

## Programme de renforcement des capacités pour la promotion et facilitation des investissements

Lomé, Togo / Hotel Sarakawa / 31 mai 2023

# *La digitalisation de la promotion des investissements*

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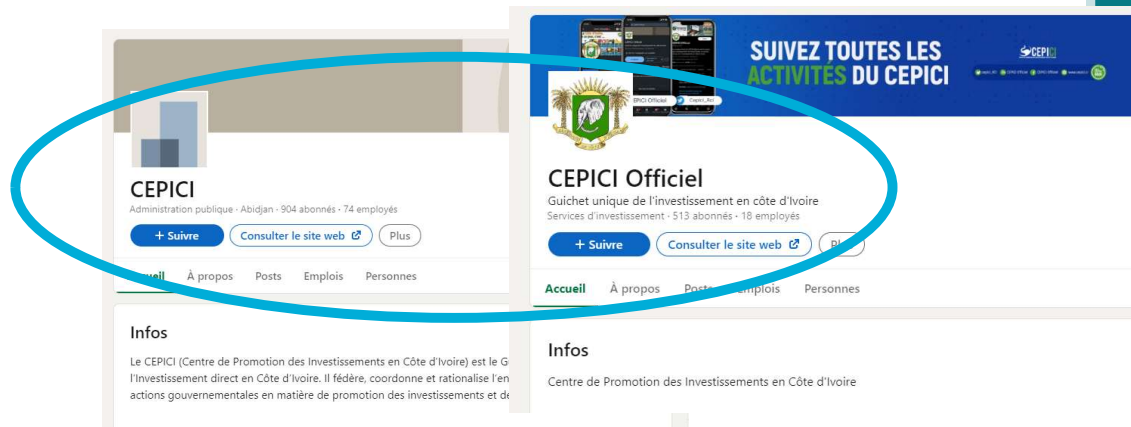
# Poursuivre une approche progressive de la digitalisation



- Evaluer l'état de preparation de l'API
- Faire le point sur l'experience acquise pendant la pandémie et les lecons apprises
- Examiner les domaines de travail qui peuvent bénéficier de la numérisation
- Définir les objectifs et les attentes pour chaque outil numérique

# Communication – Les réseaux sociaux

	Linked-in	Facebook
	Nombre d'abonnés	
Togo	1964	517
Côte d'Ivoire	904 + 471	35,000 + 435
Bénin	19,732	12,000
Maroc	26,959	14,000



# Outils numériques dans l'ensemble des opérations d'une API

## ✓ La promotion des investissements

- Répondre aux questions des investisseurs potentiels
- Faire du benchmarking
- Fournir des informations à jour sur le lieu d'investissement

**iGuide Barbados**  
An investment guide to Barbados

Investing Databases About

Get Started Labour Production Factors Land Taxes Investor Rights Growth Sectors and Opportunities Map and data

1. Register your business  
2. Investment Facilitation  
3. Environmental impact assessment  
4. What investors think

### Register your business

All business entities, including external companies, must first register with the Corporate Affairs and Intellectual Property Office (CAIPO) in Barbados. Main types of business are governed by:

- **The Registration of Business Names Act, CAP317:** unincorporated business entities such as sole proprietorships and partnerships.
- **The Companies Act, CAP308:** corporate entities conducting business within Barbados and the CARICOM region: corporations exporting goods or services globally, including insurance, banking, trust and corporate management services. Companies earning 100% of their income in foreign currency should also apply to the International Business Unit for a foreign currency permit.

**Find out more...**

Relevant documents	Registration of Business Names Act Companies Act
Relevant institutions	International Business Unit Corporate Affairs and Intellectual Property Office (CAIPO)

### Register an unincorporated business

The procedure for registering an unincorporated business is simple and can be expedited within two business days. A company name search should first be conducted. Applicants may elect to do this online or may submit a Name Search and

Home / FIPA-TUNISIA / Discover Tunisia / Media space / Contact / EN

Quick access SEARCH

WHY TUNISIA? PROMISING SECTORS WHERE TO INVEST? STARTING YOUR PROJECT SUCCESS STORIES

## INVEST IN TUNISIA

### Compare Tunisia

Back Tweet Share Facebook

**Search Criteria**

COMPARE BY: RANKING

ALL THEMES

**List of Countries**

- Tunisia
- Morocco
- Egypt
- Czech Republic
- Romania
- Poland
- Portugal
- Greece
- France
- Turkey
- Germany
- Belgium
- Spain
- Japan
- United Kingdom
- Italy

**Charts**

RESET COMPARE

YOUR PRIVATE AREA

USER NAME

PASSWORD

ENTER

Sign up 2  
Forgot password 3  
Why register 4

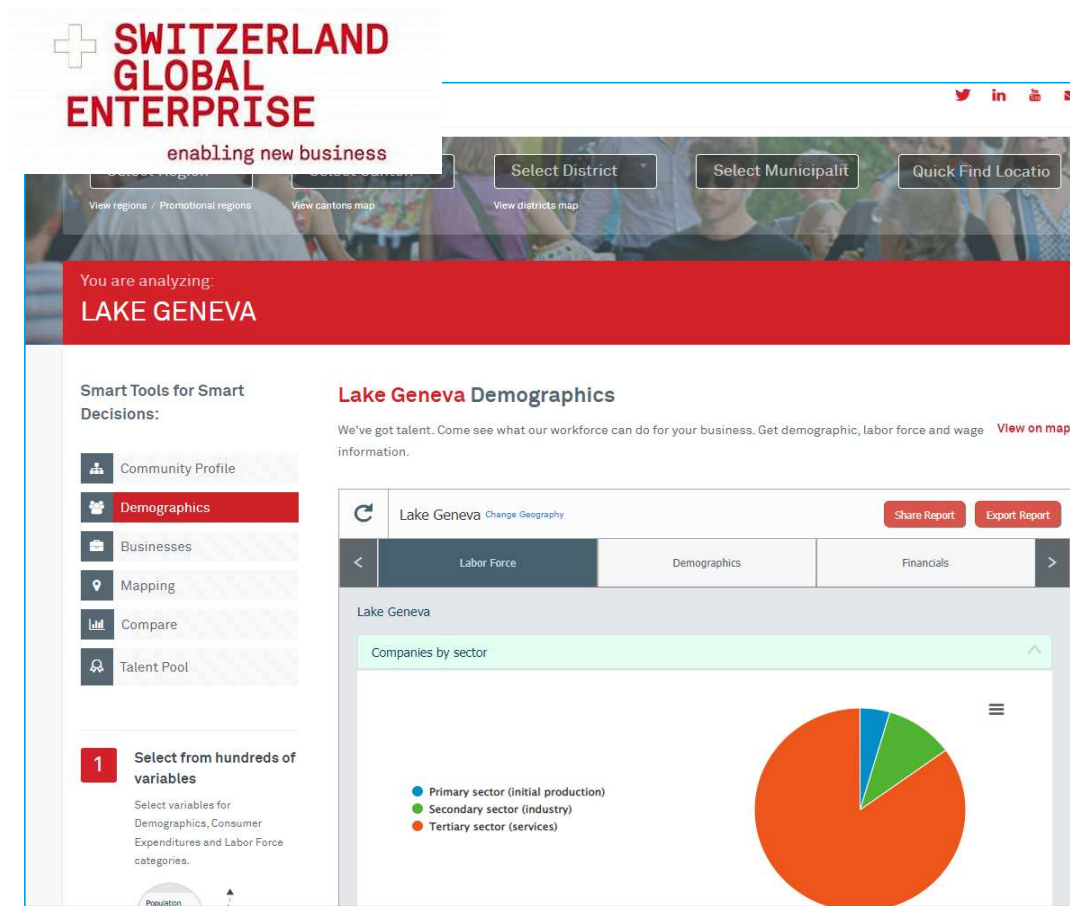
THEY CHOSE TUNISIA

van Laack

# Outils numériques dans l'ensemble des opérations d'une API

✓ La facilitation des investissements

- Selection du site d'investissement



# Outils numériques dans l'ensemble des opérations d'une API

- ✓ La facilitation des investissements
  - Rationalisation des tâches administratives
  - Suivi de projet

APIEx MONENTREPRISE.BJ

STATISTIQUES | ANNONCES LÉGALES | VÉRIFIEZ UN NOM | SE CONNECTER | S'INSCRIRE | FR

**CRÉEZ VOTRE ENTREPRISE 100% EN LIGNE**

Certificats électroniques envoyés en moins d'une demi-journée.

CRÉEZ VOTRE COMPTE

Info: APIEx | Guide des procédures

**UNE DÉMARCHE SIMPLIFIÉE**

- 1. CRÉEZ VOTRE DOSSIER:** Remplissez le formulaire unique et chargez en ligne les pièces à fournir.
- 2. PAYEZ LES FRAIS:** Payez en ligne avec votre mobile ou présentez-vous à la caisse de l'APIEx.
- 3. RECEVEZ VOS CERTIFICATS:** Recevez les certificats électroniques sur votre messagerie. Prêts à démarrer !

MIDA OFFICIAL WEBSITE MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY INVEST IN MALAYSIA YOUR PROFIT CENTRE IN ASIA

Forms and Guidelines | e-Services | FAQ | Contact Us

Home | Why Malaysia | Industries | Setting Up in Malaysia | Media & Events | About MIDA

Setting Up Business > Project Acceleration and Coordination Unit (PACU)

**Project Acceleration and Coordination Unit (PACU)**

PACU provides end-to-end facilitation to all projects approved by the National Committee of Investment (NCI). PACU ensures acceleration from approvals of the projects to implementation. Adoption of digitalise system will provide real-time tracking.

- 1. Assist and accelerate the application submitted and track the status of approval.** Application via e-MI 2.0 will be approved within 2 days (non-sensitive industries).
- 2. Identify and facilitate issues and challenges faced by companies in implementing their projects and proposed appropriate solutions.**
- 3. Monitor the progress of implementation through the Implementation Tracking and Monitoring System (ITMS).**
- 4. Collaborate with the Federal and State Governments, Service Providers, Investment Promotion Agencies (IPA), technical agencies and other related technical departments.**

No charges will be applied for PACU services.

MIDA MALAYSIAN INVESTMENT DEVELOPMENT AUTHORITY

MIDA Website | MIDA Payment Channel | e-Services | Forms and Guidelines | FAQs | Technical Support | Enquiry & Feedback

**InvestMalaysia**

**MIDA Online Application**

A single gateway portal to access applications, company profile and MIDA promotional events.

Learn How To Register/Use InvestMalaysia Portal

- Download User Guide
- Watch Video Guide
- Watch Recorded Webinar Videos

## List of Online Applications

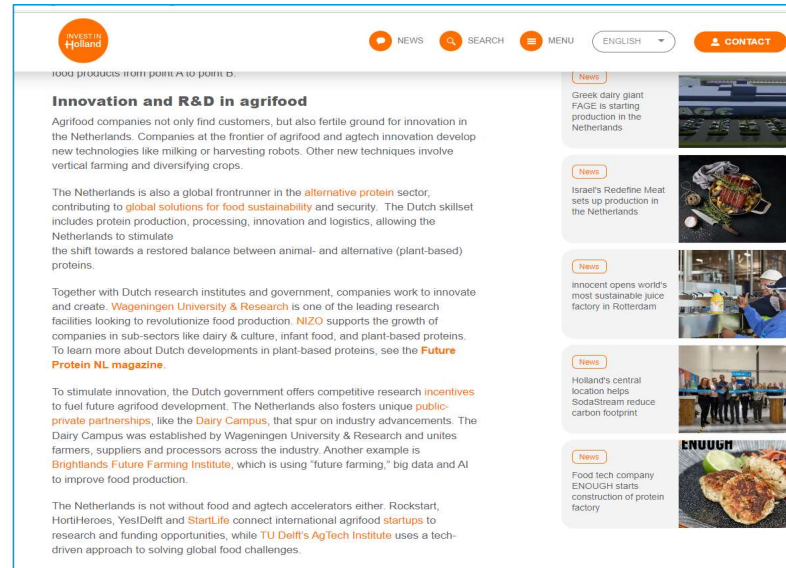
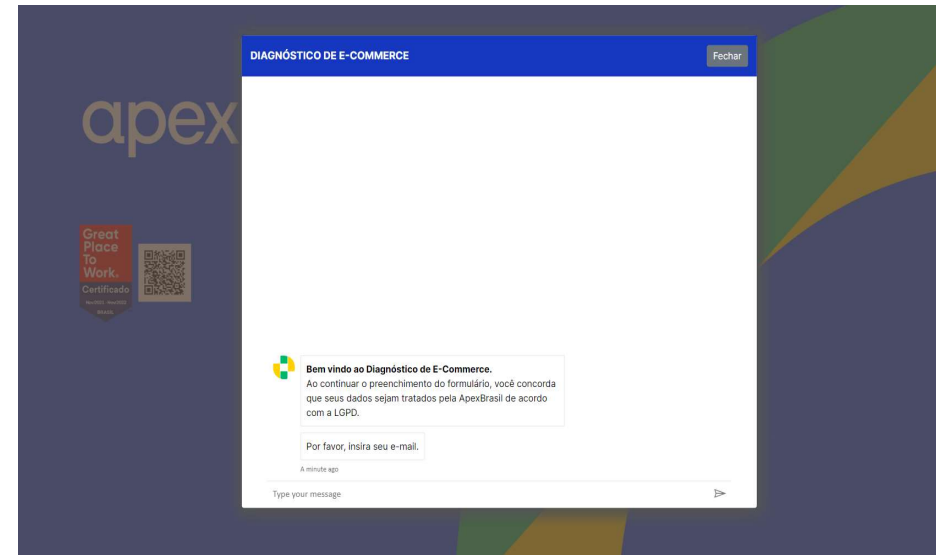
- Notes:
- Submissions received after 3.00 PM on a working day will be evaluated on the following working day.
  - Application with incomplete information will not be accepted and will be returned to the applicant company.

Source: UNCTAD



# Outils numériques dans l'ensemble des operations d'une API

- ✓ La facilitation des investissements
  - Soutenir le développement des entreprises
  - Faciliter les partenariats techniques et financiers



# Outils numériques dans l'ensemble des opérations d'une API

- ✓ Les services post-investissements et le plaidoyer
  - Favoriser les liens
  - Recevoir les commentaires et les griefs des investisseurs

Source: UNCTAD



Sectoral Database of Suppliers

CzechInvest connects foreign investors with suppliers or JV partners from the Czech Republic.

- Visit the Supplier Database, an efficient tool for searching Czech suppliers and potential JV partners
- The database contains standardised profiles of **more than 3,600** Czech manufacturing and ICT companies
- Suppliers are classified into ten key sectors and further sorted into subcategories



Subcontracting-metal	ICT	Energy	Electronics & electrical engineering	Materials & packaging
Engineering	Subcontracting-plastic	Healthcare, pharmacy & biotechnology	Automotive	Aerospace



Grievance  
Consultation

Online Application



# Intégrer les données des ODD dans les outils numériques



- Intégrer les informations sur les projets et les secteurs d'investissement liés aux ODD dans les outils numériques
- Tirer parti des outils numériques pour obtenir des données plus nombreuses et de meilleure qualité sur les ODD

The screenshot displays the 'SDG Investor Platform' interface, which is a digital tool for identifying investment opportunities aligned with the Sustainable Development Goals (SDGs). The platform is specifically focused on Ghana. The interface is organized into a grid of project cards. Each card provides detailed information about a specific investment project, including its title, sector, expected impact, indicative return, timeframe, and estimated market size. The projects shown include 'Irrigation systems and dams', 'Fish breeding', 'Grain storage infrastructure', 'Affordable housing', 'Road construction and maintenance', and 'Electronic waste recycling'. The platform also features a sidebar with navigation options like 'Summary', 'Opportunities', and 'News'. The top of the interface includes the UNDP logo and the text 'By SDG Impact'.

# Cas d'études:



[UNCTAD Pedagogical Video: Digitalization of Investment Promotion in Estonia and India - YouTube](#)

# Merci

