

Использование инструментов
информационной политики в привлечении
прямых иностранных инвестиций:
практические
аспекты

20/21 октября 2008 г.

КОМАРОВ АРКАДИЙ ВЯЧЕСЛАВОВИЧ

WORLD BUSINESS MEDIA

**Частный бизнес использует
зарубежные СМИ.**

**Россия и ее регионы
молчат!**

**Как продвигать себя
за рубежом?**

Правильно!

Избавиться от иллюзий

- «Имидж — ничто...»
- «Нас все знают»
- «Руководство поедет и встретится с кем нужно...»

Примеры бюджетов стран / городов на международных ТВ каналах в 2007

QATAR	\$ 5 478 505
DUBAI CITY COUNCIL	\$ 1 561 614
KAZAKHSTAN DEVELOPMENT	\$ 1 322 450
SOUTH AFRICA DEVELOPMENT	\$ 889 546
SUBIU DEVELOPMENT	\$ 818 625
EGYPT DEVELOPMENT	\$ 745 765
KOREA DEVELOPMENT	\$ 425 400
POLAND DEVELOPMENT	\$ 366 280
NIGERIA DEVELOPMENT	\$ 355 900
GABON DEVELOPMENT	\$ 340 500

Примечание:

Расходы НЕ включают в себя локальное ТВ, прессу и интернет.

Не торопиться!

1. Определение задач кампании – 1 - 2 недели
2. Разработка годовой кампании включающей ТВ, прессу и интернет – 2 – 4 недели
3. Разработка разовой кампании включающей ТВ, прессу и интернет – 1 неделя
4. Разработка рекламы: роликов, макетов – 1 – 3 мес.

Выбор СМИ

- Соответствие вашей целевой аудитории читательской аудитории СМИ.
- Низкая стоимость контакта с аудиторией
- Соответствие бюджета стоимости размещения (надо учитывать все расходы за период - календарный год)
- Выбор правильного инструментария

Место встречи с инвестором...

Издания	Распространение	Тираж	Стоимость полноцветной страницы	CPM (стоимость тысячи контактов)
Global Finance	Весь мир, преимущественно Америка,	50 050	\$32 000	\$639
Euromoney	Весь мир, преимущественно Европа,	27 937	\$42 393	\$1 517
The Financial Times (европейский выпуск)	Европа	255 256	\$148 000	\$32 378

Один показ ролика во время круглого стола Squawk Box может быть
уведен в 250 млн. домохозяйств



Действительно глобальная аудитория

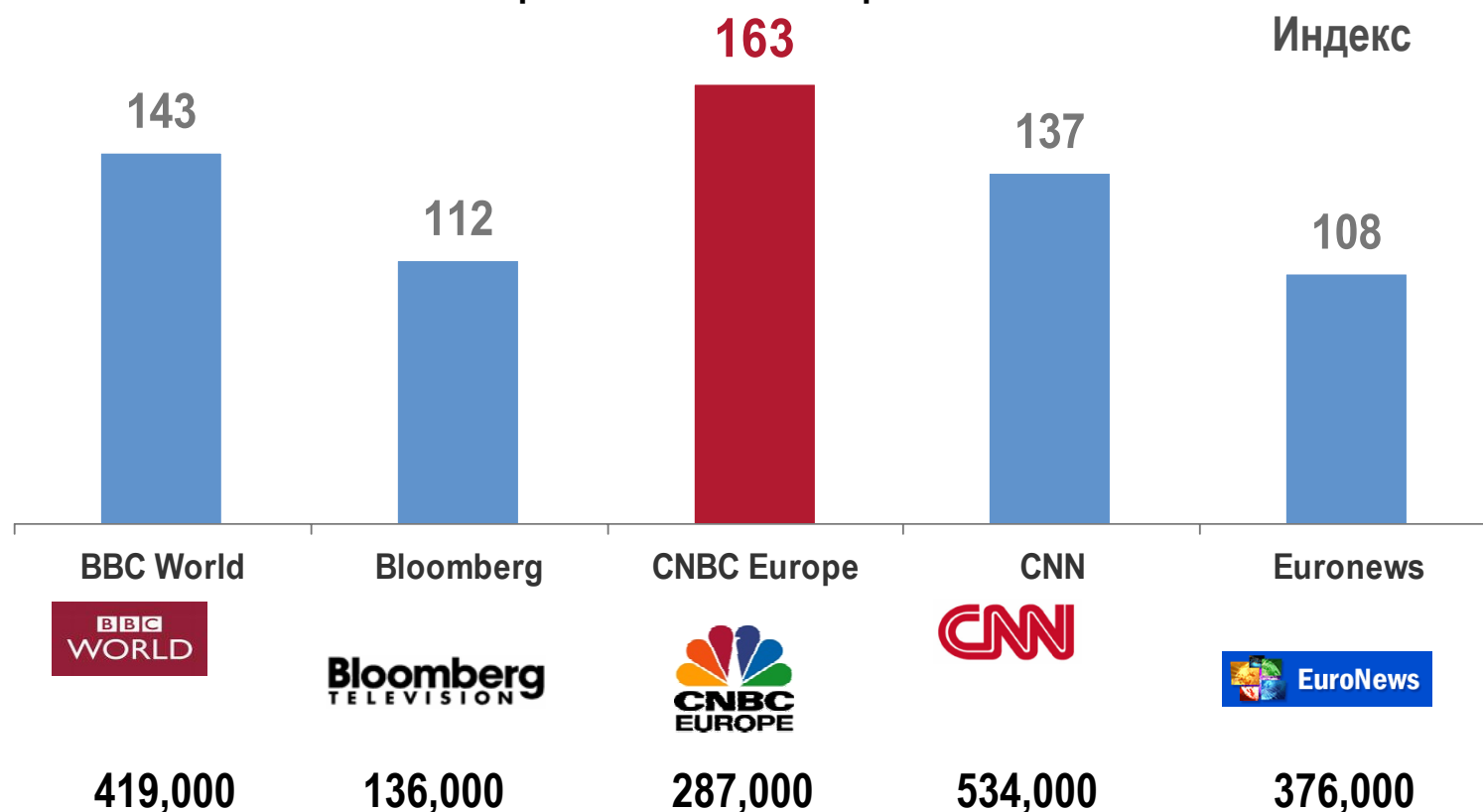


Source: EMS Summer 2007 Weekly Viewers, PAX 2007 Q1 Weekly Viewers, Mendelsohn 2007 Weekly Viewers, Nielson 2007 Weekly Viewers

Промышленная аудитория Европы



Телезрители, работающие в нефтяной, химической и фармацевтической промышленности Европы



Источник: EMS 2007 (monthly viewers)

И правильный инструмент

- «Круглый стол» посвященный Турции с привлечением мировых финансовых топ-менеджеров и главы Центрального банка Турции.



- Пример представления региона в формате «карты-вкладки»

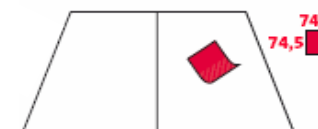
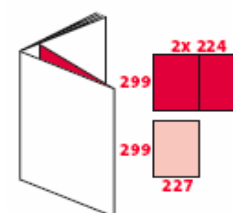
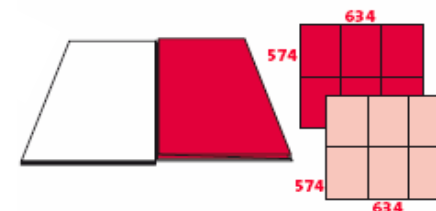
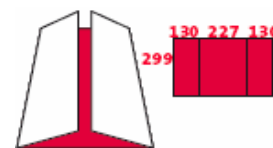
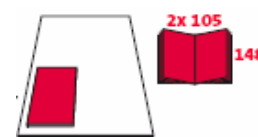


Пресса: примеры форматов

Традиционные форматы:

- Рекламный макет
- Статья
- Обзор
- Круглый стол
- Приложение
- Вкладка
- ...

Нестандартные рекламные форматы:



Пример – бизнес и туризм



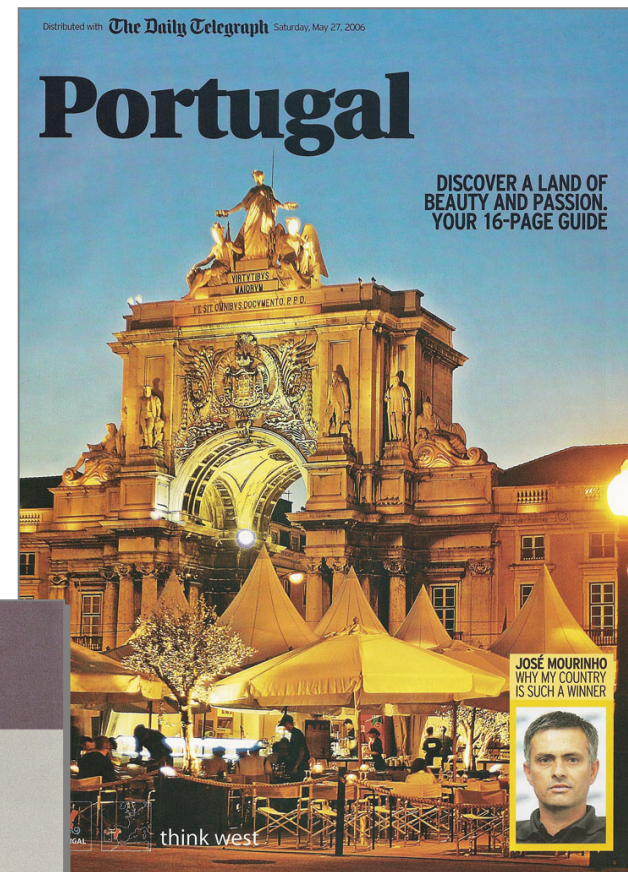
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- Испания
- Португалия
- Китай



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Portugal

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JOSÉ MOURINHO
WHY MY COUNTRY IS SUCH A WINNER

think west



TEDA

www.investteda.org

In China, Tianjin Economic-technological Development Area (TEDA) is the only place where the twin investment objectives of low risk and high return may be located and implemented safely. More than 4,000 companies, including global famous enterprises of machinery industry, such as SEW, John Deere, Metso, Kennametal and Toyota have already profited from TEDA's world-class infrastructure, its favourable regulatory regime and its close proximity to Beijing. Isn't it time your company did too?

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Примеры макетов

Wherever in the world you compete, Michigan can give you the upper hand.

96
IN A SERIES OF THOUSANDS

When it comes to advanced energy storage products, Michigan is quite a power plant.



Cobasys is charging ahead with their advanced energy storage solutions. They've developed battery systems that enable hybrid electric vehicles around the world. Their advanced stationary backup systems provide homeland security for mission-critical public and commercial applications. And one state provides the power to charge this company's success: Michigan.

President and CEO Tom Neslage will tell you that the Michigan Economic Development Corporation has been there every step of the way. From finding the right headquarters location to expediting our rapid growth, the MEDC assures Cobasys gets the competitive advantage with Michigan resources, support and financial incentives.

Thanks to the MEDC, businesses that come to Michigan succeed. And yours is no exception. Here, you could have access to the \$2 billion 21st Century Jobs Fund. PLUS, Michigan is home to an experienced, tech-savvy workforce and world-renowned research universities. In fact, we're ranked #2 among all states for patents awarded to public universities.

So, if your business could use a charge, plug in to Michigan. Because wherever in the world you compete, Michigan can give you the upper hand. Let the Michigan Economic Development Corporation show you how. Call 800 878 7722 or click on michigan.org/biz.



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ECONOMIC DEVELOPMENT CORPORATION
THE UPPER HAND
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- Штат Мичиган (США)
- Македония
- привлечение инвестиций

INVEST IN MACEDONIA

New Business Heaven in Europe

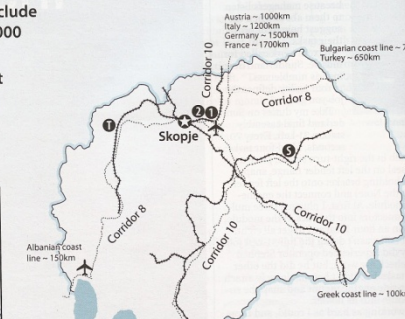
4th REFORMER IN THE WORLD
World Bank's Doing Business 2008 Report

Investment Incentives in the FEZs and Technology Parks

- No corporate tax for 10 years, 10% thereafter
- 5% personal income tax for 5 years, 10% thereafter
- No VAT and customs duties for export production
- Free connection to piped natural gas, electricity, water and sewage
- Immediate access to main international airport, railroad and vital road corridors
- Special incentives for leading multinational companies to include training costs and up to €500,000 towards building costs
- Land lease for up to 75 years at attractive concessionary rates
- Benefit package for eligible investors will be approved within 10 business days

Advantages For Investing Outside FEZs and Technology Parks

- 10% corporate tax*
- 10% personal income tax*
- 0% tax on reinvested profit
- Free access to large market - 650** million customers
- Abundant and competitive labour with €370/month average gross salary
- Fast company registration - 4 hours
- Macroeconomic stability - average yearly inflation below 2% over the last 5 years
- Excellent infrastructure
- EU & NATO candidate country



FREE ECONOMY ZONES - FEZ

1 TIDZ - Skopje 1	Skopje - TIDZ Skopje 1 - 10km
2 TIDZ - Skopje 2	Skopje - TIDZ Skopje 2 - 10km
3 TIDZ - Tetovo	Skopje - TIDZ Tetovo - 35km
4 TIDZ - Strp	Skopje - TIDZ Strp - 75km

*As of 2008, 12% in 2007. **Free Trade Agreements with 27 EU and 13 other European countries.

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Пример привлечения инвестиций в автомобильную отрасль

- Штат Кентуки (США)
- Штат Джорджия (США)

"When your company slogan is **moving forward**, you want to be in a state that is doing just that."

We built our Georgetown, Kentucky, assembly plant 17 years ago and it's been one of the smartest decisions we've ever made. The Georgetown plant has been recognized four times by J.D. Power and Associates as the best-quality automotive plant in America. That speaks volumes about the hard-working, can-do attitude of Kentuckians. Their efforts have made the Toyota Camry the best-selling car in America for seven of the last eight years. The state's central location can't be beat either. It makes coast-to-coast shipping more economical, and it puts us close to our suppliers. It's one of the reasons we chose

Kentucky's new tax modernization plan eliminates the license tax and the intangibles tax, lowers the corporate income tax, and creates financial incentives for manufacturers like us that make environmentally friendly products.

Kentucky for both our North American manufacturing headquarters and our North American parts center. Now, the tax structure is making Kentucky even more attractive to us. A new tax modernization law eliminates some taxes and lowers others. It also provides financial incentives to manufacturers that make environmentally friendly products. So it was easy for Toyota to choose Kentucky to produce the first gasoline-electric hybrid Camrys. Time and time again, Kentucky has proven that it has enough under the hood to keep up with us.

Jim Wiseman, VP for Corporate Affairs
Toyota Motor Manufacturing North America

Kentucky
UNBROKEN SPIRIT
Cabinet for Economic Development

For more information about locating or expanding your business in Kentucky, call 1-800-626-2930 or visit ThinkKentucky.com.



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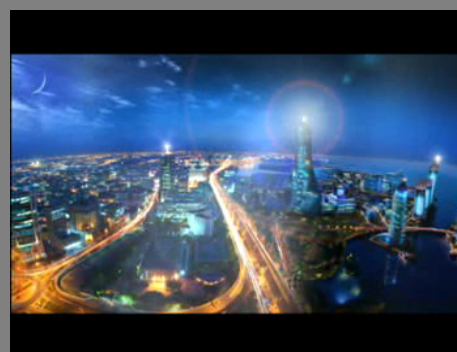
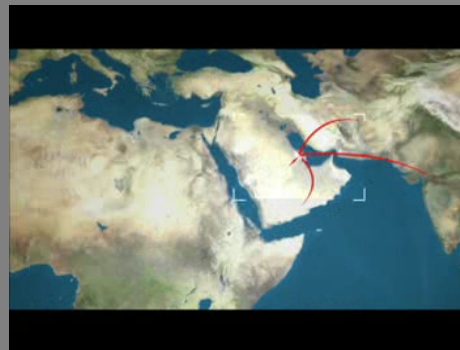
Welcome KIA Motors.

They searched the United States for the ideal place to build their first U.S. manufacturing facility. And we're proud to say that KIA Motors chose Georgia. They not only found the logistics and skilled workforce they needed, but they also found a partner willing to do whatever it takes to help grow excellent companies. Contact the Georgia Department of Economic Development at 404.962.4006. Visit GeorgiaandKIA.com. Put your dreams in motion.

Бахрейн

Сюжет:

Демонстрация достижений страны в различных областях бизнеса. Приглашение инвестировать в самую перспективную и динамичную экономику.



Рекомендация...

Пресса:

- Качественная (общественно-политическая и общеделовая) пресса – обзоры, статьи о бизнесе в регионе

бюджет от \$30 000 за страницу.

- Специальные региональные приложения к качественной прессе

бюджет от \$200 000 за приложение

- Реклама в отраслевой прессе
- бюджет \$5 000 - \$15 000 за публикацию

ТВ:

международные ТВ-каналы
бюджет от \$60 000.

Он-лайн:

- Он-лайн версии влиятельных СМИ
- Спонсорство разделов о России в тематических сайтах
- Создание собственного он-лайн ресурса

События/спонсорство:

Конференции, семинары
бюджет \$20 000 - \$100 000 за публикацию.

Спасибо за внимание!

<http://www.worldbusinessmedia.ru>