



LEVERAGING GOVERNMENT TO SUPPORT YOUR INTERNATIONAL BUSINESS

Companies who ignore the role played by government in international business, are at best overlooking a potential asset and at worst, taking unnecessary and significant risks. This is especially true in emerging markets. Whether navigating government regulation, leveraging the many government resources available to support international trade or simply selling to government, engaging with government correctly and through the right channels can make a critical difference to your success.

ISI has extensive contacts in, and experience working on, international trade issues with U.S. government at the federal, state and local level as well as with governments throughout the Middle East and Africa. And our Washington DC base enables us to offer our clients unique knowledge of and access to government resources that can benefit your international business.

How ISI can assist your company to engage with government:

- Pinpoint and access useful government programs to help you compete internationally
- Establish U.S. and foreign government relationships for your company to work with
- Identify and secure available government funding to support your international growth
- Monitor political and economic activity in the Middle East & Africa that can affect your business
- Understand and efficiently manage local government regulation
- Recognize and overcome costly trade barriers in international markets
- Track U.S. international trade policy that can impact your industry



Integrity you can trust

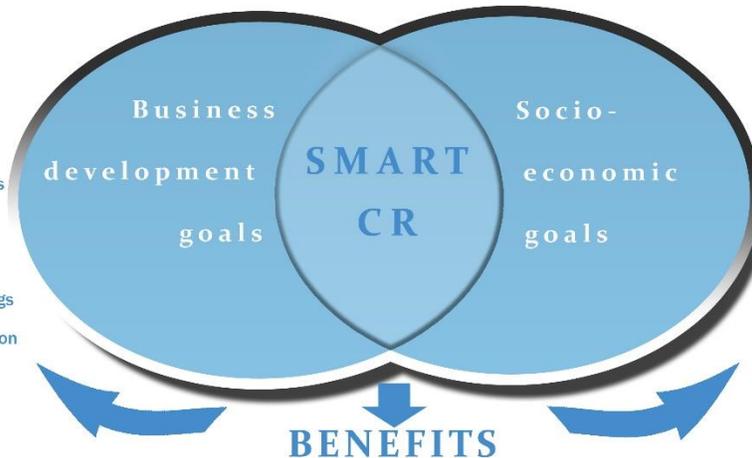
ISI Consultants is committed to conducting its business ethically and in compliance with all applicable laws and regulations, including the U.S. Foreign Corrupt Practices Act (FCPA) and other laws that prohibit improper payments to obtain a business advantage.



Strategic Measurable Authentic Recognized Targeted

Corporate

- Improved access to decision-makers
- Greater market influence
- Strengthened stakeholder relationships
- Competitive differentiation
- Enhanced public relations
- Increased revenue & operational savings
- Superior talent recruitment and retention
- Added shareholder value



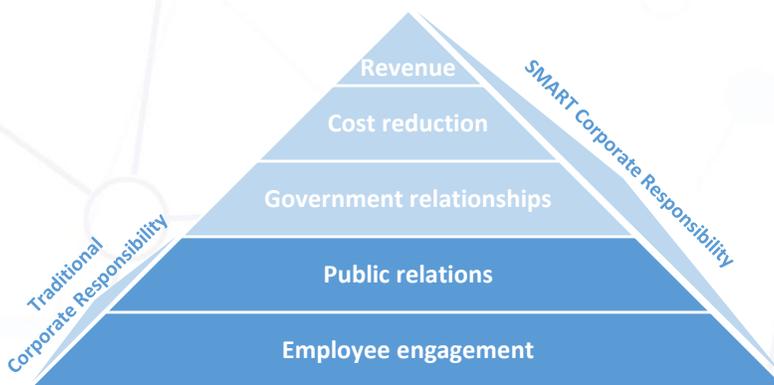
Government

- Training and capacity development
- Leverage best practices
- Strengthened foreign relations
- Attract sustainable investment
- Enhanced public relations
- Improved business climate
- Broader social and economic impact
- Bolstered community engagement

GOVERNMENT RELATIONS THROUGH SMART CR

What is SMART CR?

SMART Corporate Responsibility (CR) is a business strategy that integrates with our clients' core business objectives and competencies to foster government relations and leverage tangible business benefits for our clients while achieving economic impact in target markets. SMART CR is not about charity, but rather is built around the intersection of the private sector with local and international governments in emerging markets to give clients a competitive advantage in their business development activities.



Why SMART CR?

- Maximize return on your existing investments and activities
- Foster meaningful relationships with key government stakeholders
- Leverage public-private-partnerships to reduce costs and increase influence
- Generate positive public relations to improve perception and raise awareness of your company
- Engage employees to increase productivity and reduce turnover
- Demonstrate a commitment to the market to better position you against competition
- Improve scoring and evaluation on government tenders

SMART CR Services

- Demonstrate the business case for CR to shareholders
- Align current CR programs with business development objectives
- Identify strategic CR opportunities that support specific market goals
- Design and implement CR programs
- Maximize exposure and public relations impact
- Build teams and alliances around CR that support corporate objectives

Contact us to find out more about how we can put SMART CR to work for you

1515 O St. NW, #201
Washington DC 20005 USA
(202) 552-1512
www.isi-consultants.com
info@isi-consultants.com

 **ISI**
International Strategy &
Implementation Consultants