

Strategic Consulting

A Discussion of Capabilities

TD International's role goes far beyond that of an information vendor or single-issue consultant. Clients rely on TDI as a force multiplier, leveraging the firm's insight and relationships to manage risk and achieve strategic business objectives. For many of its clients, TDI is an active participant in developing and executing business development, marketing, public relations and litigation strategies.



TDI advises US commercial clients on political, economic and regulatory factors that could impact the viability of investments in emerging markets. TDI guides clients in understanding the functioning of foreign governments and business communities at both the institutional and individual levels.

As part of this process, TDI counsels clients on who are the influential figures in a given market, who holds power, who to meet, and who to avoid. In highly competitive markets, TDI provides clients with insight into their competitors' strategies and alliances –

both public and undisclosed. Based on this information, TDI develops a strategy to meet the client's business objectives and often participates directly in its implementation.

Within the US, TDI advises foreign political figures, governments and corporations that wish to better understand the intricacies of the US government. TDI's clients often wish to develop relationships in Washington but, for political reasons, cannot or do not want to work through their embassies. In these cases, TDI provides an effective, independent advocacy platform tailored specifically to the client's needs and objectives. When appropriate, TDI also engages Wall Street and the broader investment community as part of an integrated approach to developing political and economic relationships.

TDI understands the complexity and dynamic nature of the US government, corporate America and the media. The firm has extensive contacts who serve as opinion leaders in government, journalism, business and academia. TDI's strength lies in its ability to blend these resources in a manner that establishes and then reinforces public opinion in Washington, New York and abroad, positioning the client for success in these critical arenas.

Questions regarding any of the information provided above or potential new project initiatives should be directed to TD International at (202) 872-9595 or our website www.tdinternational.com.

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Case Studies

TDI has advised multi-national corporations, international lending institutions, foreign governments and political opposition leaders on how to best position themselves to achieve their objectives in the United States and overseas.

The following are examples of TDI's recent past performance:



An Eastern European opposition party engaged TDI to represent it in Western Europe and the US. After legally registering as the party's representative, as required by US law, TDI initiated a campaign to publicize the party's democratic, free market platform in major US and European media outlets. TDI arranged meetings between party officials and key political and economic opinion leaders in Washington and Western Europe, resulting in declarations of support from high-level government officials. This campaign significantly bolstered the client's international and domestic prestige, ultimately contributing to success in national elections.



A US energy client had a \$450 million investment in a West African country undergoing a potentially violent leadership succession crisis. Using high-level contacts, TDI facilitated dialogue between the client and parties involved in the transition and obtained agreement from the incoming and outgoing governments that the client's investment would be maintained. TDI also helped the client initiate a community outreach and investment program to protect its vital local relationships.



TDI was engaged to coordinate the campaign of a candidate nominated to lead a major international financial institution. Focusing on building support for the client in the US, TDI facilitated meetings between the client and key Washington and Wall Street opinion leaders. TDI also arranged interviews of the client by prominent US financial journalists. Based on his favorable reception in the US, the candidate received support from policymakers and was ultimately elected.



A publicly-traded energy company consulted TDI regarding the changing political dynamics in a former Soviet republic. Given the new political reality, TDI helped the client identify parties with which to cultivate relationships, as well as individuals that should be avoided. TDI then developed a strategy for the client to express public support for the new government's policies through local and international forums. This strategy succeeded in facilitating a high-level dialogue between the client and the newly-elected government.

A TDI partner would be pleased to discuss the specifics of these case studies in person, providing the client with insight into how these particular case studies added value to the client's operations and how TDI conducts these programs with the highest degree of integrity and responsiveness.