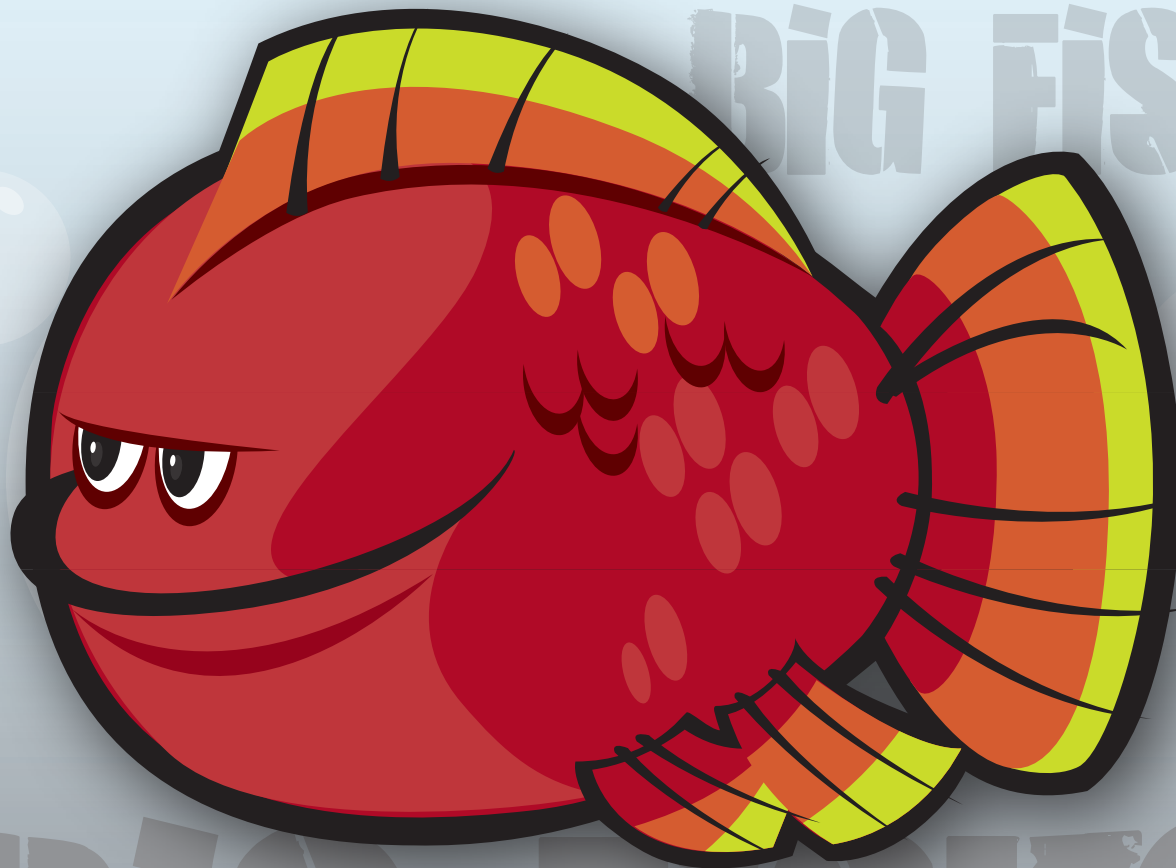


HOW TO CATCH THE BIG FISH?



"Over 70% of countries are missing out on foreign investment projects*. Are you one of them?"

* Global Investment Promotion Benchmarking 2009, FIAS (World Bank)

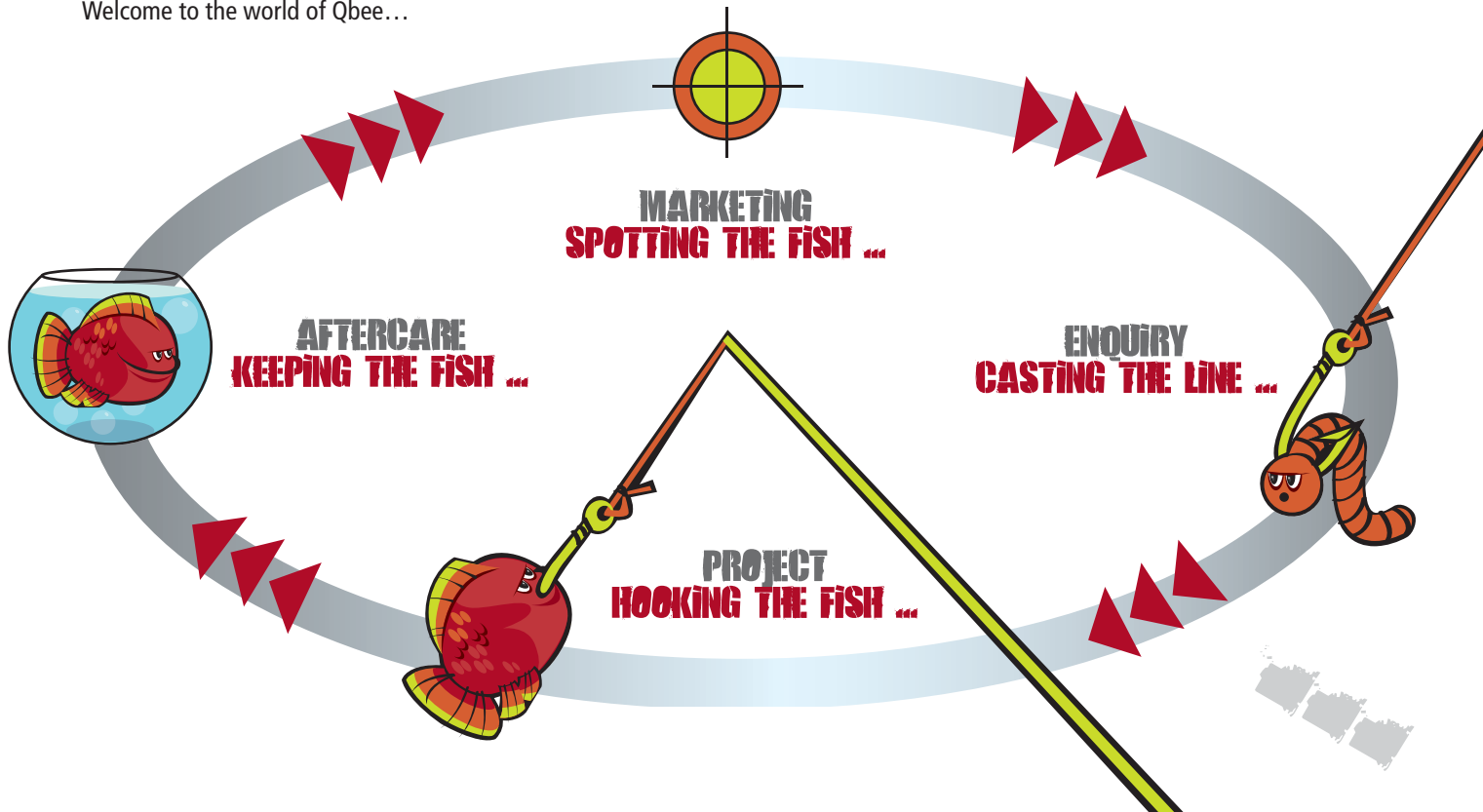
HOW TO CATCH THE BIG FISH?

In reality, generating investment projects is very much like fishing. It takes the art of knowing where the fish is, choosing the right baits and hooks, casting the line, hooking the fish and pulling it in.

The same way one can inadvertently catch a fish without proper equipment, you – the investment promotion specialist – may also one day receive a phone call from a large international investor who is just about to start ground breaking for a new multimillion dollar production facility in your country... Miracles sometimes happen. But your investment generation effort is not based on prayers for miracles, is it? You work hard to attract foreign investment, have clear targets as well as strong determination and perhaps you have already seen the tail fin of your next big fish, so to speak...

Let us introduce to you Qbee – your state of the art fishing rod in investment promotion! A customer relation management system which was developed by investment promotion specialists for investment promotion specialists. An application which will help you to track, handle and manage all your investment enquiries and projects, streamline your operations and make your daily project management professional, easy and fun.

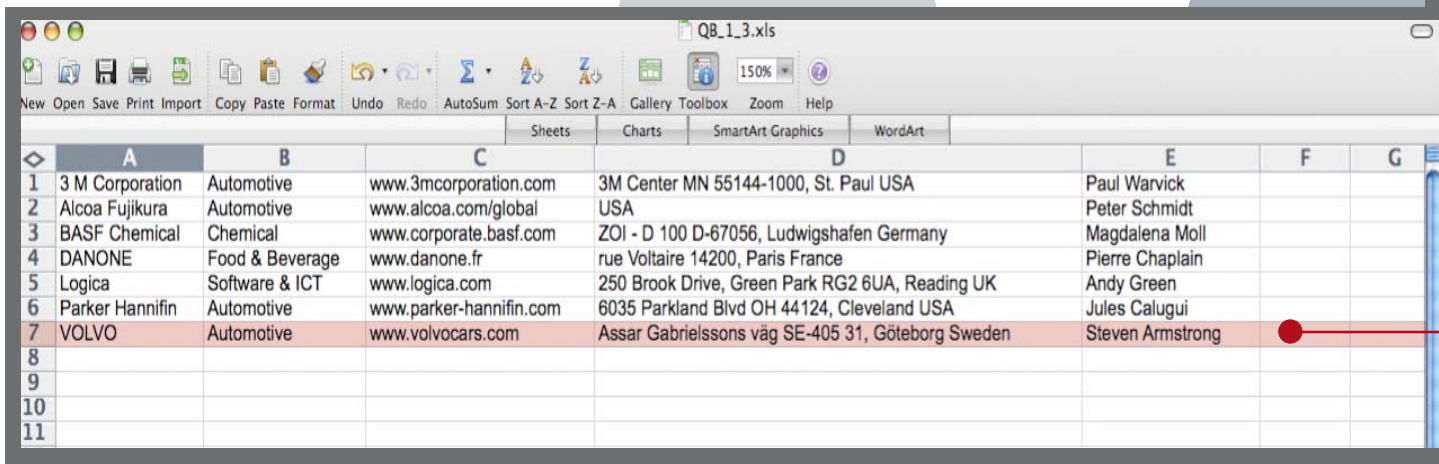
Welcome to the world of Qbee...



MARKETING - SPOTTING THE FISH ...

It all starts with finding the right shoal of fish. You know the story – identifying your strong unique selling points, selecting high potential industries and investors, setting up realistic goals and milestones and finally launching the marketing campaign.

Qbee has been designed to keep all your potential investors' data in one place, to make data updating and upgrading as easy as possible and to allow for data mining using various filters. Preparing a marketing campaign with Qbee will take you no time – once the data have been entered into Qbee it can be retrieved in many different forms. Targeting textile producers in your next marketing campaign? Make three clicks and start printing your customized direct mail letters... No fish will escape.



	A	B	C	D	E	F	G
1	3 M Corporation	Automotive	www.3mcorporation.com	3M Center MN 55144-1000, St. Paul USA	Paul Warvick		
2	Alcoa Fujikura	Automotive	www.alcoa.com/global	USA	Peter Schmidt		
3	BASF Chemical	Chemical	www.corporate.basf.com	ZOI - D 100 D-67056, Ludwigshafen Germany	Magdalena Moll		
4	DANONE	Food & Beverage	www.danone.fr	rue Voltaire 14200, Paris France	Pierre Chaplain		
5	Logica	Software & ICT	www.logica.com	250 Brook Drive, Green Park RG2 6UA, Reading UK	Andy Green		
6	Parker Hannifin	Automotive	www.parker-hannifin.com	6035 Parkland Blvd OH 44124, Cleveland USA	Jules Calugui		
7	VOLVO	Automotive	www.volvocars.com	Assar Gabrielssons väg SE-405 31, Göteborg Sweden	Steven Armstrong		
8							
9							
10							
11							

Investment Projects Export Projects Address Book Suppliers User Preferences

» Companies » People View: By company name OK

» Advanced search Search

Follow Up

05.01.2009 VOLVO - car asses

Notes

10.12.2008 Annual job evaluation

Create company Export to xls

Company name	Sector	Website	Address	Contact person
3M Corporation	Automotive	www.3mcorporation.com	3M Center MN 55144-1000, St. Paul USA	Paul Warwick
Alcoa Fujikura	Automotive	www.alcoa.com/global	USA	Peter Schmidt
BASF	Chemical	www.corporate.basf.com	ZOI - D 100 D-67056, Ludwigshafen Germany	Magdalena Moll
DANONE	Food & Beverage	www.danone.fr	rue Voltaire 14200, Paris France	Pierre Chaplain
Logica	Software & ICT	www.logica.com	250 Brook Drive, Green Park RG2 6UA, Reading UK	Andy Green
Parker Hannifin	Automotive	www.parker-hannifin.com	6035 Parkland Blvd OH 44124, Cleveland USA	Jules Caluqui
VOLVO	Automotive	www.volvocars.com	Assar Gabriellssons väg SE-405 31, Göteborg Sweden	Steven Armstrong

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Print page

You can display most data categorized and sorted out by different filters

Change, edit or delete function will maintain your data updated and organized

Simple forms keep your company profiles easy to enter into database

Exporting data into other MS Office documents is straightforward

Investment Projects Export Projects Address Book Suppliers User Preferences

» Companies » People

Save Close

» Advanced search Search

Follow Up

05.01.2009 VOLVO - car asses

Notes

10.12.2008 Annual job evaluation

Company's name * VOLVO Parent company

Address

Street, building num. Assar Gabriellssons väg Post code SE-405 31

City or town Göteborg Country * Sweden

Contact information

Website www.volvocars.com Phone +46 31 590000

E-mail sarmstrong@volvocars.com Fax +46 31 544064

Contact person Steven Armstrong

Other information

Sector Automotive Motor vehicles

Notes

Name	Position	Mobile phone	Direct phone	E-mail
Steven Armstrong	Chief Operating Officer		+46 31 590000	sarmstrong@volvocars.com

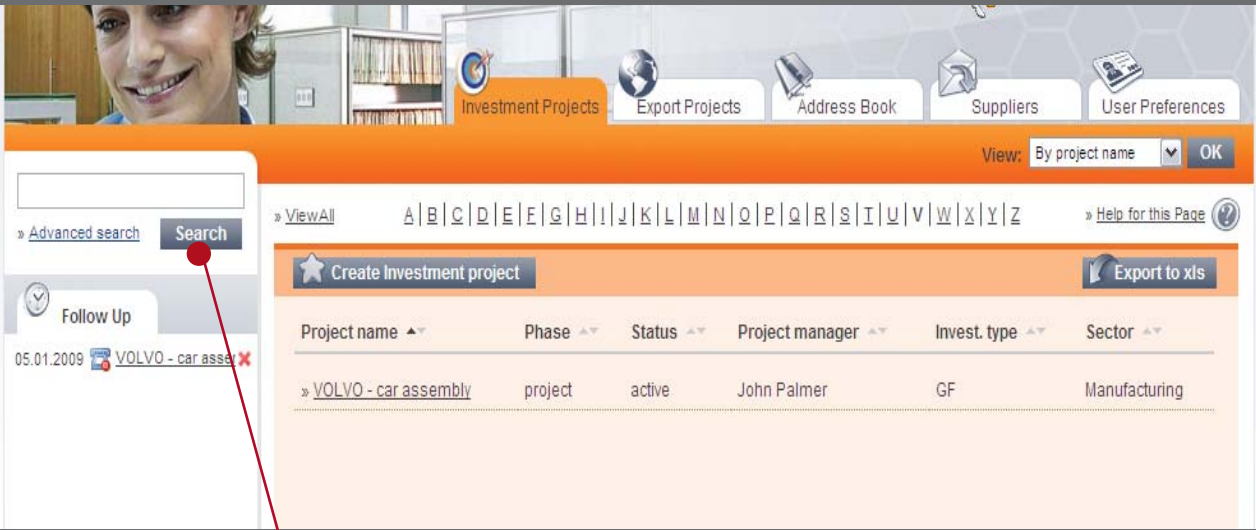
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ENQUIRY - CASTING THE LINE ...

OK, you have casted the line and first fish started touching the bait and tugging the line. Investment inquiries come to you by mail, phone, and e-mails and need to be filtered, recorded, processed and followed-up.

Qbee allows you to continuously update each and every company profile by adding new data, changing or deleting old ones and editing project information. However, the main feature of the application is its full compatibility with your MS Office pack, allowing you to store all files, records, e-mails, or other documents related to a particular company under one company profile. You can retrieve any documents you have ever exchanged with your potential investor in a blink of an eye. You know your fish by name now!




The screenshot displays the Qbee application interface. At the top, there is a navigation bar with icons for 'Investment Projects', 'Export Projects', 'Address Book', 'Suppliers', and 'User Preferences'. Below this, a search bar is visible with a 'Search' button. A red dot on the 'Search' button is connected by a red line to a text box at the bottom of the page. To the left of the search bar, there is a 'Follow Up' section showing a list of items, including 'VOLVO - car assembly'. The main area of the application shows a table of investment projects. The table has columns for 'Project name', 'Phase', 'Status', 'Project manager', 'Invest. type', and 'Sector'. The first row of data shows 'VOLVO - car assembly' as the project name, 'project' as the phase, 'active' as the status, 'John Palmer' as the project manager, 'GF' as the investment type, and 'Manufacturing' as the sector. There are also buttons for 'Create Investment project' and 'Export to xls'.

Project name	Phase	Status	Project manager	Invest. type	Sector
VOLVO - car assembly	project	active	John Palmer	GF	Manufacturing

Two different search functions will allow you a quick access to any stored data

Each meaningful inquiry is recorded, stored and can be retrieved

Linking MS Office documents to individual company profiles builds a strong company track record


John Palmer [Help & Training](#)

[Investment Projects](#)
[Export Projects](#)
[Address Book](#)
[Suppliers](#)
[User Preferences](#)

[Save](#)
[Close](#)
[Request for phase change](#)
[History](#)
[Export to xls](#)

[Advanced search](#)
[Search](#)

[Follow Up](#)

05.01.2009 [VOLVO - car asset](#)

[Notes](#)
[New](#)

10.12.2008 [Annual job evaluation](#)

Project data
Greenfield
Brownfield
Joint Venture
Sourcing in Country
Incentives

Name of project *
VOLVO - car assembly
Key project contact *
Steven Armstrong

Type of project *
☐ new ☒ expansion
Other project contacts

Type of investment *
☒ GF ☐ JV ☐ ACQ
Country of origin *
Sweden

☐ BF ☐ SRC
Planned # of jobs *
1500

Project company *
VOLVO
Planned mil. \$ of investment *
850

Sector *
Manufacturing
Automotive components
Expected start
01.11.2009

Competing countries
CZ, SK, H, Ukraine

Project description
Car assembly project for Volvo C-line cars (annual output up to 2500 cars), greenfield project (150 ha), site requirements and project description in the attached file Project description.doc. Project initiated by location consultants (Jacob Nielsen of IBM-ELI), IPA will require a coordination team with the Ministry of Industry (Mr. Smith, ...).

Source (Country) *
referral
IBM - Plant Location Belgium

Source (IPA) *
referral
IBM - Plant Location Belgium

Project phase *
project
Project manager *
John Palmer

Project status *
active
Project team
Dan Vrana

Annual turnover in mil. \$
1800
Next follow up
phone call

Number of employees
Follow up planned for
05.01.2009

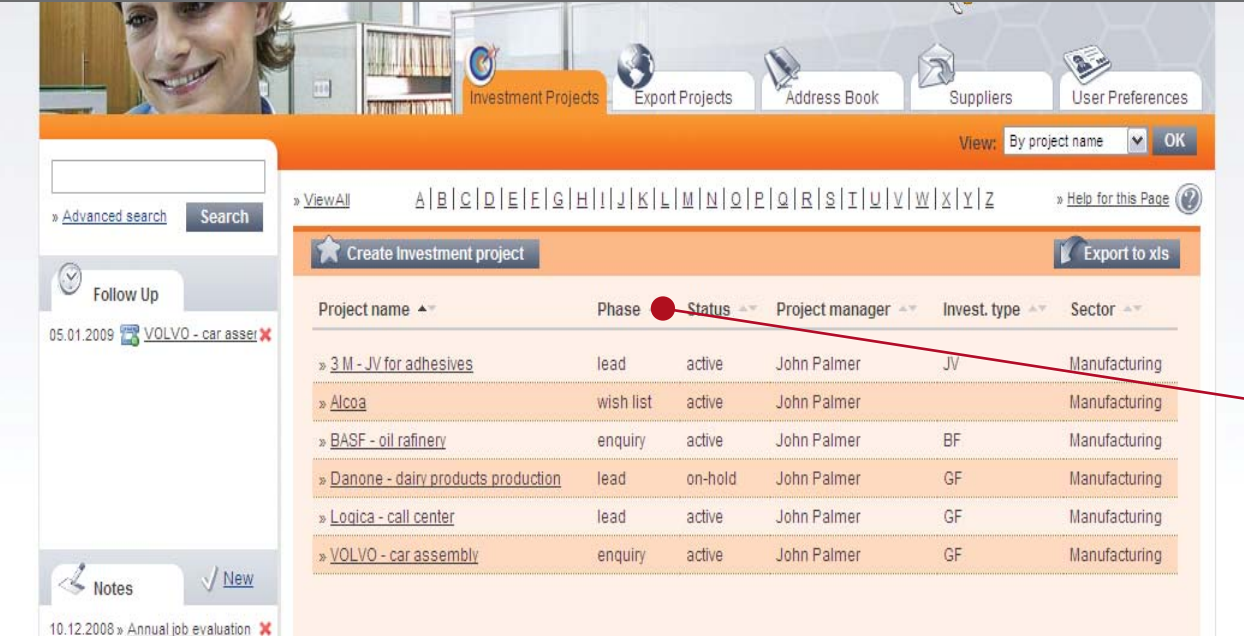
Investment started on
Reason for lost investment

12.11.2008	Coordination meeting	Meeting	John Palmer
11.11.2008	Project description	Attachment - Project data	John Palmer
11.11.2008	Site requirements	Attachment - Green Field/Access infrastructure (Req. site)	John Palmer
10.11.2008	Volvo annual report 2007	Attachment - Project data	John Palmer
10.11.2008	Project questionnaire	Phone call	John Palmer
10.11.2008	Important news and an invitation for visit	Received e-mail	John Palmer

PROJECT - HOOKING THE FISH ...

Now comes the hard part, hooking the fish. It can sometimes be difficult to tell if you have a bite or if you are just feeling the current or a fish bumping into the bait. You facilitate investor's visits to your country, organize site tours, and set up meetings and negotiations... All that needs to be recorded for a proper follow-up!

Besides data update, Qbee displays for each project an activity list – a summary of all major meetings, phone calls and site visits so that no information is missed during the follow-up phase. By the way, the planned follow-up activities can be recorded in Qbee as well, so that you will never forget again that important piece of statistics you were supposed to e-mail back to your client within three days after the site visit!



The screenshot displays the Qbee software interface. At the top, there is a navigation bar with icons for 'Investment Projects', 'Export Projects', 'Address Book', 'Suppliers', and 'User Preferences'. Below this, a search bar is visible with a 'Search' button. The main content area shows a table of investment projects. The table has columns for 'Project name', 'Phase', 'Status', 'Project manager', 'Invest. type', and 'Sector'. A red dot is placed on the 'Status' column header. The table lists several projects, including '3 M - JV for adhesives', 'Alcoa', 'BASF - oil refinery', 'Danone - dairy products production', 'Logica - call center', and 'VOLVO - car assembly'. On the left side of the interface, there is a 'Follow Up' section with a calendar icon and a 'Notes' section with a pencil icon. A red line points from the 'Status' column header to the 'VOLVO - car assembly' row.

Project name	Phase	Status	Project manager	Invest. type	Sector
» 3 M - JV for adhesives	lead	active	John Palmer	JV	Manufacturing
» Alcoa	wish list	active	John Palmer		Manufacturing
» BASF - oil refinery	enquiry	active	John Palmer	BF	Manufacturing
» Danone - dairy products production	lead	on-hold	John Palmer	GF	Manufacturing
» Logica - call center	lead	active	John Palmer	GF	Manufacturing
» VOLVO - car assembly	enquiry	active	John Palmer	GF	Manufacturing

Follow-up function makes Qbee not only a CRM but also a powerful project management tool

Recording meeting minutes, phone calls or sent files in activity list makes you a professional project manager

Know where you stand by filtering projects by their project phase or status

John Palmer [Help & Training](#)

Investment Projects Export Projects Address Book Suppliers User Preferences

Advanced search Search

Follow Up

05.01.2009 VOLVO - car asser

Notes New

10.12.2008 Annual job evaluation

Project data Greenfield Brownfield Joint Venture Sourcing in Country Incentives

Name of project * VOLVO - car assembly Key project contact * Steven Armstrong

Type of project * ☐ new ☒ expansion Other project contacts

Type of investment * ☒ GF ☐ JV ☐ ACQ ☐ BF ☐ SRC Country of origin * Sweden

Project company * VOLVO Planned # of jobs * 1500

Sector * Manufacturing Automotive components Planned mil. \$ of investment * 850

Competing countries CZ, SK, H, Ukraine Expected start 01.11.2009

Project description

Source (Country) * referral IBM - Plant Location Belgium

Source (IPA) * referral IBM - Plant Location Belgium

Project phase * project Project manager * John Palmer

Project status * active Project team Dan Vrana

Annual turnover in mil. \$ 1840 Next follow up phone call

Number of employees Follow up planned for 05.01.2009

Investment started on Reason for lost investment

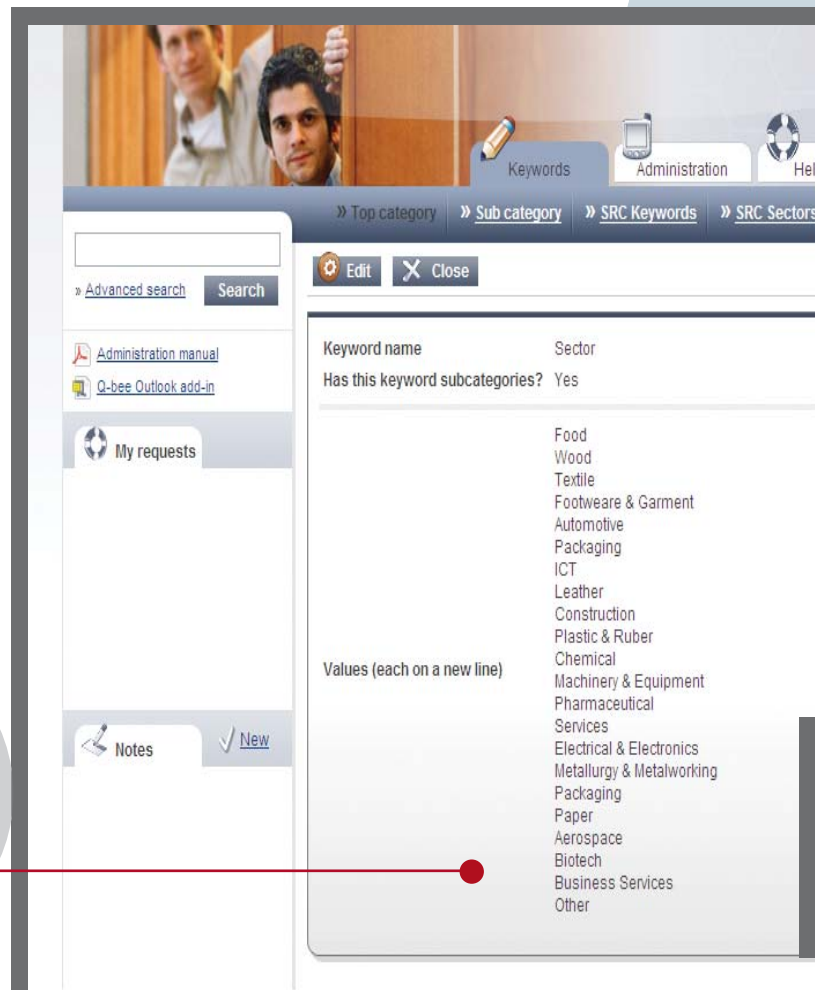
12.11.2008	Coordination meeting	Meeting	John Palmer
11.11.2008	Project description	Attachment - Project data	John Palmer
11.11.2008	Site requirements	Attachment - Green Field/Access infrastructure (Req. site)	John Palmer
10.11.2008	Volvo annual report 2007	Attachment - Project data	John Palmer
10.11.2008	Project questionnaire	Phone call	John Palmer
10.11.2008	Important news and an invitation for visit	Received e-mail	John Palmer

AFTERCARE - KEEPING THE FISH ...

Congratulation, you have a nice fish in your landing net! However, securing an investment project is just a first step in a never ending process of aftercare activities. Some projects may consider leaving your location; other will need a bit of encouragement to expand their operation and to re-invest their profit in your country.

Qbee will be again at your hand when recording any project changes. It will also allow you to focus on specific tasks - such as promoting your domestic suppliers in the global sourcing activities of foreign investors located in your countries – and many others. Same as with fish cooking recipes, the opportunities are endless...

Customize many features of Qbee in-house to match your needs



» SRC Municipality

Performance report example
("Active projects/automotive industry handled by John Palmer")

[illegible]

REFERENCES:



CZECHINVEST

"The quality of CRM application significantly affects final quality of services provided to our customers. As customers' satisfaction is our ultimate priority, we place accent on reliable and comprehensive software solutions. Thanks to our long time cooperation with CubeTeam, we were able to find a solution which meets all our needs and offers enough flexibility to keep up with rapid changes in FDI trends."

Stanislav Martínek

Director of Investment Division
CzechInvest - Investment and Business Development Agency

SIIPA

"We have developed our internal CRM system working together with CubeTeam and the Qbee platform has enabled us to have a custom made system for handling investors and buyers throughout the project life cycle, from marketing through project development up to aftercare activities. We are very satisfied with the service from CubeTeam and in fact, after good cooperation on the CRM system we decided to develop our suppliers' database with their support as well."

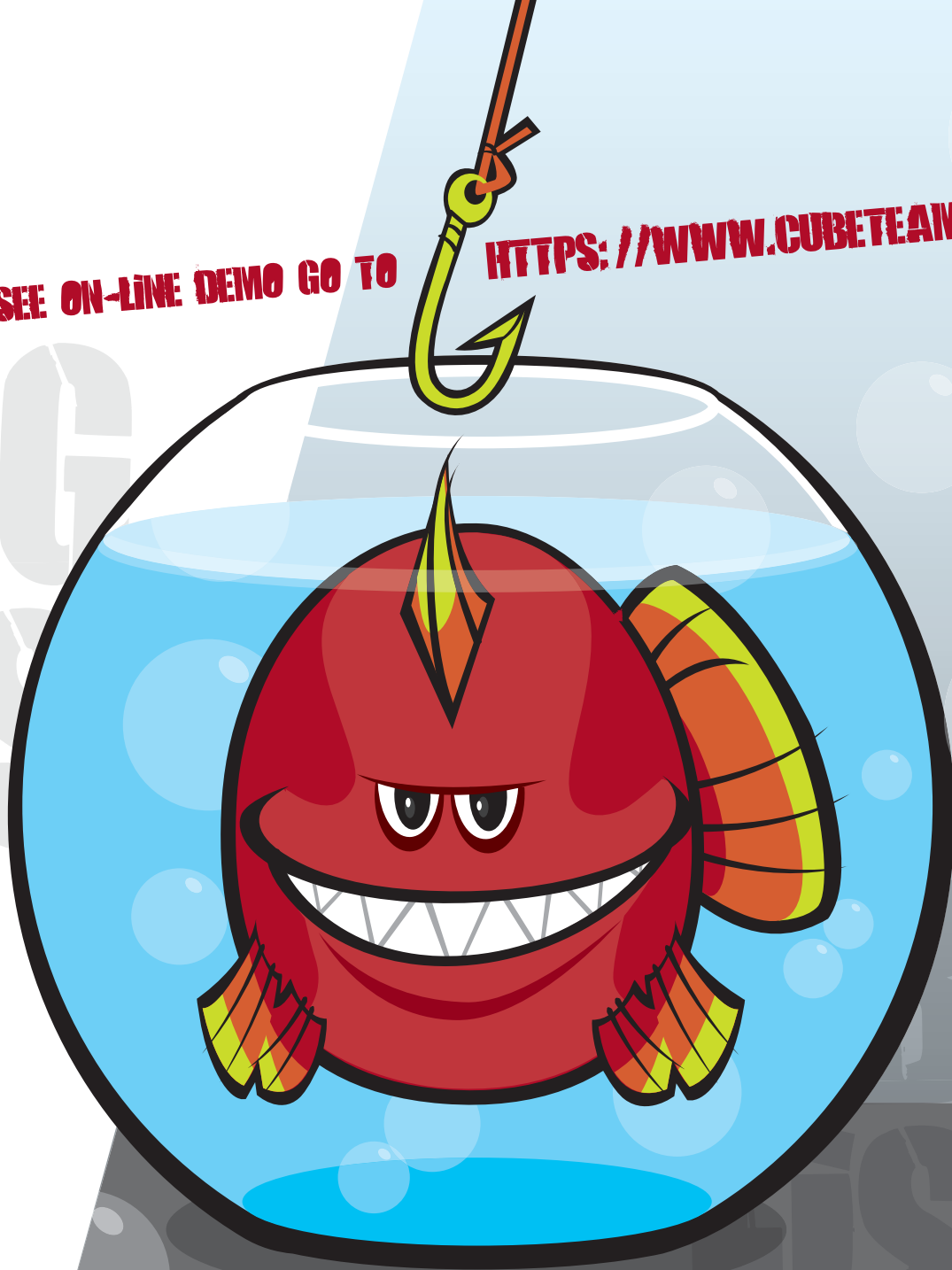
Bojan Janković

Deputy director
Serbia Investment and Export Promotion Agency



TO SEE ON-LINE DEMO GO TO

[HTTPS://WWW.CUBETEAM.EU/QBEE](https://www.cubeteam.eu/qbee)



DON'T WAIT. BAIT!

PS Did we mention to you that besides fishing we are also big fans of hunting? **Qbee** has a special built-in module supporting export promotion activities for those of you who deal with both investment and export promotion. Let us know.

WORLD BANK

"A good CRM tool makes a powerful investor tracking and relationship management system for proactive outreach and investor targeting."

MIGA (World Bank Group), FDI Toolkit



www.cubeteam.eu

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Technical Director

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DON'T WAIT. BAIT!

<https://www.cubeteam.eu/qbee>

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