



# Smart Promotion Network

## [2 Minutes for Your Feedback](#)

### FDI Trends

**Build regional integration and they will come?** Countries across the globe are exploring regional integration agreements to boost growth and FDI flows, increase regional production linkages and become more competitive in international/regional production value chains. However, UNCTAD's close look at the links between integration and FDI in developing countries reveals uneven results across regions. The FDI impact of Africa's large and ambitious initiatives remains limited to date; whereas ASEAN's investment-specific initiatives seem to encourage intra-regional FDI and persuade other investors to establish regional networks or operations. [< more >](#)

### Strategy, Did You Know?

**Making sense of business survey data.** Often governments are confronted with a myriad of surveys and business climate indicators, and try to prioritize actions based on investors' demands. Still, those findings may be just one side of the coin. The Government of Tanzania found that investors repeatedly cited electricity as their major operating constraint (85%), but when looking at the cost structure of the average local manufacturing company, this input was only a marginal share of a firm's operating costs (3%). Thus, a decline of 50% in electricity prices would only reduce production costs by 1.5%. Hence, would the cut justify a large public investment in energy infrastructure? [< more >](#)

### Smart Promoter Practices

**UK Business Ambassadors.** Since 2008 UK Trade and Investment (UKTI) has been counting on the support of a high-level group of business people to promote trade and investment: the Business Ambassadors Group. Teaming up with CEOs of companies, such as Barclays, Diageo, Jimmy Choo or Shell, the UKTI initiative asks the group to take advantage of their overseas travel trips to lobby for market access or lead events for SMEs at the request of the UK Government. UKTI has subsequently gained a huge wealth of business experience and knowledge of new sectors and markets. [< more >](#)

### What's On

**The place to be: ITB Berlin 2013.** Travel and Tourism directly or indirectly helped sustain 258 million jobs globally in 2012 and generate some US\$6 trillion (9.1% of global GDP). Tourism is a key driver for investment and economic growth at a global level. The whole spectrum of the sector will be present at ITB Berlin (6-10 March): tour operators, developers, booking system providers, carriers, hotels and other suppliers. With over 10,500 exhibitors and 113,000 professionals attending the previous ITB, this trade show is the place to learn about sector trends and generate investment leads -last year, 91% of the surveyed exhibitors expected follow-up business. [< more >](#)

### Read of the Month

**Is your energy policy conducive to investment and growth?** Energy systems should deliver economic growth in an environmentally sustainable manner, whilst ensuring security of supply, cost-effectiveness, and access for all. The World Economic Forum has developed an analytical tool for policymakers, the Energy Architecture Performance Index, to benchmark 105 countries and highlight best practices for environmentally sustainable energy policy. The good news is that the presence of countries without large energy endowments, like France, Latvia, and Switzerland among the top ten performers, points to the importance of efficiency and sustainability measures, largely linked to the efficacy of a country's energy policy. [< more >](#)



You are receiving the **SmartPromotionNetwork eFlash** because you are part of UNCTAD's World Investment Network (WIN). [click here to unsubscribe.](#)

To become a member of the Network, submit news and feedback [send us an email.](#)

To ensure delivery add [SmartPromotionNetwork@unctad.org](mailto:SmartPromotionNetwork@unctad.org) to your address book. [UNCTAD, Investment and Enterprise Division \(DIAE\)](#) Palais des Nations, 1211 Geneva 10 - Switzerland, [www.unctad.org/diae](http://www.unctad.org/diae)

**Disclaimer:** This eFlash may direct to third-party Web sites as a service to our users. Please be aware that we are not responsible for the information collection practices of such third-party Web sites-policies that may differ from those of UNCTAD. We encourage you to review and understand the privacy policies of these other Web sites before providing any information to them.