

An aerial photograph of a city skyline at sunset. The sky is filled with vibrant orange, yellow, and blue clouds. In the foreground, a large, dark, geometric shape, resembling a stylized 'X' or a series of overlapping diamonds, is superimposed over the image. The city below is illuminated with lights, and a body of water is visible on the right side.

GOVERNMENTS AND INWARD INVESTMENT

Credentials



Strategic Communications

Why we are different

1 Our integrated offering

We are attuned to the idiosyncrasies of all stakeholder groups, so you get strategic advice which accounts for everyone who matters to you, not piecemeal thoughts from individual groups of advisers

Corporate Reputation

Capital Markets

Digital Strategy and Research

Public Affairs

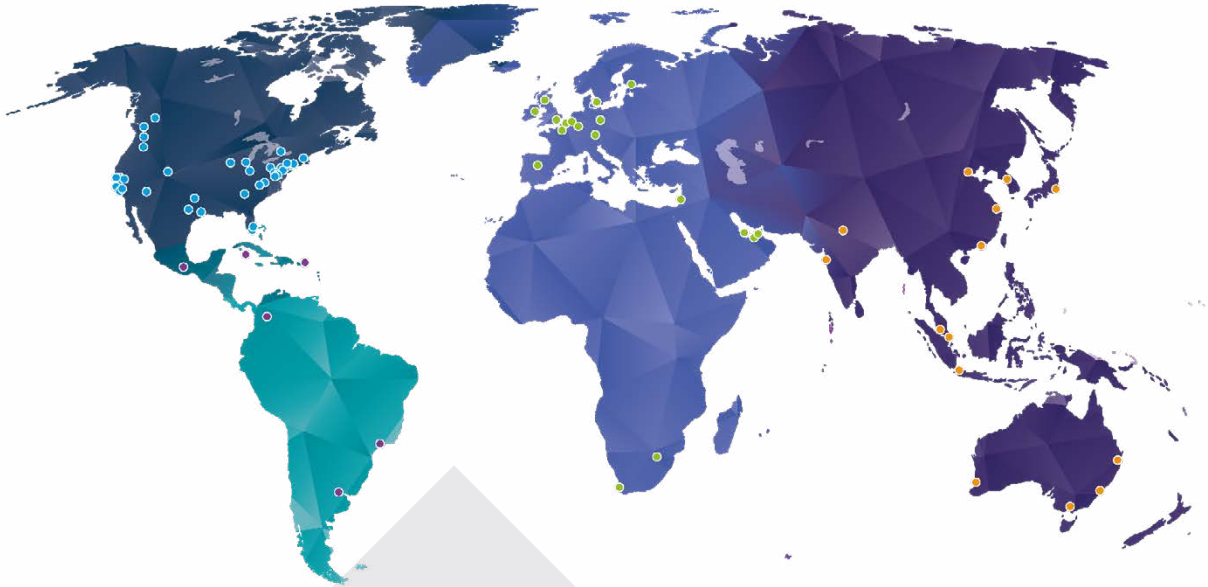
People & Transformation

Crisis Communications

2 Our global reach

We will support you wherever your expansion plans take you or wherever issues arise across your global business. Our network of FTI owned and affiliate offices brings capabilities in every corner of the world

700 people in 25 countries



3 Our sector specialisms

We have expert sector teams around the world. This means a closer connection to the issues that matter and closer relationships with the key influencers in your sector



Tech, media
and telecoms



Industrials



Financial
services



Energy and
natural
resources



Consumer
industries



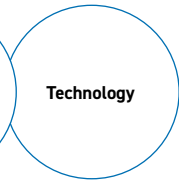
Life sciences



Real estate

4 Beyond communications

Uniquely, our communications business sits as a segment of a larger global consulting firm with more than 5,500 people globally. We have the ability to call on colleagues in our digital science, cyber security, technology and economic teams to support campaign development and issues management



Focus on Inward Investment

Well qualified & unique expertise in Inward Investment

FTI has long-standing experience acting for Governments and the private sector in the area of inward investment.

We have worked extensively with government departments and public sector organisations, at a domestic and international level and are familiar with the political sensitivities that sometimes stem from media and stakeholder engagement.

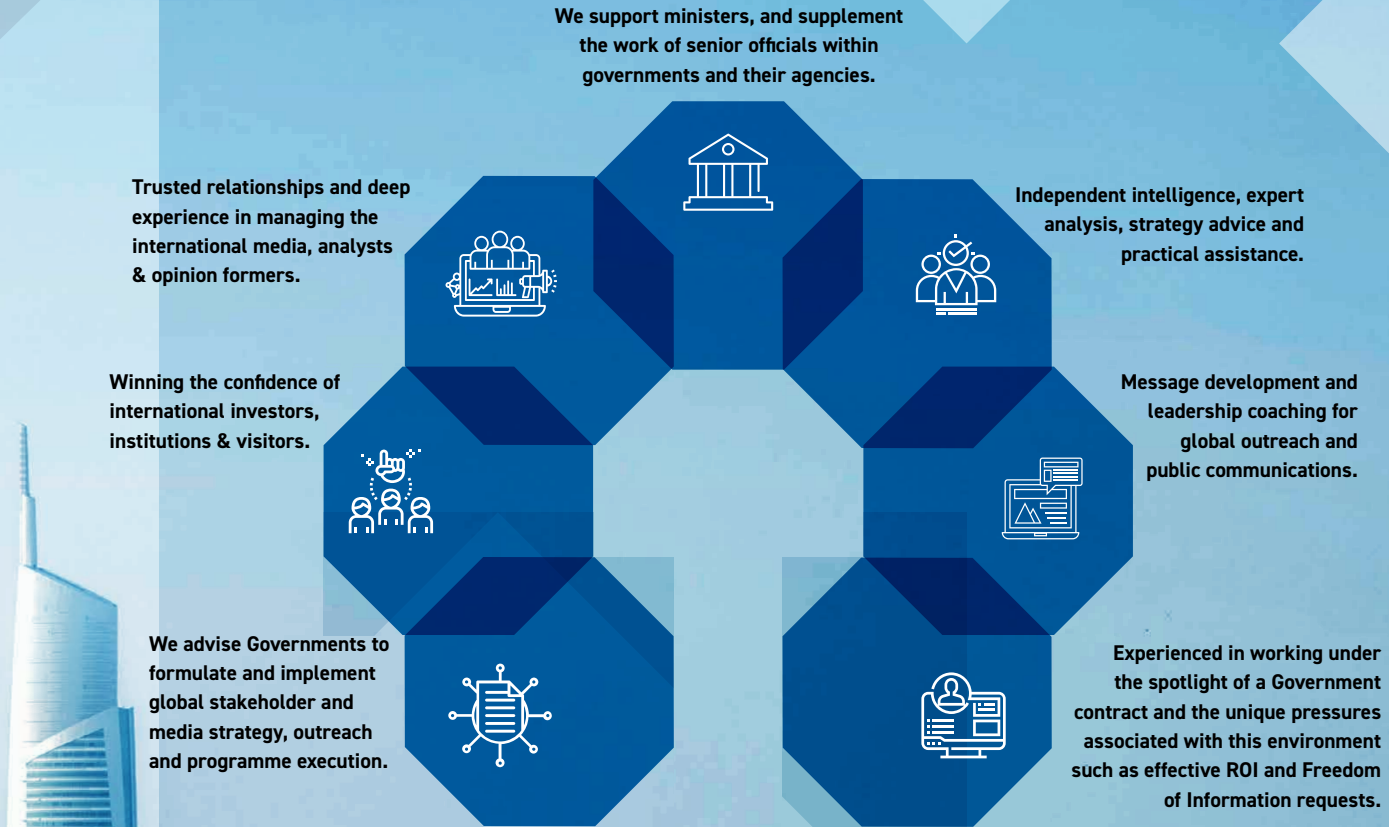
We have considerable experience supporting inward investment, regeneration and job creation schemes and in promoting the merits of particular cities, states, regions and countries.

We specialise in developing integrated campaigns designed to target key stakeholders, and which are tailored to produce a tangible and measurable response.

We have very strong contacts with influential journalists, investment bankers, analysts, and opinion leaders. This is due to the quality of our client list and our frequent involvement in many of the biggest business issues of the day.

FTI professionals are also regular speakers at GDP Global's Complete Investment Promotion Programme <http://gdpglobal.com/training/>

Working with international Governments & agencies



Struggling to stand out from the crowd

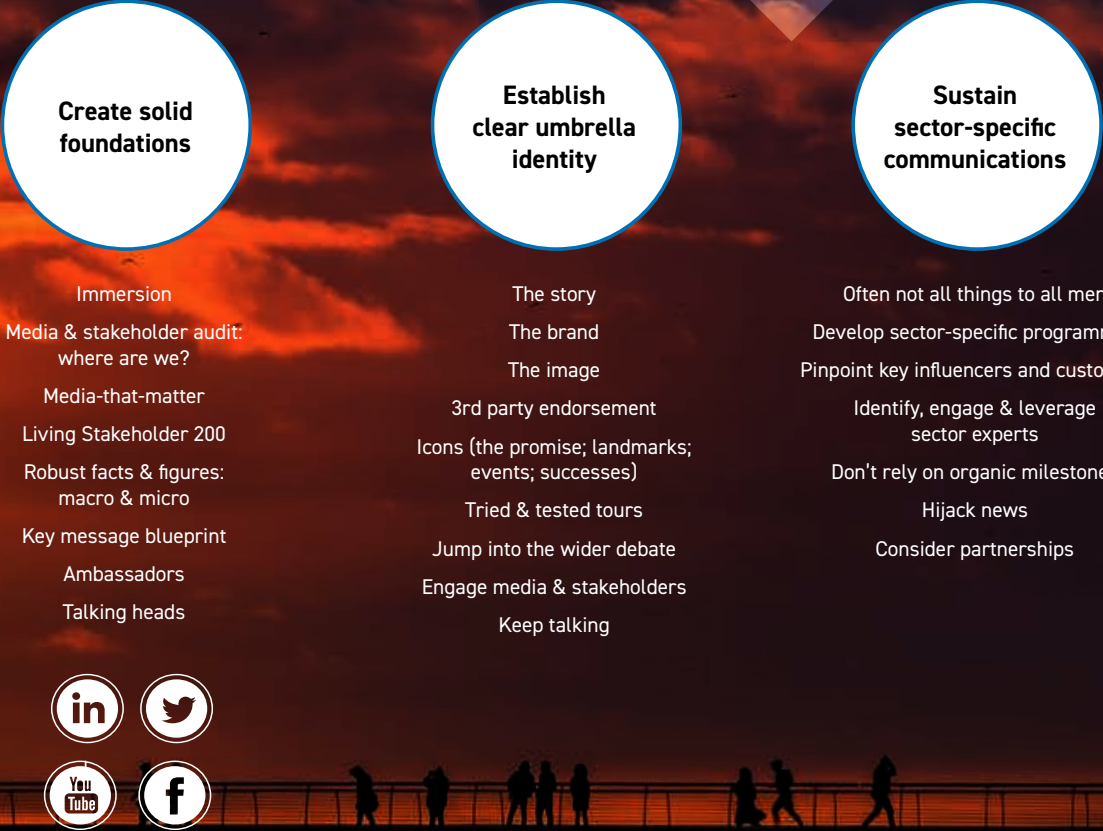
The biggest challenge for investment promotion:
Standing out from the crowd

“Capital, labor, information and knowledge
are all in plentiful supply... what’s in short
supply is human attention.”

“Understanding and managing attention is
now the single most important determinant
of business success.”

The Attention Economy, Thomas Davenport
and John Beck

Creating the right approach



Fine-tuning your approach to increase efficacy

In a survey of opinion formers amongst international investors, FTI identifies the following communications channels as the most important.



Third party endorsement

Personal engagement

RAISE AWARENESS AND CREATE AND SUSTAIN MINDSHARE

Sector focus: Financial services

Specific areas aligned with the IFC



Cross-practice team of over 50 professionals focused exclusively on the financial services industry, operating at the intersection of the policy and regulatory environment

The team provides counsel based on in-depth industry knowledge and expertise in every area of the financial services sector

Unique financial services and capital markets specialist competency aligned with the priority strategic areas of the IFC

High volume of transaction activity = exceptional leverage with the media and understanding of what makes a leading capital market. 'In the flow' of media moves and themes

First-hand knowledge of banking, insurance, investment management and specialty finance, including green and Islamic finance

Unrivalled experience advising major financial institutions and working with cross-border, in-house communications structures & deal teams

Track record

We work with government agencies and ministries, arms-length public bodies and business organisations of all kinds to promote clusters, cities, regions and countries as prime locations for investment.

Our London hub has more than 200 communications professionals with deep experience in three interconnected spheres:



Supported
Governments
& IPAs across
5 continents

15+ *Advisors*
to Sovereign
Investment Funds



supporting
South Africa Tourism

10+ *Flagship*
City *Regeneration*
projects

Senior
counsel &
practical support through
times of national
transformation

new IFC
in Dubai

Biographies



Christopher Clark
Senior Managing Director

Christopher joined FTI Consulting in 2000 and, although based in London, has spent his career at FTI advising international companies and investment organisations, including two years working in New York. He specialises in protecting and building the reputation of global organisations and brands.

Throughout his career, Mr Clark has developed and led international programmes which have included all aspects of reputation management including: Government leader/ CEO counsel; thought leadership; issues commentary; media relations; stakeholder/ government engagement; digital activation and crisis management. He has advised a variety of organisations across different sectors, often companies aiming to penetrate new international markets including: AON; Airbus; Bombardier; Cable & Wireless; Delta Air Lines; Jaguar Land Rover; McLaren; Nomura; Taj Hotels and the Tata group.

Of particular relevance is his work advising international jurisdictions on inward investment where Mr Clark has advised a variety of governments and agencies including: Government of the British Virgin Islands; Cyprus Investment Promotion Agency; Invest in Turkey; Scottish Development International & Singapore Economic Development Board FedEx; Scottish Enterprise and the Tata group.



Kate Moffat
Managing Director

Kate Moffat has more than 12 years' experience across corporate communications, stakeholder and media relations across the professional services, energy and built environment, and consumer goods sectors. A specialist in reputation management, she has advised FTSE companies, global law and accountancy firms, NGOs and government bodies on a range of complex briefs. These have included thought leadership and brand development programmes, digital outreach strategies and reputation management.

Prior to joining FTI, she led the UK reputation management practice of an international PR consultancy working with international corporates, law and accountancy firms on crisis response and turnaround. She has advised international organisations including Carillion plc and John Lewis, as well as FDI organisations Scottish Development International and BVI Finance.

Kate holds a MA in Modern History from St Hilda's College, University of Oxford.



Andrew Todd
Senior Director

Andrew has more than five years' experience working in strategic communications, with a particular focus on international trade and investment.

Andrew joined FTI in January 2014, and beforehand had worked for Nike EMEA at their Government Affairs office in Brussels, focusing on international trade and intellectual property policies. He has also worked in public affairs and public relations agencies, where he provided strategic communications support for FTSE 100 companies and international Embassies.

At FTI, Andrew is part of the International Team, where he advises clients including Scottish Development International, British Virgin Islands Finance, the Tata group and McLaren Technology Group.

Andrew has a BSc in Politics with Economics from the University of Bath.



Strategic Communications

Governments and Inward Investment

Contact:

Christopher Clark

M: +44 7879885441

christopher.clark@fticonsulting.com

About FTI Consulting:

FTI Consulting is an independent global business advisory firm dedicated to helping organisations manage change, mitigate risk and resolve disputes: financial, legal, operational, political & regulatory, reputational and transactional. FTI Consulting professionals, located in all major business centres throughout the world, work closely with clients to anticipate, illuminate and overcome complex business challenges and opportunities. For more information, visit www.fticonsulting.com and connect with us on Twitter (@FTIConsulting), Facebook and LinkedIn.www.fticonsulting.com. The views expressed in any of the articles or other content hosted on this site are those of the author(s) and not necessarily the views of FTI Consulting, its management, its subsidiaries, its affiliates, or its other professionals.

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