

Sparta Strategy Ventures - Bringing in a paradigm shift to Global SEZ Marketing

The recent proliferation in Special Economic zones in the country is good news for foreign companies seeking new locations for expansion and of course seeking new revenue opportunities from a prosperous Indian economy. However it has opened up new challenges for SEZ promoters who are either doing this kind of development for the very first time and have limited access to global investor perceptions and FDI promotion tools.

Mumbai, Maharashtra, June 30, 2008 /[India PRwire](http://www.indiaprwire.com)/ -- **Sparta Strategy Ventures** is India's ONLY Investment Promotion Company engaged in promoting Investment destinations in India to the world's investment fraternity. We continuously strive to identify investment opportunities in the country and bring in the investor interest and subsequent foreign direct investment to the region.

Sparta currently is engaged by State Governments and SEZ promoters from across the country for strategies on attracting investors and subsequent foreign direct investment.

Sparta's approach to promoting and attracting investment is based on 3 fundamentals,

Clear understanding of Investor perceptions

Expertise in building attractive and winning propositions

A strong consulting backbone built on FDI analysis and research.

In conjunction to the above, Sparta is also the India partner to the fDi magazine, The world's ONLY corporate location B2B Title, published by the Financial Times, UK.

Sparta has also has the unique distinction of being India's only "Real Time information provider" on FDI flows and trends across the world and data on new investment expected and confirmed to the Indian subcontinent.

For more you can also visit our corporate website - www.sparta-ventures.com

Notes to Editor

Sparta Strategy Ventures (www.sparta-ventures.com) and its global partner network has worked with the best investment destinations globally and is currently engaged with various SEZ's across the country to enable them attract larger "mind share" among foreign investors and to garner a larger share of FDI inflows.

Sparta specialists provide globally proven Investment promotion, Location advisory, FDI analysis & Research and Investor targeting services to help clients attract leading investors from across the world to fully leverage the potential of the location and infrastructure provided by the Special Economy Zones/ Investment destinations and State Governments