIGN COSTA RICA



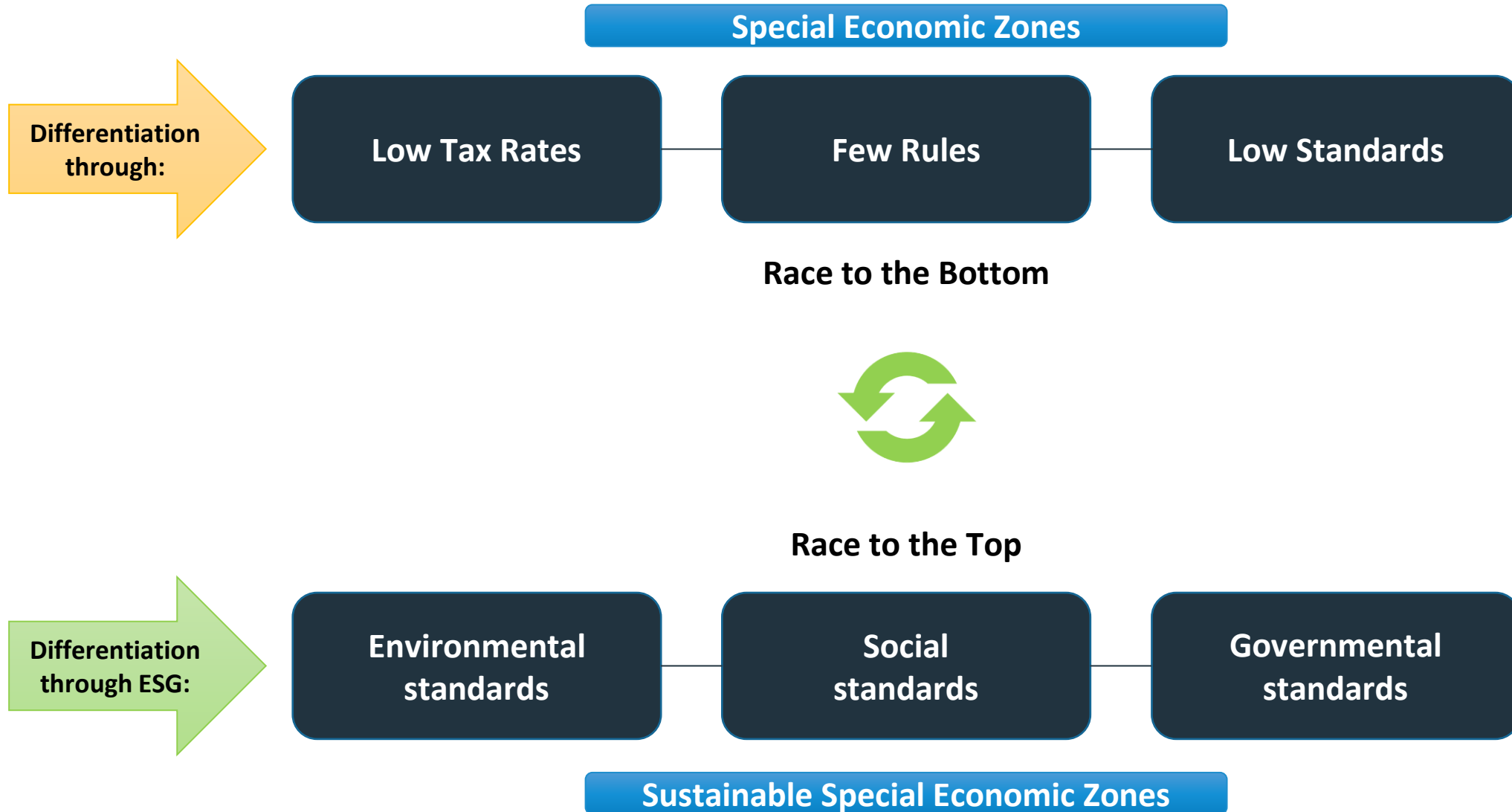
## *FTZ and Costa Rican Companies join to Produce Healthcare Equipment for COVID-19 Emergency*

*San Jose, Costa Rica. Wednesday, April 1, 2020. With the talent and knowledge of the multinational free-trade zone and Costa Rican companies, academia, and the public sector Costa Rica has created the colab.design.cr initiative (the Collaborative Design of Costa Rica), which was founded to serve, in the quickest way and at the lowest cost, the need for tools and equipment required by the Costa Rican Social Security Fund (CCSS) and the Ministry of Health, in the fight against COVID-19.*

*The project will create **protective equipment** and supplies for healthcare professionals on the front lines of our current health emergency, including necessities such as waterproof gowns, surgical masks, mechanical ventilators, among others.*



# SUSTAINABLE SPECIAL ECONOMIC ZONES



# SPECIAL ECONOMIC ZONES **BECOME** SUSTAINABLE SPECIAL ECONOMIC ZONES (SSEZ)



*“A Special Economic Zone is a good place for the circular economy since clusters of companies can use the others' waste, so they can share resources”*

*- Global Green Growth Institute*

SSEZs are Special Economic Zones where **Sustainable Operating Principles** are Mandated and where **Circular** principles are applied throughout, in order to create a lasting **Impact**.



# SEZ BRANDING FOR COMPETITIVENESS AND SUSTAINABLE GROWTH

Build your **brand strategy** to transition to **responsible business** and transform your **competitive advantage**.



 SUSTAINABLE  
DEVELOPMENT **GOALS**

# THE FUTURE OF BUSINESS

## SUSTAINABILITY

Sustainable business is about keeping the balance between social, economic, and environmental concerns in corporate decision-making; taking care of the natural resources the company uses, recompensing the communities in which companies work and promoting long-term value-creation for shareholders. But it is important to understand that, next to increasing environmental and social pressures, there are foremost solid economic reasons behind the sustainable business trend.

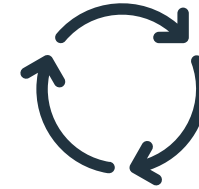


Build the **strategy** to transition to **responsible business** and transform your **competitive advantage**



# BUSINESS DEVELOPMENT CREATING SUSTAINABLE VALUE

*Try Not To Become a Man of Success But  
Rather Try To Become a Man of Value  
- Albert Einstein*



VALUE CREATION AND GENERATING  
NEW BUSINESS OPPORTUNITIES



# BUSINESS DEVELOPMENT SDGS CATALYTIC DRIVERS FOR CHANGE

The SDGs call on companies everywhere to advance sustainable development through the investments they make, the solutions they develop, and the business practices they adopt. In doing so, the goals encourage companies to reduce their negative impacts while enhancing their positive contribution to the sustainable development agenda.





# PARTNER COMPANY PROFILES

## IMPACT ZONES & VESSEL GLOBAL

We operate as a consortium composed by two complementary consulting firms:

**Impact Zones** offers combined Commercial and Sustainability Strategy Advisory, supporting companies to scale sustainable supply chains. We work with governments and Special Economic Zones to enhance their location's competitiveness, driving sustainable growth and global value chains. We also provide training and workshops for FDI and SEZ executives. Based in Amsterdam, The Netherlands, we work with a global network of consultants.



**Vessel Global** is an advisory firm based in Germany and the Czech Republic, with an additional operation in Italy and partners in most G20 economies. FDI attraction and market entry services are Vessel's core business. The firm provides consulting services to economic development and international organizations, special economic zones and business parks. Furthermore, Vessel also specializes in supporting, monitoring, and leading SMEs, corporate players and start-ups in cross-border expansion processes.



# CORE SERVICES

## VESSEL GLOBAL

- Strategy, Finance & Legal support: Strategy Definition, Financial Advisory & Legal support
- Expansion Implementation: Business Development & Market Entry Implementation
- Investor Attraction: Foreign Direct Investment (FDI), M&A or Joint Venture facilitation
- Meetings & Delegations: Events, PR, Roadshows & Trade Shows
- Trainings: Workshops & Seminars
- Marketing & Advocacy: Representation & Lobbying, Press and B2B Online Marketing Campaigns, Website Development

## IMPACT ZONES

- Sustainability & Impact Advisory: Government Agencies, Special Economic Zones and Companies
- Investor Attraction & Trade Promotion: Special Economic Zones and Government Agencies
- Business Development, PR and Impact Finance: Special Economic Zones, Government Agencies and Companies
- (Digital) Marketing & Branding: Special Economic Zones and Government Agencies
- Trainings: Workshops & Seminars



# CRITICAL SUCCESS FACTORS

**Competences and Experience:** With focus on Private Sector development and Sustainability, our consortium, composed by Impact Zones and Vessel Global, combines a multifaceted range of investment attraction, economic development, sustainability, marketing and sales competences which amount to over 40 years combined. Our symbiotic and complementary profiles cover exactly your requirements.

**Languages:** Our language competences include, within a compact team of four people: English, German, Dutch, French, Italian, Spanish, Czech and Chinese. This is a unique value proposition on the worldwide FDI attraction market.

**Geography:** Our global footprint includes Africa, Asia-Pacific, Middle East, Europe and the Americas.

**Structure:** We are a lean and efficient organization which can dedicate its focus and time to your requirements without juggling multiple projects such as larger FDI attraction consultancies on the market. We consider ourselves an “FDI attraction boutique advisory”.

**Database and intelligence tools:** Our database and web crawler technologies allow us to analyse a wide portfolio of sources.

**Multipliers:** Our established network of worldwide business associations, clusters, entrepreneurs, funds, technology centers, logistics providers, chambers of commerce and multilateral institutions is crucial to spot FDI flows.



# MANAGEMENT TEAM

## PROFILE



**Luigi Mercuri**  
CFO, Head of  
Investment  
Vessel Global

Investment Attraction, Technology Transfer & Market Entry consultant.

Previous experiences working for governmental organizations, economic development agencies and consulting firms in Italy, Belgium, Germany, S.Korea and the USA.

- Active in the field of foreign direct investment (FDI), trade promotion, business consulting and internationalization since 2011. His previous positions include bilateral trade promotion, investment attraction, with a particular focus on Hi-Tech innovation and cross-border R&D cooperation.
- Luigi has worked for German and US investment attraction and corporate expansion consultancies (Conway Advisory and FDI Center), the Italian Agency for Trade and Investment (ITA) in Germany, and the Korean-German Chamber of Commerce in South Korea, during the implementation of the EU-S.Korea Free Trade Agreement.
- Luigi has supported government officials and businesses through trade missions worldwide and tailored internationalization services, while also helping regional and national government agencies to identify and attract foreign direct investment (FDI) across multiple industries.
- Luigi has conducted multiple trainings for investment and trade promotion agencies, industry associations, regional and national institutions.
- He studied at the Alma Mater Studiorum University and the Graduate Studies Program at the Paul H. Nitze School of International Studies, where he specialized in international relations and economy. Luigi also attended the German School in Washington DC.
- He is fluent in English, German, French, Spanish and Italian.



# MANAGEMENT TEAM

## PROFILE



**Archibald Astley-  
Corbett Esq.**  
CEO  
Vessel Global

Investment Attraction, Business Development & Industrial Processes consultant.

Previous experiences working for corporate and consulting players in France, Germany and the Czech Republic.

Archibald was raised on a family estate and possesses detailed knowledge on the agricultural technological trends in Europe.

- Active since 2010 in business development for large companies (Amazon, Bosch, Total) and SMEs across Europe, Archibald has worked in the Czech Republic, the United Kingdom, Germany and France where he supported expanding businesses in gaining market access.
- His previous roles in the manufacturing, logistics and industry sectors represent the backbone of his investment prospection and market entry knowhow.
- Thanks to his overview of the industrial sector, he understands the infrastructure and logistics needs of manufacturing companies which are necessary for any site selection consultancy.
- Furthermore, Archibald has gained experience in organizing roadshows for hi-tech commercial development across Europe and company HQ visits for territorial promotion and investment attraction agencies.
- Archibald studied international law at the University of Paris X.
- He is native English and French speaker and proficient in German and Czech.





# QUALITY ASSURANCE & SUSTAINABILITY

## BRANDING FOR COMPETITIVENESS & SUSTAINABLE GROWTH

Impact Zones and **European Brand Institute (EBI)**, global strategic partners, combine Impact Zones' FDI & SEZ consulting services with European Brand Institute's brand & patent valuation experts and consultancy. This partnership aims to guide companies to maximize value and sustainability, increasing brand and organizational value, driving economic growth. Brands contribute to competitiveness and sustainable growth, achieving the UN Sustainable Development Goals (SDGs). The **European Brand Institute (EBI)** is Europe's leading platform for brand (e)valuation and certification. With 20 years of proven experience in brand & IP valuation, we are serving as certified legal experts.

### **Brands contribute to competitiveness and sustainable growth, achieving the UN Sustainable Development Goals**

European Brand Institute jointly with **UNIDO** created the innovative service "Branding for competitiveness and sustainable growth". It will guide beneficiary companies to maximize value and sustainability, increasing brand efficiency and effectiveness aiming to improve their brand's financial performance and create value for business and jobs for the economy.

### **Global relevance and growing importance of brands – start new era with ISO 20671**

The EBI, jointly with a global team of brand management experts, developed a Certified Brand Seal of Quality that is an international standard for increasing the efficiency of value driven brand management, which is manifested in the new ISO 20671. The Certified Brand Programme based on ISO 20671 "Brand Evaluation" has been developed for the measurement, management and reporting of brands. The seal of approval demonstrates the quality standard of the brand and creates the basis for ongoing improvements, process optimization and future-proofing of the company.



<https://www.europeanbrandinstitute.com/unido-partnership/>

**IT IS NOT THE  
STRONGEST OF THE  
SPECIES THAT SURVIVES  
BUT THE MOST  
ADAPTABLE**

Charles Darwin



**THANK YOU!**