



# Smart Promotion Network

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### FDI Trends

**FDI that Brings Jobs.** In 2011, Serbia was the country with the highest number of jobs created by FDI per 100,000 inhabitants, followed by Costa Rica, Singapore and Ireland. In absolute terms, China, India and the United States created most jobs through FDI. However, if quality of jobs is the measurement, Ireland remains in the world's top spot, with Singapore second and Denmark third, according to IBM-PLI's Quality Jobs Ranking. Indeed, the top ten economies in the ranking are all mature economies, highlighting the fact that while emerging economies may attract job creating projects, the mature economies continue to attract high-value investment that generates knowledge-intensive jobs. [< more >](#)

### Strategy, Did You Know?

**InvestHK to Lead WAIPA.** InvestHK has just taken the helm of the World Association of Investment Promotion Agencies (WAIPA). Simon Galpin, WAIPA's new President, a former executive of Scottish Enterprise, joined InvestHK in 2001, soon after the establishment of the Investment Promotion department. His contribution to shaping the strategy of InvestHK helped to establish it as one of the world's leading IPAs. Keep an eye out for the new WAIPA programme coming out shortly. [< more >](#)

### Smart Promoter Practices

**Chile's Talent and FDI Go Together.** Heard about [Chile.com](#) Valley? Talent attracts FDI and governments' efforts range from breeding local talent to providing visas for foreigners with the expertise that foreign investors need. Start-Up Chile, led by CORFO, seeks to attract early stage, high-potential entrepreneurs to start up in Chile. The end goal of the accelerator programme is to convert Chile into the innovation and entrepreneurial hub of Latin America. The first round of applications in 2011 brought 87 start-ups to Chile from over 30 countries. [< more >](#)

### What's On

**Attracting Low Carbon FDI - Why is it so Difficult?** From greening existing projects to attracting new projects in renewables, new FDI opportunities beckon. What are the lessons learned by IPAs to refine proactive promotion strategies, promote clusters and engage in win-win partnerships? UNCTAD is holding a one-day learning event for investment promoters on 2 May 2013, in Geneva, bringing in experts from IBM Plant Location International (IBM-PLI), the International Finance Corporation (IFC) and IPAs from Sweden, Copenhagen, and Hong Kong (China), to share insights, trends, promotion techniques, partnerships and other strategies to help countries green their FDI. [< more >](#)

### Read of the Month

**Can Trade and Investment Promotion Work Together?** About 25% of the world's IPAs also promote trade. Yet, in the last five years this trend has decreased globally, with the exception of OECD countries where it is on the rise (43%). Experience shows that successful trade and investment promotion organizations, like UKTI or New Zealand's Trade & Enterprise, may be able to benefit from joint administrative services and cooperation in technical areas, such as research, image-building and overseas representation. However, many apparent synergies between trade and investment may not crystallize automatically. [< more >](#)



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