



PATHS TO PROSPERITY
Provincial Summit

JUNE 10-13, 2024
SASKATOON INN

**INVESTMENT
ATTRACTION
WORKSHOP**
JUNE 10 & 11

ABOUT THIS WORKSHOP

Facilitated by FDI Research, this one and a half day workshop will cover investment attraction learning modules that will assist participants to:

Become “investment ready” by learning the most effective way to **remove roadblocks** to investment, increase competitive advantages and support the investor attraction pipeline.

Identify opportunities with a focus on efficiency tools, understanding local/regional assets, identifying “the right” target sectors and other methods used by economic development professionals to identify projects.

Discover how to generate and nurture leads effectively via paid and unpaid business intelligence gathering and market research sources. **Understand** which companies could be prioritized as determined by: companies’ growth indicators; their fit with the identified assets and opportunities; and likelihood to accept an initial investor meeting.

Expand comfort level in working with Investors by discovering how to conduct investor meetings and support the full spectrum of engagement and aftercare.

RESEARCH FDI

Research FDI is an economic development consulting firm that provides high-quality, customized strategy and research plans as well as investment attraction programs, for economic development organizations and regional and investment promotion agencies around the world.



WORKSHOP FACILITATOR

ROBERT CREAMER
Executive Vice-President,
Business Intelligence

Rob has been with ResearchFDI since 2015 and is currently Executive Vice-President, Business Intelligence. Rob has become a market research expert in his role and supplies our team with the most promising business prospects across a wide variety of industries. He is also responsible for delivering training seminars and the creation of in-depth reports for clients on a range of topics, including but not limited to regional and international benchmarking studies, industry analyses, deep dives into company growth potential, analyses of FDI trends, supply chain studies, and SWOT analyses.

Rob plays a key role in business planning activities for the company, including capacity planning, KPI reporting and internal resource allocation to ensure optimal performance at ResearchFDI. Finally, Rob is responsible for the management of the company's business intelligence platform FDI365, which provides human curated and predictive intelligence on growing companies to its loyal client base.

Rob has also been extensively involved in the development of business intelligence resources and company targeting strategies on countless investment attraction missions, working with a range of esteemed clients including the South Carolina Department of Commerce, the Saxony Region in Germany, AICEP Portugal Global, the West Midlands Growth Company, Investissement Quebec, Invest Liverpool, the Columbus Region, and Toronto Global, among many others. Rob has a Master of Arts in Political Science from the esteemed McGill University and a professional background that includes policy analysis with international think tanks, service development in the charitable sector, teaching, and marketing. Currently based at the company's headquarters in Montreal, Rob is a native of the United Kingdom and has lived and worked in Canada, Sweden, and Ghana.