



Networking the World For Executives

This innovation has already created an independent marketplace for direct investment project services.

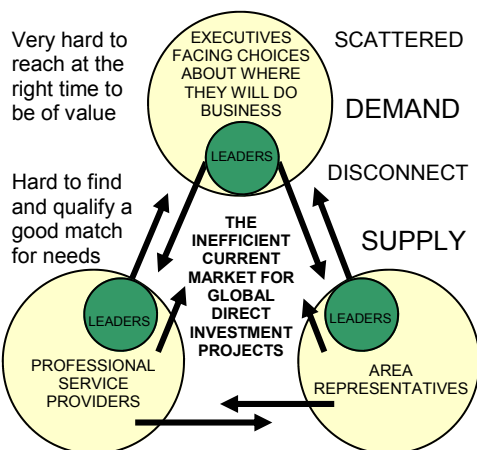
Consider a retail store. Even though they fight it out for market share, it is more efficient for Coke and Pepsi to go to market through an independent retailer than to have their truck drivers knocking on doors trying to sell cases.

That is analogous to the marketing work of many economic development professionals and specialized service providers. They knock on the same "target" doors, whether or not their services are relevant at the time to the executive's interests. Where can the executive go when help is needed?

GDI Solutions was created to make it easier, as in this retail analogy, for executives with diverse needs to more efficiently find business locations and services which fit their own objectives.



Pulling three networks of professionals together to support faster and better flows of direct investment for the shared benefit of all participants as a more efficient marketplace for investments.



Our independent work is free because we are supported by many leading service providers who can deliver valuable services to more executives than they might reach by their own efforts. We don't act as a sales representative to exclusively "push" their services or locations. GDI Solutions functions as a shared service for professional relationship development work and knowledge management to introduce executives efficiently to services as they are needed, rather than pushing services at executives which are not needed.

It has been difficult and costly for professional service providers to find who needs their capabilities at the right time for mutual benefit. That is analogous to trying to sell a very specialized product door to door, instead of through a very convenient specialty store. No matter how well one picks the doors to knock on, and masters the sales pitch for entering any door which opens, that is still an ineffective process for both sides.

Similarly, economic development professionals invest an enormous amount of time and resources trying to find and reach top executives who may someday invest in their areas. No matter how well one performs that work, it is still a "push" rather than "on demand" process in a market where many of the potential investors are very hard to identify.

Like a concierge, we can deliver high value to participants by consolidating and professionally sharing market knowledge and contacts worldwide.

This is analogous to a specialty retailer who serves many suppliers by serving many customers well, thereby profiting as a more efficient distribution channel for suppliers and as a valuable service for the buyers.

Grow anywhere. Faster. Easier.

Imagine the challenge of finding major potential investors for Korea at a time when executives are focused on the low-cost market in China next door.

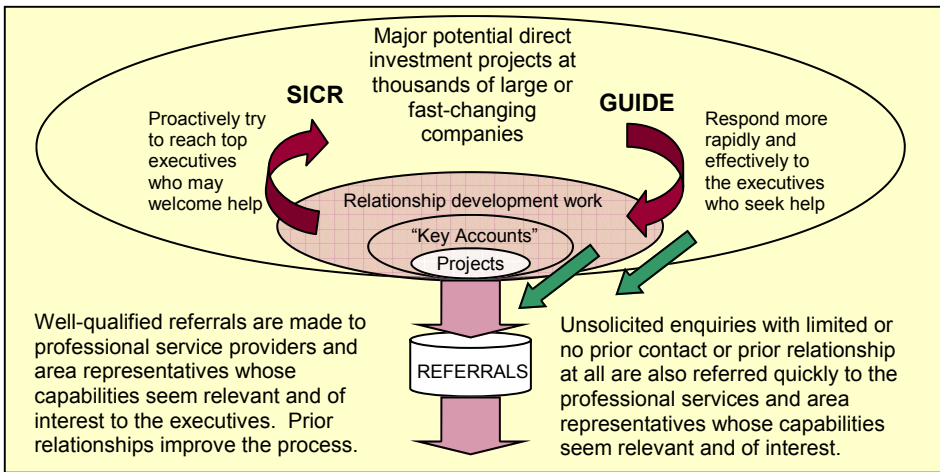
That is what we are doing through our SICR service for Invest Korea. We aren't pushing Korea - we are finding executives with investment interests in the Asia Pacific region and making it very easy for them to consider the potential value of expansion in Korea.

As another example, investment in Mexico can be challenging. State and local economic development services may not be as sophisticated, and misperceptions remain about the risks and value of investment in Mexico relative to other low-cost locations. We have developed relationships with three of the top corporate real estate networks and other services with extensive experience helping major investors to do business in Mexico.

The recent enlargement of the European Union has added ten more countries which are eager to attract foreign investment. There are major differences between these markets. We have made it easy to find timely information about them, and have working relationships with some of the top location consultants in Europe to help investors plan projects there.

We recently helped an executive to plan a large pan-European call center project, introducing contacts with the capability to cut months of work off of their planning process. We similarly helped another to plan consolidation of pan-European logistics operations.

These are just a few examples of how this innovative service quickly and easily introduces relevant contacts to executives according to their needs.



These illustrations from our website show how our GUIDE and SICR work helps investors and service providers.

GUIDE services develop relationships among leading service providers and area representatives to share timely knowledge of their capabilities. We can highlight what differentiates them. This is like organizing suppliers for "on demand" or rapid response to needs.

SICR is our process to independently develop working relationships among executives, learn what they need, and introduce relevant resources quickly.

A variety of GUIDE services, as elaborated on our website, highlight useful information sources with links and contacts for areas and service providers worldwide. Examples include the lists of location and incentives consultants, corporate real estate firms, and area representatives with website links to thousands of resources.

There are many research tools, but the key point is that like a global concierge service, GDI Solutions applies such market knowledge for the benefit of executives through personal service, rather than as a "do it yourself" website. The website just demonstrates our capability to be of service as it openly shares considerable market knowledge.

Executives can also share knowledge ("lessons learned") to invest faster and better with higher confidence in their location decisions. GDI Solutions is already serving the next cycle of direct investment.

International Technology Partnering

Returning to the retail analogy, our "store" has a new department for 2004 and beyond which was already proven through work in 2003 and prior years by the leader of our own recent expansion into Europe.

While serving as the Director of Marketing for economic development in County Durham, England for the last 15 years, Phil Eadon created and implemented several innovative services for business retention and expansion as well as successful investment promotion initiatives.

One of these is InterTech, which arranges personal introductory meetings among technology executives who are responsible for R&D programs and research collaboration, new product development and commercialization, joint ventures, alliances, and related services such as public and private sector technology transfer or venture capital.

The InterTech 2003 event attracted 400 participants, involved nearly 1000 pre-arranged meetings, and resulted in more than 40 commercial agreements among the participants. We work together now.



**INTERTECH
2004**
The International business
partnering event for technology
related enterprises



**INTERTECH
GLOBAL ALLIANCE**

