



Smart Promotion Network

UNCTAD: Investing in Sustainable Development

FDI Trends

In an uncertain economic landscape, developing countries are expected to grow twice as fast as high-income economies. A recent global survey of investor prospects, released by MIGA, found investors are confident about the next three years. Over 50 percent of the respondents surveyed expect to increase their investments in developing countries over the next 12 months. This is despite deteriorating economic prospects worldwide, concerns about the health of the banking sector in Europe, and fiscal austerity programs in several high-income economies. The crisis in the Middle East and North Africa region has had a negative effect on FDI, but a significant number of corporate investors surveyed have either not changed their investment plans or have adopted a "wait and see" approach.

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Strategy, Did You Know?

Research your niche and diversify. When it comes to finding innovative companies or clusters, often countries and territories end up aiming at the same full-scale sectors targeted by their competitors next door. The state of Nevada in the US refuses to gamble its future: its investment strategy focuses on researching competitive niches that could help diversify the economy and bring much-needed jobs back. Nevada is now targeting datacentres, call centres, warehouses and logistics hubs; and medical services for retirees. [<more >](#)

Smart Promoter Practices

Introducing online facilitation. The Colombian Ministry of Commerce, Industry and Tourism is determined to make investors' lives easy, and get their projects up and running fast. 'Click-and-go' is the vision for their online roadmap for setting up a company, getting licenses, paying taxes, hiring workers, buying real estate, and even registering international investments. Anything else your company could do with just one click? [< more >](#)

What's On

What investors expect from your IPA, Global Investment Promotion Best Practices (GIPB) 2012. Do you know if your IPA's promotion effort is effective? Is your facilitation team capturing the leads that your promoters generate? Is your IPA meeting private investors' expected service standards? Find out what is global best practice, how your competition is doing and how to win the benefits from low-cost facilitation at WIF 2012: Better Facilitation for Investment Day, on 20 April in Doha. Participants include Ernst and Young and Deloitte site location specialists, as well as best performing IPAs in the GIPB12 survey.

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Read of the Month

Mining and sustainability, lessons from the pit. What do countries like Canada and Chile have in common? A robust mining sector and smart government policies to maximize the FDI development impact. UNCTAD's "Best Practices in Investment for Development: How to Attract and Benefit from FDI in Mining" takes a close look at both countries. The study extracts several lessons on policy stability, the right balance between taxes and incentives, the environmental and social impact, as well as how to link with local companies.

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