



Smart Promotion Network

UNCTAD: Investing in Sustainable Development

FDI Trends

2011 Global FDI flows surpass pre-crisis average. The World Investment Report, just published by UNCTAD, indicates that global FDI flows in 2011 surpassed the pre-crisis average, reaching US\$1.5 trillion, despite persistent uncertainty in the global economy. Slower growth in 2012 is predicted, with flows leveling off at about US\$1.6 trillion. The report contains a comprehensive investment policy framework for sustainable development, with detailed guidelines for national and international investment policymaking. It suggests that investment policy-making is at a crossroads, reflected by intensified review and revision of existing investment regimes. [< more >](#)

Strategy, Did You Know?

Rewarding FDI referrals. Ireland claims to be the first country to offer an incentivised referral programme to boost efforts to attract FDI. The government has launched the "Succeed in Ireland" initiative, as part of its Jobs Action Plan 2012 which aims to create new sustainable jobs in the country. Any individual who introduces through an on-line referral system a company that subsequently invests in Ireland will receive a minimum reward of 1,500 Euros per job up to a maximum of 100 jobs. IDA Ireland, the agency responsible for FDI attraction, has appointed ConnectIreland to deliver the programme. [< more >](#)

Smart Promoter Practices

Cross-promotion through bilateral cooperation. Beijing's Zhongguancun ZPark Software Park and the FinChi Innovation Center, managed by Finpro and China-Finland Golden Bridge, signed a MoU in May, to increase science and technology cooperation between Finland and China and to reinforce commercial relations. The parties plan the establishment of a Chinese science and technology park in Espoo, Finland, and expanding FinChi's activities to Beijing. The future Otaniemi-based ZPark for software companies will help Chinese firms to start business and research cooperation, as well as help establish R&D units in Finland. [<more >](#)

What's On

Tap into investment opportunities offered by franchising. Franchise Expo & Business Opportunities Australia will be held from 17 to 19 August 2012 in Melbourne. The event will explore franchises and business opportunities in a wide range of market sectors. By showcasing successful franchising stories and organizing seminars on franchising trends and behaviours of both franchisees and franchisors, the event will shed light on how to tap into opportunities offered by this non-equity mode of investment. [< more >](#)

Read of the Month

Benchmarking global cities. "Hot Spots: Benchmarking global city competitiveness", published by the Economist Intelligence Unit in March, ranks the competitiveness of 120 major cities across the world with New York, London and Singapore taking the top spots. The report points out that global business is beginning to plan strategy from a city, rather than a country, perspective, and that competition between cities for business, investment and talent will get fiercer. According to the report, while economic size and growth are important for a city's competitiveness, other determinants, including the business and regulatory environment, the quality of human capital and the quality of life, form part of the success factors. [< more >](#)



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