



STRATEGY & INTELLIGENCE IN FOREIGN DIRECT INVESTMENT

We are a private and independent company specialized in advising on **foreign investments**.

We offer professional, personalized and confidential services to public, national and international institutions, helping them **define and develop their investment promotion strategy** and to better understand **international investment trends**.

WE OFFER ADVICE ON ATTRACTING INVESTMENT

Defining, positioning and promoting the **value proposition of a territory** is a complex process. Likewise, **the selection of a location** for a company is a highly imperfect and subjective task.

At **Sifdi** we help national, regional and local Economic Development Institutions and Investment Promotion Agencies **attract and retain** a greater number and volume of investments.

- ▶ **Strategic advice** for designing investment promotion and attraction initiatives.
- ▶ **Design** of online communication strategies and their execution.
- ▶ **Improvement** of the management, communication, marketing and HR strategies of Investment Promotion Agencies.
- ▶ **Configuration** and implementation of aftercare and investment retention programs.
- ▶ **Business intelligence**: analysis of trends and markets, geographic patterns, sectors and target companies.
- ▶ **Training**, personalized support programs and development of internal know-how.
- ▶ **Development** of sales pitches and value propositions (general / sectoral) for a given territory.
- ▶ **Tools** and systems for managing investment projects.
- ▶ **Generation** of leads with high added value.
- ▶ **Performance evaluation**, internal and external benchmarking against international best practices.

OUR PARTNERS

Sifdi's partners include two companies with extensive experience in business and international trade, **CFI and Iberglobal**, both these companies are leaders in their respective fields in Spain and in Spanish-speaking markets.

MANAGEMENT TEAM

We have a highly specialized team in attracting investments, both in the public and private realms.



Marian Scheifler
CEO Americas



Andrés García
CEO Europe



Javier del Río
Strategic Alliances



Enrique Fanjul
Asia Director



WE PROVIDE EXPERIENCE TO UNDERSTAND THE GLOBAL OUTLOOK OF INTERNATIONAL INVESTMENT. WE HELP DEFINE AND IMPLEMENT INVESTMENT ATTRACTION STRATEGIES

EXPERIENCE IN MORE THAN 10 COUNTRIES IN LATIN AMERICA



and in more than a dozen territories in Spain and Portugal



Network

Thanks to our network of international partners, we can provide our services in countries such as the UK, France, Germany, the Netherlands, the USA, Canada, Turkey, India or Brazil.



FDI Observatory

We develop and maintain observatories and dashboards for monitoring the main foreign investment variables in a given territory. (+)



Newsletter

We prepare monthly compilations of news, reports and relevant events related to foreign investment in Spain and in the world. (+)

OUR PUBLICATIONS

“ The contribution of foreign multinationals to Spanish economy and society **Read more >**

“ Positive factors for foreign investment in Spain **Read more >**

“ Foreign investment in figures **Read more >**

“ Spain Digital Nation **Read more >**

You can see the full list of publications [here](#).