



Smart Promotion Network

UNCTAD: Investing in Sustainable Development

FDI Trends

Finally some good news, the **Travel & Tourism Competitiveness Report 2011**. Accounting for 9.2 percent of global GDP and 9.2 percent of world FDI, the sector continues to recover according to the World Economic Forum (WEF). However, some countries may benefit more than others depending on their competitiveness in attracting investment. Check the Report to see what factors and policies governments and IPAs can focus on to make their locations attractive for FDI, and find out why Switzerland remains the top-ranked country worldwide, while the US, Singapore, the UAE and Mauritius lead their regions. [< more >](#)

Strategy, Did You Know?

Making sense of the Doing Business Report 2012 for FDI Promotion. In a nutshell, what are the implications of transparency and good regulations for investment promotion, and does good regulation pay off? This video of the launch of the latest World Bank's Doing Business Report makes interesting links between Governments' ability to improve their country's business environment and rising rewards in FDI attraction, tax collection, etc.

[< more >](#)

Smart Promoter Practices

Getting others to brush up your country image. Invest in Sweden knows well that third party endorsement is the best and most cost-effective publicity; and is taking advantage of multiple indicators, that investors regularly monitor, to brush up Sweden's country's image. Making sure your country is listed in relevant indicators could help put your location in the site selectors' radar. Taking advantage of good positioning to build or reinforce your country's image by third-party endorsement comes next. [< more >](#)

What's On

Ready to capture FDI at 2007 Levels? UNCTAD's World Investment Forum (WIF) taking place in Qatar in April 2012 features an IPA-tailored segment that puts global CEOs from manufacturing, renewable industries and services on the stage to ask them what's next after consolidation efforts are completed and credit returns to their books. Register for WIF now to make sure you reserve your place in Doha and pose all the right questions to capture the next FDI trends.

[< more >](#)

Read of the Month

Helping hands overseas. Seeking to stretch your IPA investment promotion outreach overseas but facing budget limitations? That's a common situation to many countries. Among the several options at hand -consultants, partnerships, your own IPA offices, etc.-; some countries decide to get their diplomatic service on board. UNCTAD had a look at best practices of how diplomats could support their country's FDI attraction effort efficiently, and distilled some useful lessons.

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