



# Smart Promotion Network

*UNCTAD: Investing in Sustainable Development*

## FDI Trends

The trend toward liberalization continues in international investment, but there are exceptions. The seventh joint UNCTAD-OECD report on G-20 countries' investment policy measures, which was released on 31 May 2012, reveals that recent investment measures taken by G20 countries continue pointing to more liberalization and transparency. The report also alerts to the damage some restrictive investment measures may cause to the business climate and to economic recovery. According to the report, despite the turmoil in the global economy, global foreign direct investment (FDI) inflows rose by 17% in 2011, and will continue to rise in 2012, but only moderately.

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## Strategy, Did You Know?

Developing a sector strategy for growth. Malta recently launched its strategy for the digital gaming industry that aims to pave the way to attract FDI in this rapidly-growing sector. The Digital Games Initiative Group, which includes Malta Enterprise, commissioned a strategy report that focuses on four pillars: attract global games companies to Malta, encourage company start-ups, enhance education in the digital gaming sector and nurture a games eco-system which can interweave with big international companies. The expanding games market and its central role in the creative industries' sector presents many opportunities and challenges for Malta, with potential for transferable skills and shared resources with the existing IT and film sectors. [< more >](#)

## Smart Promoter Practices

Do you need a smarter incentive scheme for investment promotion? Investment incentives, a popular tool for attracting and retaining investment, are increasingly under pressure to justify their effectiveness as result of the fiscal tightening in many countries. A paper published by Harry S Truman School of Public Affairs revealed some useful tools and best practices on how to make economic development incentive schemes more pertinent, cost-efficient and effective.

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## What's On

The future of FDI in Europe. The World Investment Conference (WIC) Europe takes place in La Baule, France, from 20-22 June. Amidst a protracted debt crisis, Europe seeks to leverage FDI to restore growth and enhance competitiveness. Business representatives will discuss developments in the region which, as it is both a main destination and source of FDI, will generate impacts beyond the region.

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## Read of the Month

It's time for Africa. In Ernst & Young's 2011 Africa Attractiveness Survey, a large majority of international investors says that Africa has become more attractive, and will be more so in the coming years. The report acknowledges that FDI flows to Africa still lag behind the 2008 peak level, but it also points at longer-term growth opportunities. Developed markets still top the list of FDI sources, but investment by emerging markets and between African countries are catching up.

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