

BRIEFING NOTE

Equipo Economico seals an alliance with the American firm P3 Innovation Strategies to complete its business consultancy services in the United States

Madrid, December 12th, 2016. **Equipo Economico (EE)** has reached a strategic agreement with **P3 Innovation Strategies, LLC (P3i)** to complement its business consultancy services in the United States. The US is the most innovative and globally referenced market, which has become Spain's most important partner outside the European Union, especially regarding investment. The P3i deal boosts the presence of Equipo Economico in the United States and broadens the collaboration network with other consultancy and law firms in Spain and Latin America.

The agreement will extend the individual skills of both firms and take advantage of their joint forces to offer better services to their customers. The arrangement provides that both EE and P3i will respectively provide a "soft landing" to those clients seeking to enter the markets of the United States and Spain for the first time.

Ricardo Martínez Rico, President & CEO of Equipo Economico: *"The alliance with P3i confirms our company's international vocation, and, particularly, our strong commitment to the transatlantic market. It also highlights our unwavering intention to work with P3i's excellent team and leadership, paying especial attention to innovation and technological transfers"*.

Keith Segerson, CEO of P3 Innovation Strategies: *"The alliance with EE seeks to create synergies to meet our customers' needs when they are looking to expand their businesses in Spain, a country which is once again experiencing robust economic growth, apart from being an excellent platform for operations in Europe"*.

P3i is a leader firm in its sector, headquartered in Virginia (USA), which consults on public-private partnerships, business start-ups, new market development, IP commercialization, and global economic development. Taking advantage of its solid business background, P3i is a leading provider of trade development and investment attraction for global companies. It has broad experience in foreign direct investment, internationalization, business soft-landing programs, and joint venture creation.

Equipo Economico is a professional services firm, headquartered in Madrid (Spain), with ten years of experience in corporate consultancy on economic, financial, tax and legal & regulatory issues. EE employs a qualified team of professionals with a proven track record in taking strategic decisions on a corporate and institutional, and national and international level.

For further information, please contact Equipo Economico's communication department.

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ABOUT THE FIRM

EQUIPO ECONOMICO is a professional services firm with wide-ranging experience in corporate consultancy on economic, financial, tax and legal & regulatory issues. EE employs a qualified team of professionals with a proven track record in taking strategic decisions on a corporate and institutional, and national and international level.
