



RESEARCHFDI
ACADEMY



Economic
Developers
Council
of Ontario

RESEARCHFDI ACADEMY

2025

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ResearchFDI Academy

ResearchFDI Academy is a comprehensive online platform designed to help economic development professionals build their expertise in Foreign Direct Investment (FDI). Whether for individual development or team-wide growth, the Academy offers actionable insights into the FDI process, from lead generation to investor aftercare.

- **Self-Paced Learning**

Learn at your own pace, with access to training anytime, anywhere.

- **Expert-Led Modules**

Gain real-world knowledge through expert-led content and practical examples.

- **Tailored for Professionals**

Perfect for those in investment attraction, stakeholder engagement, and economic development.



ResearchFDI Academy provides the flexibility to progress at your own pace while delivering expert-led training designed to build your investment attraction capabilities. Our platform offers actionable insights to secure sustainable investments for your region.

- **Learn at Your Own Pace**

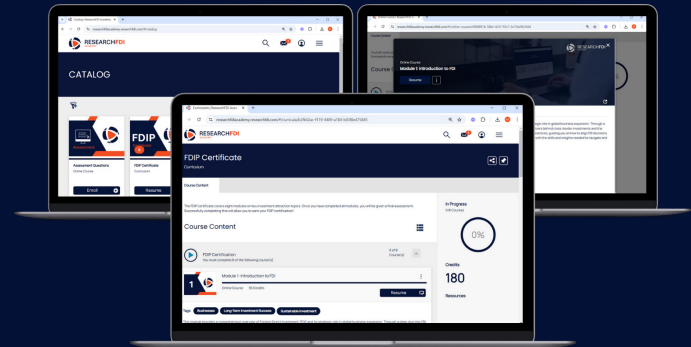
Access comprehensive training materials anytime, allowing you to progress whenever it's convenient.

- **Comprehensive, Actionable Insights**

Gain in-depth knowledge on key topics, including lead generation, investor engagement, and aftercare strategies, ensuring you have the tools to attract and retain investment.

- **Track Team Progress**

Stay informed with detailed reporting tools that help monitor team performance, measure success, and identify areas for improvement.



Joint EDCO - Foreign Direct Investment Professional (FDIP) Certification

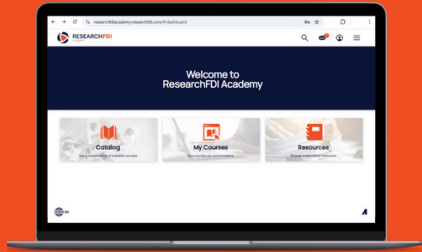
The Joint EDCO - Foreign Direct Investment Professional (FDIP) Certification is a credential designed for economic development professionals based in Ontario seeking to advance their expertise in investment attraction. This online, self-paced program offers a flexible and accessible learning experience, covering critical FDI strategies.

- **Online Learning**
Flexible, self-paced modules let you learn on your terms, making it easy to balance professional development with your busy schedule.
- **Recognized Certification**
Enhance your professional profile with a credential that showcases your expertise and commitment to excellence in investment attraction.
- **Proven Success**
Develop the skills and confidence needed to excel in securing and sustaining investments, helping your region thrive.



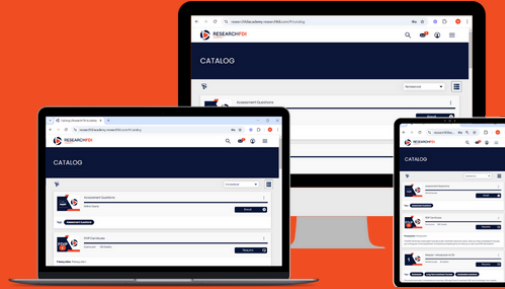
Why FDIP?

The FDIP Certification sets you apart as a leader in foreign direct investment, offering the skills, knowledge, and credibility to excel in the competitive world of economic development.



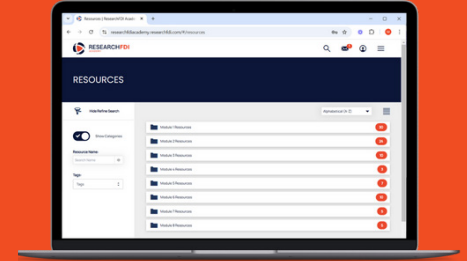
Custom LMS Dashboard

Our user-friendly Learning Management System (LMS) dashboard allows you to easily navigate through courses, track your progress, and set learning goals—all in one centralized platform.



Easy-to-Access Modules

Whether you're in the office or on the go, our courses are designed for ultimate accessibility. Dive into expert-led content anytime, from any device, to learn at your convenience.



Rich Learning Resources

Enhance your understanding with a wide array of resources and industry insights that you can immediately apply to real-world scenarios.

The FDIP Certification offers a complete package to develop your expertise, drive results, and advance your career in investment attraction.

Program Overview

The FDIP Certification program is a premier training solution for economic development professionals seeking to enhance their expertise in investment attraction and investor relations. Delivered entirely online, this self-paced program provides the flexibility to learn on your own schedule, making it accessible for professionals worldwide.

By the end of the program, participants will not only understand the core principles of foreign direct investment (FDI) but also have the tools and confidence to apply these strategies effectively. Graduates join a network of like-minded professionals dedicated to driving economic growth and advancing their expertise.

Take the next step in your professional journey and position yourself as a leader in investment attraction with the FDIP Certification program.



Module 1: Introduction to FDI

- 1.1 Foundations of FDI
- 1.2 FDI Trends
- 1.3 Expansion drivers and motives
- 1.4 Market Entry Strategies
- 1.5 Phases of an FDI Expansion Project
- 1.6 FDI into Ontario

Module 3: Stakeholder Engagement

- 3.1 Stakeholder Mapping
- 3.2 Stakeholder Engagement
- 3.3 Stakeholder Engagement Analysis
- 3.4 Stakeholder Engagement Best Practices

Module 5: Value Propositions

- 5.1 Value Proposition and Regional capabilities
- 5.2 Competitive Advantages
- 5.3 Assembling the Value Proposition

Module 7: Lead Generation

- 7.1 Lead Generation Overview
- 7.2 Developing Pitch
- 7.3 Conducting Email Outreach
- 7.4 Conducting Phone Outreach
- 7.5 Conducting Social Outreach

Module 2: Investment Attraction Strategy

- 2.1 Core Elements of an Investment Attraction Strategy
- 2.2 External Trends Analysis
- 2.3 Regional Assessment & Opportunity Identification
- 2.4 Benchmarking Competing Locations
- 2.5 Industry Prioritization

Module 4: Investor Targeting

- 4.1 Company Targeting and list Building
- 4.2 Contact Targeting

Module 6: Marketing a Location

- 6.1 The Evolution of Investment Promotion
- 6.2 Developing Marketing Collateral
- 6.3 Advantages, Drawbacks, and Best Practices for Select Marketing Tools
- 6.4 Building an Investment Attraction Website

Module 8: Investor Facilitation & Aftercare

- 8.1 Handling Investor Inquiries
- 8.2 Conducting Investor Meetings
- 8.3 Nurturing Leads
- 8.4 Site Visits
- 8.5 Aftercare

Achieve Your FDIP Certification

Earning the EDCO - FDIP Certification demonstrates your expertise and commitment to excellence in investment attraction. The certification process is designed to ensure a thorough understanding of the field through key milestones.



1 Complete the
Online Modules



2 Pass the Final
Assessment



3 Deliver a Virtual
Presentation

Your Certification, Your Achievement

Complete the process in approximately 30-35 hours at your own pace. Upon completion, you'll earn the globally recognized FDIP Certification, equipping you with the skills and confidence to excel in securing investments and driving economic growth.

Take the next step in your professional journey and join the ranks of certified investment attraction leaders.



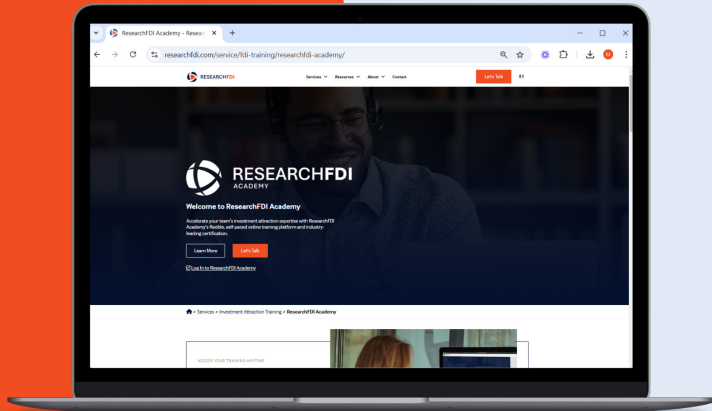
Start Your FDIP Journey Today

Join the Growing Community of Investment Attraction Leaders

Take your expertise to the next level and become a certified investment attraction professional. ResearchFDI Academy provides you with the tools and strategies to succeed, along with the globally recognized FDIP Certification to advance your career.

Start your journey today and unlock the potential for sustainable investment in your region.

Visit the ResearchFDI Academy page at researchfdi.com to explore training programs, log in to your account, or contact us for a customized training plan for your team.





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Community Size	Up to 5 Employees	Up to 10 Employees
0-10k Population	\$6,500	\$9,000
10k-50k Population	\$10,500	\$15,000
50k-250k Population	\$16,000	\$22,000
250k+ Population	\$22,000	\$30,000
Individuals	\$3,500 per person	
Students/Retirees	\$2,000 per person	

**EXCLUSIVE OFFER
USE CODE
#EDCO2025**

*All prices listed are in \$CAD and do not include applicable taxes

Exclusive EDCO Member Pricing

ResearchFDI and EDCO have partnered to offer exclusive training opportunities for Ontario's economic developers.

As part of this collaboration, the ResearchFDI Academy now includes a Customized Ontario Module, developed with Invest Ontario, offering Ontario-specific content and practical insights for regional investment strategies.

To take advantage of this exclusive offer, EDCO members must be active EDCO members. **Scan the QR code and use the code #EDCO2025 to unlock special pricing on the ResearchFDI Academy platform.** Don't miss this opportunity to access cutting-edge training and globally recognized certification!





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