Towards Post-COVID-19: IPAs Adapting to the New Normal

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10 a.m. Geneva time

Regional webinar for investment promotion agencies from the EAC and SADC

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Chief, Investment Promotion Section, DIAE
United Nations Conference on Trade and Development
## Survey of online presence of 178 national IPAs

### Global results on 22 May 2020

<table>
<thead>
<tr>
<th>No reference to COVID-19</th>
<th>Only notification that IPA is operating or not</th>
<th>Some information on COVID-19</th>
<th>Comprehensive COVID-19 related content and services for investors</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>15%</td>
<td>26%</td>
<td>29%</td>
</tr>
</tbody>
</table>

*Source: UNCTAD*

Information under embargo. Please do not quote or share this data until UNCTAD has released the report of this webinar.
Survey of online presence of 178 national IPAs

Global results on 22 May 2020

- 31 March: 18% Comprehensive, 15% Some, 18% Only, 49% No reference
- 3 April: 19% Comprehensive, 21% Some, 24% Only, 36% No reference
- 22 May: 29% Comprehensive, 26% Some, 15% Only, 30% No reference

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Survey of online presence of 178 IPAs

Results by region on 22 May 2020

<table>
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<tr>
<th>Region</th>
<th>No reference to COVID-19</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>48%</td>
<td>14%</td>
<td>24%</td>
<td>14%</td>
</tr>
<tr>
<td>Americas</td>
<td>18%</td>
<td>20%</td>
<td>44%</td>
<td>18%</td>
</tr>
<tr>
<td>Asia - Pacific</td>
<td>30%</td>
<td>18%</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>Europe</td>
<td>18%</td>
<td>7%</td>
<td>18%</td>
<td>57%</td>
</tr>
</tbody>
</table>

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Initial response by IPAs: UNCTAD survey findings

✓ Dedicated COVID-19 investor response lines (chatbot, 24/7 investor helpline)
✓ Regular COVID-19 business updates
✓ Information on government support measures for businesses effected by the COVID-19 crisis
✓ Business continuity tools (guidebooks, model action plans)
✓ Online market intelligence tools (to monitor impact of the pandemic on key economic & trade indicators by sector)
✓ Targeted informational webinars (topics include analysis on sector-specific impacts, COVID-19 impact on export markets, growing demand in certain sectors)
✓ Incentives for businesses to fight COVID-19 (e.g. to temporarily transform production)
Initial response by IPAs: selected examples
Evolving response by IPAs: selected examples
For IPAs: What is there to stay?

- **More strategic and targeted investment promotion**, in new as well as traditional opportunity areas, with more online outreach activities and less travel.

- **Online investment facilitation becomes the norm.**

- **Reinforcement of aftercare services** with renewed attention for business linkages between MNEs and domestic companies.

- **Increased attention for data** that can support IPA functions, including a **more robust policy advocacy role**.

- **Strategic partnerships and enhanced regional cooperation** that can help with the economic recovery and advancement of the SDGs.