

GlobalArenaRank – FACT SHEET

Site selection and investor acquisition

In today's global business environment, intermediary promotion agencies continuously have to compete with other locations to attract foreign direct investment. The macro-economic policies set by your country or region influence a company's allocation and relocation decisions.

In the context mentioned above, it becomes very important how you:

- highlight your unique advantages in relation to your main competitors.
- determine your location's optimal competitive position from any unique company point of view.
- determine your location's competitive profile by optimizing any set of decision criteria that is provided by a company searching for the best location for its resource allocation.

Why GlobalArenaRank is your solution

Your optimal competitive profile creates a unique insight and valuable prospectus that your agency can use in order to attract potential investors. In order to accomplish this, GlobalArenaRank - the scientific algorithm and related software technology driving our "business location Marketplace" Global-Arena.com – helps you to determine the most optimal promotion profile based on authoritative and comprehensive data.

What are typical challenges with location decision making?

Challenges	Answers
Overload of information, data and data sources hampers decision-making and location promotion	Scientifically proven data reduction methodology facilitates decision-making and location promotion
Location strategies based on intuitive behaviour and perception of reality	Only objective data and facts at the basis of the location-promotion process
Unstructured, inconsistent and fragmented data, missing elements and unreliable data sources	Collection and processing of authoritative, reliable and comparable information from highly rated data sources
Lack of strategic information concerning trends and forecasting hampers the location promotion process	Carefully selected data and analysis techniques increase robustness and predictability

GlobalArenaRank is delivered to you by our professionals. They take care of your access to:

1. An extensive database from authoritative and comprehensive data sources
2. Their scientific experience in decision making modelling and data management
3. Access to data sources, survey methods, capacity and capability, academic support
4. Options to license key software technologies from Global Arena

Straight answers for complicated challenges – faster, cheaper, better

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How we work with you

1. Together with your team, we determine which decision criteria we need to take into consideration for your agency's specific location promotion purposes.
2. We collect all data that is relevant for your location promotion process. These consist of a large amount of variables, that will be carefully selected. Then, we model your location promotion parameters.
3. Relevant information will be extracted by GlobalArenaRank for your location promotion profile from highly reliable data sources.
4. GlobalArenaRank transforms the original datasets into a reduced set of decision criteria for scenario and what-if analysis.
5. Finally, GlobalArenaRank computes a ranking for each of the decision criteria. A consolidated ranking will be the objective foundation for your optimal location's promotion strategy.

The results for your promotion agency

- GlobalArenaRank will determine the optimal competitive profile for your location, city, region or country.
- GlobalArenaRank allows you to compare and rank your location against several other countries, regions, and cities and determine your unique advantages.
- The optimal setup of decision criteria that best meet investor's requirements will be identified with GlobalArenaRank.

How your promotion agency benefits from using GlobalArenaRank analysis

- Global Arena delivers a comprehensive promotion prospectus specifically tailored at acquiring investors for your country, region, city or location.
- A wide variety of customizable requirements will be taken into consideration to determine your optimal promotion strategy.
- Your unique promotion strategy can be determined, based on the decision criteria that are of utmost importance for most businesses.

Getting started and terms and conditions

1. Contact Global Arena to discuss your ranking case
2. We determine your full scope typically in two weeks
3. First results from modelling and implementation typically within one month
4. Use your GlobalArenaRank report for the acquisition of relevant investors and your strategic requirements

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