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Sommario/riassunto	As the world continues to recover from one of the most dramatic financial crises in a generation, expanding corporations are increasingly, yet cautiously, seeking out international investment opportunities. At the heart of this fragile investment recovery lie trust and confidence. With an unprecedented number of investment promotion agencies and economic development organisations now competing for the attention and business of a more cautious and discerning investor audience, smart approaches to strategic differentiation, communication, engagement and investment services are becoming increasin