



# Smart Promotion Network

*Special Issue, World Investment Forum 2012*

## FDI Trends

**WIF 2012, where business and policy meet.** Who's getting most FDI? But also, who is getting the most out of FDI? Two key questions for WIF2012 participants to debate at WIF2012. Where is the estimated US\$1.6 trillion in FDI in 2012 headed, and how can your economy boost its potential as an international investment destination? With over 1,000 business executives, high-level policy makers and investment promoters expected to meet in Doha on 20-23 April to talk investment strategies, promotion policies and practices, where else could you get more FDI intelligence? [< more >](#)

## Strategy, Did You Know?

**How to set up a successful green zone 101.** Linked to a cluster of leading universities, Qatar Science & Technology Park (QSTP) is conducting applied research and helps commercialize technologies in energy, environment, health sciences and ICT. Operators include international corporations, such as Cisco, ConocoPhillips, GE, Maersk, Microsoft, RollsRoyce, Shell and Tata, which have committed to funding new ventures and creating intellectual property. Tour QSTP as part of your WIF2012 experience, learn about best practices in Green Zone design and management, and network with QSTP operators. Register early as places are limited. [< more >](#)

## Smart Promoter Practices

**Empowering IPAs to cut red tape and attract more FDI.** Is your IPA a One Stop Shop? Does government and the private sector expect your IPA to cut red tape and get projects started overnight? Is your IPA struggling to get hard-won FDI projects off the ground because of cumbersome licenses and permits? Good governance practices, such as greater transparency of regulations, will help your IPA to be more effective and save precious resources for investment promotion. The WIF2012 Better Facilitation Day brings together experts from UNCTAD's eRegulations program, Transparency International and best practice IPAs to share their experiences in getting projects up and running by streamlining regulations. Register at [< more >](#)

## What's On

**WIF2012 who's who.** The top management and corporate strategists from Aecom, Alstom, China Investment Corporation, China Mobile, Green Gulf, Huawei, Insud Group, McKinsey, Nestle, Nokia, Novozymes, Qatar Airways, Total, Vale and many others, will meet at WIF2012 with Presidents, Prime Ministers and Investment Ministers from Bangladesh, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Finland, Ghana, Haiti, Mongolia, Namibia, Niger, Peru, Republic of Korea, Sierra Leone, South Africa, Tunisia, Qatar and Viet Nam to mention only a few.

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## Read of the Month

**Monitoring investment policy one country at a time.** The trend goes on: Investment policies continue to be generally favourable to FDI, indicating that countries recognize the need to act to increase their competitiveness. Despite this general trend towards further liberalization and promotion of FDI, UNCTAD registered in the last six months an increase in regulatory activities affecting investment particularly in the mining sector and with regard to competition issues. Learn more about where FDI policies are heading at WIF2012.

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