



# Smart Promotion Network

*UNCTAD: Investing in Sustainable Development*

## FDI Trends

**Is Africa on the brink of an economic take-off?** The only region ahead of Africa in terms of return expectations is Asia, writes Ernst & Young in its Africa Attractiveness Survey 2011, which captures the perceptions of over 500 CEOs. Foreign companies expect to invest US\$150bn by 2015 and create 350,000 jobs per year in the region. FDI in African countries coming from other African nations has been growing at a rate of 21% (2003-2010) which confirms the perception that South-South investors seem to be the more positive about the continent's attractiveness and eager to manage apparent risks for the sake of high returns. [< more >](#)

## Strategy, Did You Know?

**Benchmark your FDI offer.** Investing Across Borders (IAB) is a tool that allows you to compare your FDI policy framework and competitiveness with countries around the globe. It covers key areas affecting FDI, such as; sector openness, practices affecting how foreign companies invest, how to start a foreign-owned business, access to industrial land, and arbitration of commercial disputes. A useful diagnostic tool to feed into your to-dos in FDI policy strategy and improve your country offer vis-a-vis competing locations in the sector and/or region.

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## Smart Promoter Practices

**Pernambuco, from 0 to 100 through aftercare.** The Invest in Pernambuco initiative in Brazil parallel-tracked the urgency of economic development and the long timeframes required to build an IPA. The state focused on its only renewable energy equipment manufacturer to help attract suppliers; and managed to build the foundations of a GreenTech cluster. Key elements included: A happy investor as main ambassador and a partnership network of related businesses in a private-public dialogue platform to improve the sector's operating environment. With a pipeline of investments of over US\$200m and 2,500 new jobs in green technologies, Invest in Pernambuco has hit the ground running. [< more >](#)

## What's On

**Accounting standards: an obstacle to raising project finance?** A strong accounting infrastructure can make the difference between whether an investor chooses to put his money in a country or not. It can also dramatically affect the costs of borrowing for business. Many countries still lag behind international financial reporting standards and are challenged by poor regulations and weak institutions, which puts them at a disadvantage when it comes to promoting FDI. But, what are the key elements in an accounting framework for the transparency level that international investors expect? To hear and see best practice at work, join us at UNCTAD's World Investment Forum 2012.

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## Read of the Month

**Has everything already been said on foreign investor treatment?** Fair and equitable treatment of foreign investors would sounds like a basic to-do for anyone who has been in the business of attracting FDI. But still today agreements and tribunals may throw open different interpretations of the rules. UNCTAD's latest release: "Fair and Equitable Treatment", offers policy options for governments and negotiators to take into account in securing sustainable FDI and enhancing the stability and predictability of their legal system. A good addition to your policy check-list.

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