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## **PM&P AND CONWAY SIGN PARTNERSHIP AGREEMENT**

**June 2016**

Frankfurt/Main, June 2016 – PM&P Marketing Consulting GmbH and CONWAY Inc. announce that the firms have entered in to a formal partnership to better serve their clients' needs and broaden their global reach.

Frankfurt-based PM&P will collaborate directly with Atlanta-based CONWAY on strategic projects and new marketing initiatives in the U.S. and Europe.

“Our clients continue to globalize their activities,” said Adam Jones-Kelley, the President of CONWAY Inc., “We are making sure that we are partnered with best-in-class firms around the world to ensure our clients receive world-class service no matter where their business takes them.”

Foreign direct investment into the United States is expected to increase as the cost of electricity in the U.S. decreases. As a result of the low energy costs, American economic development agencies are increasingly wooing European manufacturers and other high-energy use companies.

Equally, the U.S. is still the top investor in Europe, so European agencies are extremely active in the U.S. market.

“We’ve seen more U.S. investment promotion agencies conducting business development outreach in Europe and European agencies prospecting in North America,” said Michael Hass, Managing Director of PM&P, “PM&P’s partnership with CONWAY and CONWAY’s Global Network will add valuable resources for our clients in both markets and expand our global capabilities.”

PM&P will join CONWAY’s strategic global partnership network, which when coupled with existing partnerships with Tractus Asia, Silverlode Consulting, USA, and Frenger International, France and UK, offers best-in-class lead generation and strategic development services in nearly every corner of the world.

### **About PM & Partner Marketing Consulting GmbH (PM&P)**

PM&P, founded in 1974, is an independent consulting firm, consisting of marketing professionals and marketing research specialists. The company provides strategic and operative marketing and business development support to industrial enterprises, as well as to public investment promotion institutions.

Headquartered in Frankfurt/Main, Germany, PM&P employs over 25 professionals in 3 offices in Germany.

PM&P's business is divided into 3 areas of activity:

Regional Development – as one of Europe's most experienced consulting companies for Investment Promotion Agencies. PM&P can build on nearly 40-years-track-record in attracting foreign direct investment for agencies worldwide.

Marketing Consulting – PM&P is assisting companies developing new or current markets as well as developing strategies for re-usage of sites under harmonizing ecological, economic and social aspects. In addition, PM&P provides Marketing Consulting Services to governmental organizations with developing strategies for cluster development and management as well as for securing jobs and maintaining the contact to companies based in their community.

Market Research - this unit of PM&P specializes in market research for companies active in the Healthcare sector and, on a broader range, in B2B-Research. This business unit of PM&P gets involved with New Product Development and Positioning assignments.

For more information, please visit: [www.pm-p.de](http://www.pm-p.de)

## **About Conway, Inc.**

Since 1954 CONWAY has been a trusted advisor to government economic development and investment promotion agencies, working with over 400 countries, states, provinces, cities and communities from around the world.

Conway is the oldest and largest service firm in the economic development-investment promotion industry, providing strategic and support services to public sector agencies internationally.

Conway has divisions which specialize in publishing, consulting, public relations, event development, marketing, advisory services, lead generation, site consulting, training, and association management.

Headquartered in Atlanta, Georgia, USA, Conway employs over 80 people in 10 offices in 7 countries.

Conway is the publisher of Site Selection Magazine and management firm for the Industrial Asset Management Council (IAMC) and the FDI Association.

For more information, please visit: [www.Conway.com](http://www.Conway.com)