



## *Foreign Direct Investment's*

### Guide to Free Zones 2005

#### **FREE ZONES: WHO HAS THE COMPETITIVE EDGE NOW?**

Free Zones around the world are facing a period of profound change. Many zones are shifting their focus and adopting new strategies in the hope of remaining competitive, even viable. Others say they are adapting, but aren't. Experts are deeply divided as to which zones will be most affected, positively and negatively, and how this will impact on individual free zone users.

The Financial Times Group's flagship foreign direct investment publication, *fDi*, is producing the first ever comprehensive guide to how free zones are responding to the competitive challenges ahead. This definitive review of the latest developments, trends and likely winners among the world's 3,000-or-so free zones will analyze the impact on different industries and regions, and identify the most intriguing opportunities for global investors.

The *2005 Guide to Free Zones* will be both informative and thought-provoking. It will look behind the many common misperceptions about free zones, and examine how different countries and industries are adapting a centuries-old concept to the dictates of the 21<sup>st</sup> century. It will open up new debates and show their relevance even to those who aren't currently involved in free zones. For free zone operators and investors, it will be the most important publication in recent years.

It will also provide sponsors and advertisers with an authoritative marketing medium of unusually long shelf-life: a rare opportunity to capture the attention of a vast audience of relevant, senior executives directly responsible for foreign direct investment decisions.

The *Guide to Free Zones 2005* will be produced as a feature supplement to the October/November issue of *Foreign Direct Investment (fDi)* magazine. It will be distributed to a controlled FT circulation of 45,000 chief executives and main board directors across all sectors and in all regions. It will also be freely distributed at the **IV Annual WORLD FREE ZONE CONVENTION** in Cape Town October 28<sup>th</sup> - 30<sup>th</sup> 2004, as the official conference publication and exclusive media partner.

*fDi* magazine was launched by *Financial Times Business* in November, 2001. It has since been acknowledged by a host of political and business leaders – from President Vicente Fox of Mexico to the Chairman of Novartis – as the economic development magazine they read and respect. In recent (April 2004) independent research, 96% of readers stated that their decisions on cross-border investments are influenced by *fDi* editorial and advertisements. Our website, [www.fdimagazine.com](http://www.fdimagazine.com), generates in excess of 600,000 hits a month.

## **Editorial Overview**

The *Guide to Free Zones 2005* will focus on five critical aspects of free zone investment:

- 1. How a number of developments – from WTO rulings and free trade agreements to security concerns, changes in technology and the ‘China’ factor – are likely to impact on the various types free zones.**
- 2. How different free zones are responding to these challenges, and how investors rate their chances of success.**
- 3. The emerging new generation of service-oriented free zones: what they offer, how they compete – and will they work?**
- 4. How companies’ investment priorities and location criteria are changing, and how this is affecting both competition and collaboration between free zones**
- 5. Case studies of specific investments and free zone innovations.**

## **Promotional Opportunities & Advertising Rates**

We will gladly devise a promotional package to suit individual free zone’s specific objectives. This can be achieved by a combination of report sponsorships, display advertising and written advertorial. Please call Claire Sharp to discuss, on +44-20-7382 8065. As a guide, our standard promotional packages and rates are as follows.

### **Lead Sponsor - Rate £17,000**

#### **Benefits Include:**

- Your corporate logo on the front cover of the supplement clearly stating you are the ‘Lead Sponsor’
- A four page article on an exclusivity basis (worth £20,120)
- Two full page colour advertisements (worth £13,000)
- 200 free copies of the guide to use for your own marketing purposes (worth £3,100)

### **Global Markets Co-publisher - Rate £10,500**

- A two page article (worth £15,000)
- Exclusive jurisdiction over your specialist area.
- Your corporate name on the front cover
- One page colour advertisement (worth £6,900)
- 100 additional copies for your own marketing purposes (worth £1580)

### **Corporate profile plus advertisement – Rate £5,500**

- A full-page company profile, aprox. 800 words (worth £5030)
- A full-page colour advertisement opposite your profile (worth £6900)
- 10 additional copies for your own marketing purposes (worth £160)

### **Display Advertisements**

Double Page Spread	£9,500	Inside Front Cover + 1	£10,700
Inside Front Cover	£6,500	Belly Wrap	£ 8,000
Outside Back Cover	£7,500	Inside Back Cover	£ 5,500
Full Page Color	£5,000	Full Page B&W	£ 3,500
Half Page Color	£2,500	Half Page B&W	£ 2,000
Half Page Spread	£5,000		