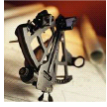




JSW Consulting GmbH

Is a top management consulting firm with headquarters in Berlin, Germany and activities in Germany, France, Poland, Ukraine and the US.



Site Development and Attracting of Investors to a Large Industrial Site

The client manages the infrastructure of a very large industrial site and is responsible for attracting industrial investors to that site. After the German unification, a significant part of the industrial site (about 300 ha) were made available to new industrial investments.

JSW supported the client to structure its development activities and to shape its local development agency. JSW also supported the client in developing the strategy for attracting new investors world wide.

Today, JSW supports the implementation of the strategy by determining target industries and by developing a clear and focused project portfolio. During the last years, JSW has supported the client in developing a continuous project pipeline, so that investment projects today are in all development stages from first contact to the construction of production facilities.

JSW also helps in building the internal skills of the client's development agency team through personal coaching and through the joint development of marketing materials targeted to international investors. Project work is conducted in a joint team with the client.

In addition, JSW supports on behalf of the client interested international investors in their site evaluation and decision processes as well as in their governmental contacts and application processes for investment incentives on a national and European level (Multisectoral framework / EFRE). Supported and acquired investment projects range from 20 million Euros by SME type businesses to investments of > 300 million Euros by multi-national companies.

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