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# Press Release

## Announcing the Conway Analytics Report & Conway Projects Database

**ATLANTA, Sept 15, 2015** – Reflecting extensive redevelopment and new dimensions of strategic insight, Conway's world-renowned New Plant & Expansion Report has been renamed the Conway Analytics Report. In addition, Conway's massively expanded proprietary database that serves as the report's main source has been renamed the Conway Projects Database.

Published since 1989, Conway's subscription-only report — which tracks corporate facility locations and expansions worldwide — was relaunched in 2015 with an array of new features and insights. The response was immediate and enthusiastic. But something was still missing.

"The industry response to this product has been tremendous, but several subscribers noted that the former name was too limiting as it didn't accurately convey the full breadth of data in the Report," said Adam Jones-Kelley, President of Conway, Inc. "We listened, and are proud to carry forward this new, more inclusive name, that better connects to a long-respected global company."

Among the new features in the Conway Analytics Report:

### **Lead Indicators**

Amid the static of globalization, Conway now monitors signals that provide insight on corporate investment strategies. Conway Lead Indicators are pieces of intelligence that reflect a company's intent and readiness to enter or expand its presence in new markets. **Investment Leads by Region** total a minimum of 100 per month and include top sectors and motives for growth. They help uncover strategic opportunities early in the company's decision-making process and provide leverage to develop proactive strategies ahead of the competition. Leads are vital clues that help in understanding the direction in which today's most competitive companies are heading.

### **Capacity Expansions**

To offer a **more comprehensive picture** of global investment activity and local competitiveness, this report now includes capacity expansions, defined as non-construction investments that expand business or increase production capacity, such as the hiring of new employees, or the acquisition/update of machinery.

### **Investment Motives**

For most projects, the report includes investment motives that **clarify the decision-making process** behind the site selection. This section highlights the competitive features of a location and the reasons why it has been chosen over competing locations: cost factors, skilled labor, infrastructure, territorial business climate, etc.

### **Commentary**

Statements gathered from executives and upper management through press releases, interviews, speeches and the **exclusive reporting work of Conway's team of journalists** provide insight into the direction today's top companies are moving.

Conway, Inc., founded in 1954, is an international publishing, consulting, association management and events company headquartered in Atlanta. The longtime publisher of Site Selection magazine and an array of Custom Content and e-publications, Conway manages the Industrial Asset Management Council, the Global FDI Association and organizes the annual World Forum for Foreign Direct Investment. Conway also owns and manages Conway Events, a London-based events firm focused on foreign direct investment and global corporate location trends; Berlin, Germany-based Conway Advisory, managed by Terrain Global, a site selection consulting firm specializing in foreign direct investment; and New York-based Conway PR & Marketing, an international public relations and marketing agency specializing in economic development, inward investment, trade and macro tourism.