



Smart Promotion Network

UNCTAD: Investing in Sustainable Development

FDI Trends

Towards a new generation of investment policies. On 12 June 2012, UNCTAD launched a comprehensive Investment Policy Framework for Sustainable Development (IPFSD), incorporating a set of core principles for investment policymaking, guidelines for national investment policies, and options for the design and use of international investment agreements. IPFSD has been conceived as a living document - future versions will take into account suggestions and comments made by investment policy stakeholders via a newly-launched, online forum, the Investment Policy Hub. It allows participants to share experiences and discuss investment policy issues. Join UNCTAD's Investment Policy Hub and be part of the new generation of investment policy making. [< more >](#)

Strategy, Did You Know?

Aligning policies for investment promotion. In the midst of protracted economic difficulties, foreign direct investment (FDI) is once again high on government policy agendas in both developing and developed economies. In June, the United States (US) Senate and House leaders introduced the Global Investment in American Jobs Act of 2012, highlighting the importance of increasing FDI to the US and asking the government to examine whether policies on infrastructure, tax, education and immigration are properly aligned to strengthen investors confidence. [< more >](#)

Smart Promoter Practices

Promoting your location with "Ambassadors". Two new "ambassadors", in Argentina and India, were recently appointed to the HamburgAmbassador network, bringing its total number to 38. This innovative network of honorary ambassadors promotes the city in 23 countries through a variety of business events, helping to build the city's brand abroad, an initiative coordinated by the city's agency, Hamburg Marketing. IPAs could consider how they can develop similar networks and the types of honorary ambassadors who would best market their location. [<more >](#)

What's On

How global cities can build resilience? The World Cities Summit 2012 will take place in Singapore from 1 to 4 July under the theme of "Liveable and Sustainable Cities - Integrated Urban Solutions". While discussing the challenges posed by unprecedented urbanization (it is estimated that by 2050 not less than 70% of people will live in cities), cities will showcase investment opportunities and multinational corporations will present integrated urban solutions and technologies at the World Cities Summit Expo. [< more >](#)

Read of the Month

FDI in Latin America and the Caribbean. In 2011, FDI flows to Latin America and the Caribbean region (excluding financial centres) rose by 31% compared with 2010, according to the UN's economic commission for the region (ECLAC). Its recent report shows that the LAC region recorded the highest percentage increase in FDI worldwide. All subregions and most countries received more investment than in 2010, with Brazil accounting for nearly half of the region's total FDI inflows. The report has a focus on the behaviour and strategy of major European companies, the leading investors in the region, with a detailed look at the commercial banking and power sectors. [< more >](#)



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